

# **DEVELOPMENT OF MULTICULTURAL MICE TOURISM IN THE MIDDLE EAST: THE CASE OF SAUDI ARABIA**

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## ABSTRACT

The aim of this study is to compare the cultural difference between Muslims and non-Muslims in regard to MICE tourism to the Kingdom of Saudi Arabia (KSA). A research framework is proposed and tested to achieve this aim.

The research context is set in the KSA as a representative Middle Eastern state. Very little MICE research has been conducted in the Middle East. KSA offers excellent facilities to host various types of MICE events and MICE tourism development is government policy.

The KSA has a highly traditional Islamic culture as the state religion which also determines the laws of the land. The influence of Islamic culture is observable in every part of the individual, social, political and religious life of the people. The KSA is also an important Muslim pilgrimage centre as two of the holiest Muslim centres, Mecca and Medina, are located in the country. As a result Muslims from various countries visit the KSA on pilgrimage, especially during Muslim festival seasons. Additionally, the KSA has developed a range of modern facilities which can cater to sophisticated tourist needs.

However, falling oil prices, and declining supply can lead the country to economic stagnation. Hence the KSA is implementing strategies to diversify its economy away from oil. MICE tourism is one of these methods of diversification. Foreign MICE tourists in large numbers attend conventions and other MICE events and stay on for visits to important tourist destinations and leisure activities. They spend a large amount of money on such visits, and this source of economic exports is considered economically good for the country.

However, there is internal apprehension that the strong Islamic traditions of the KSA act as a deterrent to non-Muslim tourists from Western countries, where the main markets of MICE tourists are located. Consequently, to attract more non-Muslim visitors to the country, policies and strategies need further development.

To devise suitable policies and strategies, it is first necessary to understand how tourists, especially those who attend MICE events, make their destination choices. A detailed review of literature reveals the availability of many consumer decision

making, tourist decision making and MICE destination decision making models. All of them are partially applicable to the study conditions. However, all are predictive in nature, whereas the intention of this study is to assess the current status. Also, almost none of them consider culture, and in particular religious based culture, as a factor influencing destination decisions. Thus, there is a need for a different MICE destination decision making model applicable to this study objective. This study attempts to develop such a framework and then analyse the theoretical model.

The critical review of literature also reveals motivation, perception and attitude as the three important dimensions of destination decision making. Destination image formed by perceptions and its influence on attitude are important in determining behavioural intentions. The experiences gained by repeated visits can change perceptions, and less easily, the attitude about the destination to a favourable or unfavourable behavioural intention. These aspects, are potentially affected by Muslim or non-Muslim culture which is the focus of this study.

The quantitative method of questionnaire survey is used to collect sample data at Mice conventions in the KSA. The scales and items were selected based on published works on similar surveys and discussions with experts. Muslim and non-Muslim participants of 10 MICE events at various venues during November 2014 to February 2015 were sampled. A pilot study was done with 50 participants on the first day of a MICE event, 34 returned the fully answered questionnaire. The feedback from them was used for improving the questionnaire and the final version was prepared in both English and Arabic. In the actual administration of the final questionnaire, of 800 participants to whom it was distributed, 493 complete responses were obtained. As such the sample is an extensive random convenience sample. Cronbach Alpha was used to test the reliability of the survey. The analysis of data consisted of descriptive statistics of demographic data, previous visits data and motivation, perception and attitude data. Student t-tests were done to compare between mean differences between groups. Exploratory Factor Analysis using the method of Principal Component Analysis was used to extract factors from the subscales, which are used to summarise the differences between Muslim and non-Muslim attendees and to reduce the number of variables for subsequent causal

analysis. Stepwise regression is used to test for exploratory causal links between the motivations, perceptions and attitudes of visitors and their behavioural intent.

The results of the analysis of the data collected for this study provide useful insights about the demographic profile of the MICE tourist. Additionally, it was found that motivation is the most important driver of the MICE destination decision making process when compared with perceptions and attitudes. However, perceptions and attitudes of the respondents were found to be favourable towards the KSA. These results indicate that strategies to improve motivations, perceptions and attitudes of potential tourists can translate to an increase in MICE tourism to the KSA.

Some recommendations to promote MICE tourism to the KSA include: The demographic profile of the potential MICE tourist should be considered in formulating marketing initiatives to attract MICE tourists. Steps should be taken to promote new ways of motivating Western non-Muslim people to visit KSA for MICE events. Some of the motivations that appeal to this segment are highlight new business opportunities and the potential for establishing new business relationships; and highlighting the potential for acquiring information on business activities, products and services in a new country/market.

The KSA enjoys favourable perceptions and attitudes from MICE tourists. Attempts should be made to at least maintain these perceptions and attitudes. These include reassuring potential and repeat tourists that the KSA is a quality destination, safe, secure, and with friendly and supportive people. Further, the stakeholders of the MICE industry including the transport and accommodation sectors, the government and MICE event organisers should work together to ensure that the MICE tourists have a good experience, and the events meet their expectations.

## **DECLARATION**

I, Khaled Altareri, declare that the DBA thesis entitled Development of Multicultural MICE Tourism in the Middle East: the case of Saudi Arabia is no more than 65,000 words in length, including quotations and exclusive of tables, figures, appendices, bibliography, references and footnotes. This thesis contains no material that has been submitted previously, in whole or in part, for the award of any other academic degree or diploma. Except where otherwise indicated, this thesis is my own work.

Signature: Khaled Abdullah Altareri

Date: 21 June 2016

## DEDICATION

To my beloved mother, Shikah, and My inspired father, Abdullah, whose prayers and love never left me while I was working on this task away from home.

To my lovely and adorable wife Sarah; without your unconditional love, encouragement and dedication, this thesis would not have been possible. You are truly the best thing that ever happened to me.

To my little angels, Reema and Alanoud, whose young lives have been disrupted during this journey.

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## LIST OF ABBREVIATIONS

|        |   |
|--------|---|
| CFA    | Confirmatory Factor Analysis                                |
| CVF    | Competing Values Framework                                  |
| EFA    | Exploratory Factor Analysis                                 |
| GCC    | Gulf Cooperation Council                                    |
| GDP    | Gross Domestic Product                                      |
| KSA    | Kingdom of Saudi Arabia                                     |
| SPSS   | Statistical Package for the Social Sciences                 |
| STR    | Smith Travel Research                                       |
| UAE    | United Arab Emirates  |
| UNESCO | United Nations Education, Science and Cultural Organisation |
| UNWTO  | United Nations World Tourism Organisation                   |
| PCA    | Principal Components Analysis                               |
| OIC    | The Organization of the Islamic Conference                  |
| ICCA   | The International Conference and Convention                 |
| SITE   | The Society of Incentive Travel Executives                  |
| SCTA   | The Saudi Commission for Tourism and Antiquities            |
| MICE   | Meetings, Incentives, Conferences and Exhibitions           |

## **CHAPTER 1 - INTRODUCTION**

The aim of this research is to further develop the existing knowledge of the Meeting Incentives and Events (MICE) sector in tourism. The MICE sector is one of the major segments of the tourism market and is very important for the economies of many countries in the world. However, the MICE sector is less researched compared to other tourist segments.

The particular focus of this research is to determine the concepts and the strategically useful issues that influence participant decision-making of two broad cultural groups, Muslims and non-Muslims in attending MICE events in the Kingdom of Saudi Arabia (KSA). The roles of motivations, perceptions, attitudes and behavioural intentions are evaluated with respect to attending MICE events in Saudi Arabia as representative of much of the Middle East including the Gulf co-operation countries (GCC - the members of which are Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and United Arab Emirates).

As such, the research is intended to link the cultural foundations of event attendees with established decision-making theories of consumer behaviour, which are used to develop a conceptual research framework.

The aim of this study is not merely to look at the cultural differences between the Muslim and Non-Muslim participants, but to expand that knowledge to potentially develop strategic information that can be directly used to enhance the growth of the MICE markets in Middle Eastern countries, and particularly Saudi Arabia.

This chapter will provide an overview of the MICE sector in order to contextualize the research of this study. It begins with a general review of MICE history followed by a statement of the research problem, research objectives, research questions, discussion about how this work will contribute to knowledge, and the significance of this research.

### **1.1 BACKGROUND**

The term “MICE” includes meetings, incentives, conferences and exhibitions, and each of these components will be discussed in detail in Chapter Two. Spiller (2002) states that since the 19<sup>th</sup> century, the need for meetings between entrepreneurs and businessmen all around the world has been rapidly increasing due to the

development of transportation, and the increase in disposable incomes, leading to a more flexible and mobile society that enables travel to meetings. In the late 20th century, globalization has increased the demand for international convention and meetings due to several factors: the growth of multinational corporations across the world, the growing number of international associations based on international memberships that require an annual meeting, the improvement of the knowledge economy resulting in an increased need for knowledge exchange and the need for product and service promotions often in the form of exhibitions (Weber and Ladkin, 2003). As a result of this increased demand for domestic and international conventions and meetings, countries and destinations are improving the status of their current facilities and infrastructure with heavy investment in developing competitive spaces and more destination choice.

MICE tourism emerged in 1895 when the Detroit Convention and Businessmen's League was created to promote the city in Michigan, USA. However, it was not until the latter half of the 20th century that MICE tourism was recognised as a commercial activity in its own right. Thus conference and convention tourism, unlike other forms of business travel, does not have a long history in the literature (Abdullah, 2011; Baloglu & Love, 2005; Mair, 2010; Severt, Wang, Chen, & Breiter, 2007; Chiang, King, & Nguyen, 2012; Whitfield et al. 2012).

## **1.2 STATEMENT OF THE PROBLEM**

To date, little research has explored the participant's decision-making process in attending MICE tourism, particularly with respect to the relationships between participant attitudes, perceptions, motivations, and behavioural intention. Also there is no known literature on these topics in the Middle East as a whole including the Gulf Co-operation Countries (GCC). The present study attempts to fill this gap by exploring the phenomenon, both theoretically and empirically and by proposing a model that explains those aspects of current MICE experiences that produce positive and negative changes in cultural awareness in Saudi Arabia.

This research identifies some research gaps based on a detailed review of research work published so far. One of the major gaps is the lack of studies that compare Muslim and Non-Muslim MICE groups in the context of MICE. This is a significant issue as the Middle Eastern countries attempt to move their economies away from a dominant dependence on a slowly declining oil industry.

Furthermore, quite apart from the understanding of the decision to attend MICE events of two major cultural groupings, the study attempts to develop practical strategic outcomes. The administrations of Middle Eastern countries need direction in planning strategic issues associated with attracting both Muslim and non-Muslim participants to MICE events. One of the intentions of this study is to develop findings that can be used to create strategic administrative policies based on greater cultural awareness, which will enhance the capacity of Middle Eastern countries to attract MICE attendees.

### **1.3 RESEARCH AIM AND OBJECTIVES**

There is a need to explore the cultural issues related to the development of a MICE sector in the GCC and specifically by example the most traditional Middle Eastern market of Saudi Arabia. It is generally recognised that the construction of modern conferencing facilities whilst important, is far from enough to attract tourists to events in Muslim countries from non-Muslim markets on a large scale. Understanding participant perceptions, motivations and attitudes are necessary to develop favorable behavioral intentions that will develop further MICE tourism. Lee and Back (2007) assert that understanding participant behaviour as well as the relationships between participant behavioural intentions and its determinants, is important in implementing successful tourism strategy, which can lead to the achievement of overall objectives.

The general attitudes of non-Muslims about Muslim countries are known to be caution and this may affect destination decision-making by MICE participants from non-Muslim countries to Muslim countries. The major markets for non-Muslim MICE participants are North American, Asia pacific, and European countries. To motivate them in large numbers to participate in MICE events, their perceptions, motivations and attitudes in relation to destination decision making need to be understood. This is essential to devise strategies to convert their negative views into positive ones, and to maintain their positive views, so that large numbers will participate. It is also the case that the large Muslim marketplace is not well understood in regard to motivations, perceptions and attitudes and simply assuming that because the market is Muslim it is available for MICE tourism, is not justifiable.

Zhang et al., (2007) confirms that in order to maximize the numbers of participants, and therefore maximize the multi-economic benefits to be gained by the host location

(as well as the benefits to be gained by the convention organizers) understanding how and why MICE participants make their consumption decisions is vital.

Therefore, the aim of this research is to determine motivations, perceptions and attitudes of Muslim and non-Muslim MICE participants toward attending MICE events in general in a Muslim environment, and to determine what aspects are important drivers upon which to focus in order to increase tourism from both groups. Albeit, that attracting non-Muslim tourism growth is particularly emphasised in the context of expanding the MICE marketplace. This opens an opportunity to evaluate attendees' future behavioural intentions to attend other MICE events in the Middle East, or whether they would recommend attendance to others.

If it is possible to determine characteristics of the MICE participants' experience that can be manipulated to engender positive experiences, it may be possible to develop strategies to develop associated aspects of events to attract participants of both cultural groupings.

The specific objectives of this study are listed as follows-

1. To determine behavioural intentions and their determinants; perceptions, motivations and attitudes of the MICE participants from two broad cultural groups Muslim and non-Muslims.
2. To assess whether there are similarities and differences on the decision-making factors based on religious based cultural background.
3. To determine and differentiate the issues that can change the attitudes, motivations and perceptions of Muslim and non-Muslim MICE participants, either positively or negatively, in attending a MICE event.
4. To derive strategies to attract Muslim as well as non-Muslims to Saudi Arabia (other GCC/ Middle East countries) in large numbers based on the findings about what determines favourable or unfavourable attitudes, motivations and perceptions in attending MICE events in Muslim countries.

In promoting the MICE sector, the Saudi Commission for Tourism and Antiquities "SCTA" is working with other Ministries (Commerce, Interior, and Foreign Affairs), the Council of Chambers of Industry and Commerce and the private sector. The vision for Saudi Arabia includes a requirement for the Saudi Commission to develop

the MICE sector to compete with the MICE industry of other countries. Therefore, it is increasingly important for the SCTA and for MICE tourism organisers to obtain the answers to fundamental cultural questions, which this research attempts to illuminate.

#### **1.4 SIGNIFICANCE OF THE RESEARCH**

The findings of this research could be of immense practical significance to Governments and other organisations involved in planning, organising, developing, and marketing the MICE industry in the GCC and more broadly the Middle East. Information on the potential process of expanding MICE tourism in the GCC is also a primary need of prospective investors. There is tremendous competition among the major players in the world to attract MICE tourists to their own cities and countries. In such an environment, reliable and valid information on the motivations, attitudes and perceptions of participants is potentially valuable to MICE organisers. In the Middle East this requirement expands to a greater understanding of the Muslim and non-Muslim markets.

The study could also assist the Tourism ministry of the KSA in understanding tourist future intentions in regard KSA as a travel destination. Understanding the role of behavioural intention from two different cultures can help the Saudi Convention Bureau determine where to improve the image of KSA as a MICE tourism destination. Moreover, multinational organisations, specifically hotels and event organisers, who enter the Saudi market should understand the impact of social, environment, culture, norms and values of Saudi Arabia on these important variables.

#### **1.5 CONTRIBUTION TO KNOWLEDGE**

The aim of this research is to address the substantial gaps in the literature regarding a participant's decision-making process in attending MICE events, primarily due to their religion and cultural diversity. Hence, the study is focused on the significant cultural divide between Muslims and non-Muslims in attending MICE events in Saudi Arabia and by extrapolation, to the GCC countries and beyond. Currently, research on tourism broadly, and MICE tourism in particular, in Saudi Arabia and in the Middle East is woefully limited. This study potentially generates vital information on the

subject to fill that void to some extent. On that basis alone, this research should be of immense benefit to academics in the MICE tourism field. This study might provide an impetus for greater interest in academic research on the subject of MICE tourism and cultural diversity more broadly.

This study will also contribute to theoretical knowledge on the influence of motivations, perceptions and attitudes on future behavioural intentions through the development of a conceptual model of the cultural influences of Muslim versus non-Muslim MICE travel. Furthermore, the majority of research into motivations, perceptions, attitudes, and behavioural intentions in tourism has been conducted in Western and Asian contexts. Taking into consideration the ever-increasing globalisation of business and tourism, there is a greater need to broaden the study of the decision-making process beyond these cultural boundaries.

## **1.6 THESIS STRUCTURE**

This chapter has introduced the context of this research including a statement of the research problem, research objectives, some comments about how this work will contribute to knowledge and the significance of the research.

Chapter 2 is divided into two sections. The first section examines the issues surrounding research in the MICE market and starts by defining MICE and its interconnections with leisure tourism. The definition determines what aspects are included in the term and what aspects need to be considered in this study. Then, In order to explain the rationale behind researching the MICE market, it will underline the economic importance of the MICE sector and will also draw attention to areas where research is currently lacking. This section then moves to consider the current global trends in the MICE sector including its size and value, the increase in competition in the MICE market, the boom in Asia-Pacific and trends in GCC countries. The second section discusses MICE in the context of Saudi Arabia specifically, which is the focus of this research. This is followed by brief background information on the Kingdom of Saudi Arabia comprising geography, history, religion, economy, culture and tourism.

Chapter 3 contains an extensive review of literature related to the MICE sector that can be used for developing a conceptual model in relation to the objectives of the thesis. This chapter attempts to develop a conceptual model for the potential



improvement of the MICE sector in Saudi Arabia, and identify the research direction intended to achieve the objectives of this study.

The next section (3.2) discusses the MICE sector and research in general. This section discusses some early lessons learned in respect of the subject, and positions this study within the overall perspectives of MICE research. The section 3.3 deals with consumer behaviour and decision-making followed by some theories and models proposed by various authors on the subject in subsections 3.3.1 and 3.3.2. The relevance of each model to this study is also discussed. Section 3.4 considers consumer behaviour in tourism specifically. Models of consumer behaviour proposed by different authors are discussed in 3.4.1 followed by models specific to the MICE sector in 3.4.2. In both cases, the relevance of the each model to this study is evaluated. Under factors related to consumer decision-making models in section 3.5, motivation is discussed in subsection 3.5.1, perception in subsection 3.5.2, attitude in 3.5.3 and behavioural intention in 3.5.4. Culture and religion are discussed in section 3.6. Section 3.7 discusses the background to the development of a research framework for this study followed by a diagram and description of the model. The study uses this framework to develop the methodology that can aid in developing and evaluating the findings in further chapters. The last section (3.8) summarises the whole chapter highlighting major points derived from the extensive review of literature.

Chapter 4 is organised in the following manner. In section 4.2, the research philosophy is discussed. In the third section 4.3, the research design is explained. In section 4.4, the research instruments are explained. Section 4.5 explains the background and justification for the demographic variables included in the questionnaire. Variables related to attitudes, motivation and perception collected in this work are explained in the three following sections 4.6, 4.7, and 4.8. In section 4.9, the data collection methods are explained. The data analysis methods used in this study are detailed in the subsections of section 4.10. Ethical considerations are discussed in section 4.11 with the compliance procedure adopted in this study. The data management is explained in section 4.12. The whole chapter is summarised after this section.

Chapter 5 begins by providing a demographic profile and basic tourism profile of the sample. The question is raised as to whether the motivations, perceptions and

attitudes of attendees will differ depending upon whether they have visited the KSA previously. Consequently, the motivations, perceptions and attitudes of non-repeat Muslims and non-Muslims, and repeat Muslims and non-Muslims are compared in the following chapter 6, using a t-test.

Chapter 7 conducts an exploratory factor analysis of the motivation, perception and attitudes of the repeat and non-repeat, Muslim and non-Muslim groups separately.

Chapter 8 stepwise causal analysis, attempts to determine if there is a causal relationship between any of the main driving motivations, perceptions and attitudes, and the main behavioural intentions of attendees.

Chapter 9 provides a discussion of the findings and a conclusion. The chapter starts by providing a summary of the research and its key findings. The chapter then moves on to detailing the contributions of the research including theoretical and practical implications. The hypotheses developed in the research methodology are tested, and it is determined what the best strategy might be to attract future Muslim and non-Muslim Event attendees. This is followed by a section on the limitations of this research. Some directions for future research have been provided next. The chapter concludes by providing some concluding remarks.

## **CHAPTER 2 - THE MICE MARKET**

### **2.1 INTRODUCTION**

This chapter is divided into two sections. The first section will start by defining the MICE sector; the definition determines what aspects are included in the term, and what aspects need to be considered in this study. In order to explain the rationale behind researching the MICE market it will underline the economic importance of the MICE sector worldwide and in the KSA, and will also draw attention to areas where research is currently lacking. This section will then consider the current global trends in the MICE sector including its size and value, the increase in competition in the MICE market, the boom in Asia-Pacific, and trends in GCC countries. The Second section will move to discuss MICE in the context of Saudi Arabia specifically, which is the main focus of this research. This is followed by brief background information on the Kingdom of Saudi Arabia's geography, history, religion, economy, culture, and tourism.

### **2.2 DEFINITION AND DIFFERENT COMPONENTS OF MICE**

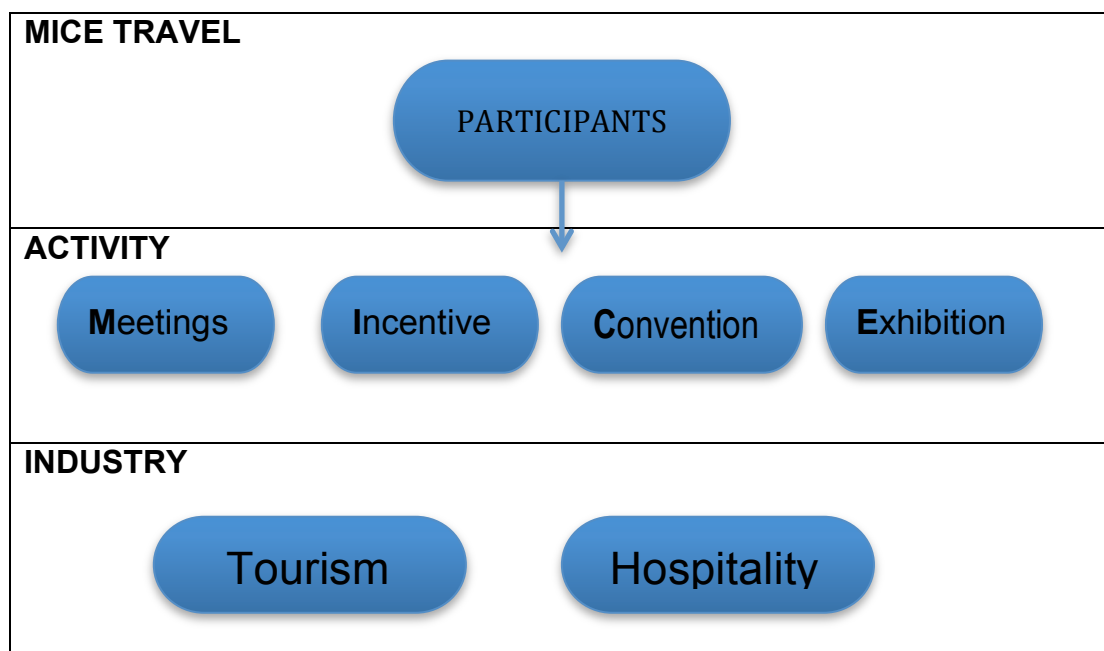
The World Tourism Organisation (UNWTO) stated: "Tourism may be defined in terms of particular activities, selected by choice and undertaken outside the home environment. Tourism may or may not involve overnight stays away from home". Further, the UNWTO has defined the tourist as "A tourist is one who travels away from home for a distance of at least 50 miles (one way) for business, pleasure, personal affairs, or any other purpose except to commute to work, whether he/she stays overnight or returns the same day".

There are many forms of tourism enjoyed throughout the world. These can be categorised into family reunions, business tourism, sun-surf-sand (3S) tourism, eco-tourism, sports tourism, adventure tourism, cruise tourism, health and spa tourism, religious tourism, cultural and heritage tourism to festivals. Tourism affects a region or a country economically and socially and hence it is a topic worth investigation. Some sectors of tourism remain under-researched including the MICE (meetings, incentives, conventions, and exhibition) sector.

In general, there are different terms used internationally to describe the MICE sector such as meetings sector, convention sector, exhibition sector, event sector and business tourism sector (Rogers, 2003). According to Davidson and Rogers (2006), the term is often linked to the type of event included within the research and the

geographical location of the research. For example, the term “meeting sector” is often used in Europe, whereas in the Middle East, North America, and Asia it is known as the “MICE sector”. In Australia it is often referred to as “business tourism sector”. The MICE sector has been chosen as the most appropriate name for this research as it includes all events within the focus of this study and is easier to define. Figure 1 presents the components of the MICE sector.

*Figure 1: Components of the MICE sector*



The term MICE (Meetings, Incentives, Conventions and Exhibitions) represents a specific sector of tourism. This includes all types of business events and has been extended to comprise different types of cultural, sporting, business seminars, forums, symposiums, conventions, congresses, workshops, and corporate events (Lau, 2009). Swarbrooke and Horner (2001) defined MICE participants as the people who attend any of the above MICE events, includes entrepreneurs, professionals, academics, industry or members of a certain group, and people associated with governance.

In order to give a better understanding of the term “MICE”, a detailed explanation and definition of each subsection of the term MICE is presented below:

- “M” refers to meeting in the MICE term can be defined as: “Travel associated with attendance at corporate or association meetings, conferences, conventions or

congresses or public or trade exhibitions” (Bradley et al, 2002, p. 62). Davidson (2003) states that, the main aim of a meeting is to exchange information and knowledge between professionals or association members. Rogers (2003) also stresses that, the meetings could have different purposes either commercial or non-commercial, and can be held with a minimum number of six to many hundreds of attendees, and from a few hours to a weeks’ duration. However, Campiranon and Arcodia (2007) note that, the term "meeting" is used widely to describe conferences, congresses, seminars, and workshops which have been designed to bring people together at the same time and place, in order to exchange information and update their knowledge.

- “I” refers to incentive in the MICE term and can be defined as a travel package that is given to employees as a reward or to motivate them in order to enhance and encourage their performance and productivity (Ladkin and Spiller, 2000). The Society of Incentive Travel Executives (SITE), in its website, defines incentive travel as: “a modern management tool used to achieve extraordinary goals by awarding participants a travel prize upon their attainment of their share of uncommon goals.” (SITE, 1998). Rogers (2003) concludes that it is better for companies to arrange incentive trips for employees, rather than give them money. Davidson (2003) supports this point, and further notes that it is more beneficial for companies, as it motivates employees to be more productive in achieving the companies’ objectives.

- “C” refers to conference tourism in the MICE term and can be defined as: “an event used by any organisation to meet and exchange views, convey a message, open a debate or give publicity to some area of opinion on a specific issue” (International Meetings Industry Glossary, 1993 cited in Rogers, 2003, p.17). Bowdin et al. (2001) concludes that the conference is usually conducted for discussion, problem solving, and consultation. The authors also mention that it is a young and dynamic sector within the MICE sector. However, Rogers (2003) stresses that a congress is different from a conference due to the fact that a conference is usually smaller and does not require periodicity or continuity.

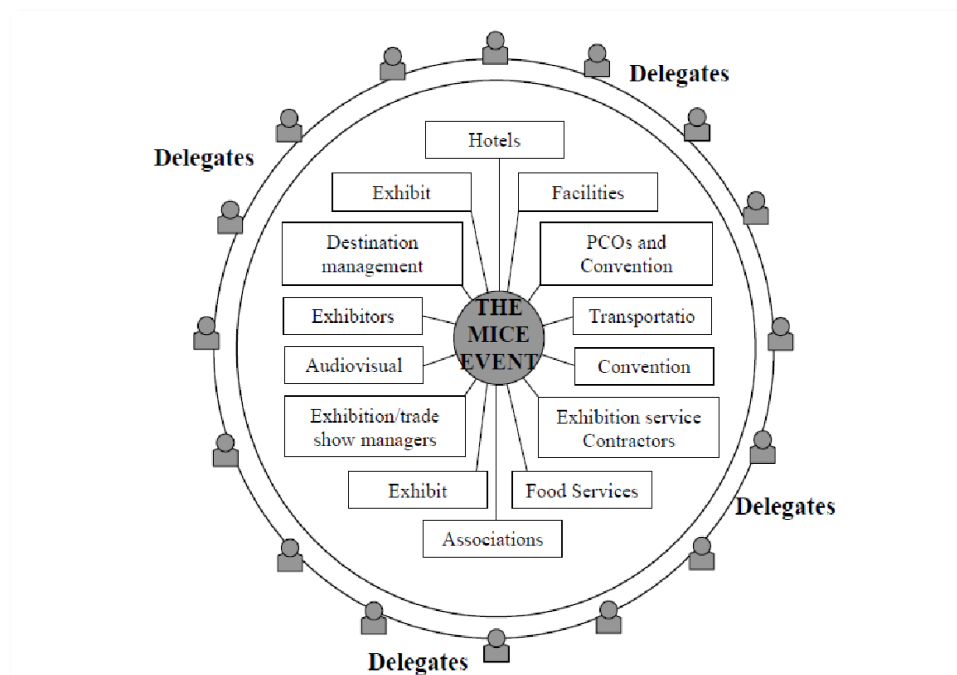
- “E” refers to exhibition in the MICE term and can be defined as: “Events to which businesses send sales staff display their products to potential customers, who attend in order to buy and/or receive expert information about the goods being exhibited, usually straight from the manufacturers” (Davidson and Cope 2003, p.3). Exhibition

tourism is a very important and lucrative sector within MICE tourism as it aims to provide visitors with information about the latest products and services. Davidson (2003) adds that exhibitions are events displayed to the general public and tend to be large events, which in turn motivates a high attendance and has the benefits of developing competition between exhibitors in regard to the price, and the quality of service of the product. More recently, exhibitions are held alongside conferences, as the exhibitions add value to a conference, by offering more things to see and to do than just attending conference sessions. Also the revenue that is generated by exhibitions can cover the cost of the conference (Rogers, 2003).

All these subsections of MICE are relevant to Saudi Arabia, as the country is the potential destinations for all aspects of MICE.

The MICE sector interconnects with almost all associated aspects of the tourism and travel industry such as Infrastructure, accommodation, transport, tourism attractions, food and beverage, retail, recreation and entertainment. Stokes (2003) asserts that components and elements of the tourism activity are related to the MICE sector as well as displayed in the diagram given in Figure 2.

*Figure 2: MICE Sector Components (Stokes, 2003)*



## 2.3 REASONS FOR UNDERTAKING MICE RESEARCH

Having received relatively little scholarly attention, all the components of the MICE sector deserve thorough consideration because this segment of travellers have higher spending per person when compared with leisure tourism. It is also an all-year-round non-seasonal type of activity. In many destinations, MICE is the major form of tourism and is the most important market for hotels and airlines (Swarbrook, Horner, 2001).

Research into the MICE sector, as in other areas of tourism, is of great practical value, particularly in terms of planning, development and marketing. To demonstrate this usefulness it is helpful to examine the existing research into the MICE sector. However, it is also important to point out that the MICE sector has not yet been the subject of a great deal of research (Yoo and Weber, 2005); and the justification for carrying out this research into the MICE sector is based on identification of significant gaps in the literature with regard to the MICE sector.

### 2.3.1 RESEARCH GAPS

The most conspicuous research gap is the dearth of studies on the relationship between the decision-making process, motivations, perceptions, attitudes, and behavioural intention of MICE tourists, particularly across cultural barriers. Current studies in the Middle East/GCC countries are highly inadequate, if not altogether absent. These and other gaps are discussed below.

*i. Highly inadequate work on effects of culture and religion on decision making dimensions and processes in the MICE sector.*

Cross-cultural comparisons for specific destinations are different from the more general issue of how MICE tourists of different cultural backgrounds, and with differing purposes, visit the same site and yet perceive differently, leading to different post-visit behaviours. Most research is focused upon planners and conference organizers at the local (Baloglu and Love, 2005; Crouch and Ritchie, 1998) or at a national or international level (Jago and Deery, 2005). They are less focused upon MICE customer perspectives on future leisure travel intention after the event (Chiang, 2009). There is also research on the image of the convention destination city (Oppermann, 1996). As such the MICE industry is currently researched primarily on the supply side. Particularly, there is a significant gap in the literature on MICE

participants from different cultural backgrounds, or examining their particular interests whilst attending an event.

*ii. No empirical study on the decision making process from the participants cultural perspective in the MICE tourism sector.*

A growing body of research has been developing based on some initial work carried out by Oppermann and Chon (1997). These works examined the participants decision making process although not in a cultural context (Mair and Thompson, 2009; Zhang et al., 2007) or the motivations for participants to attend conferences (Jago and Deery, 2005; Rittichainuwat et al., 2001; Severt et al., 2007). Some studies were designed to identify the attitudes behind convention participation in general. Most research pertaining to the attitudes of the participants have a non-Muslim focus and are mostly concerned with 'convention site selection' (Baloglu and Love, 2001; Crouch and Ritchie, 1998), 'association members' participation in annual conferences' (Jago and Deery, 2005; Ngamsom and Beck, 2000), 'convention decision-making models with no empirical basis' (Zhang et al., 2007; Oppermann and Chon, 1997), and 'participant behaviour at regional conferences' (Mair and Thompson, 2009; Severt et al., 2007). Apart from one study by Yoo and Chon (2008) there is a distinct lack of empirical studies on the decision making process of MICE tourism participation. Therefore, this study will partially fill this gap in knowledge by exploring the factors influencing MICE participants' decision-making process in a cultural context.

*iii. Limited research has been undertaken on MICE tourism issues in the Middle-East region.*

The vast majority of currently available research data has originated from the USA, Europe or the Asia-Pacific region. Research-based literature on MICE tourism, as applied to Saudi Arabia, or indeed to the general Middle Eastern region, is scarce. Gaps in the Arab tourism literature occur as the literature focuses generally on tourism with topics on shopping (Al-Saleh and Hannam, 2010), employment (Alsharani, 2014), and, as might be expected religious tourism (Henderson, 2011; Zamani-Farahani and Henderson, 2010). The single relevant citation to the intended aims of this research is Abdullah (2011), who explored the Saudi Arabian potential to



become an international convention destination. His findings are that religious and cultural barriers impede MICE development in the Kingdom.

*iv. An absence of research on how participant's perceptions, motivations and attitudes influence travel intentions.*

Some previous research has investigated the relationships between perceptions, motivations, and attitudes in a non-Muslim setting and different tourism sectors such as festival tourism (Lee et al. 2007), heritage tourism (Chen and Chen, 2011), and adventure tourism (Williams and Soutar, 2009). However, little research has been conducted to investigate these relationships in the context of MICE tourism. Chiang (2009) investigated the role of motivations (pull and push factors) and satisfaction in relation to the MICE travellers' leisure intention, and he suggested that future research should also be conducted on MICE visitors in other international settings, to verify the findings of his study. His study found that the push and pull factors associated with destinations have a significant influence on the relationship between trip satisfaction and future travel intentions of MICE travellers to Taiwan. Furthermore, the results found that MICE tourists are more likely to return to Taiwan when their travel expectations and satisfaction have been well exceeded. A recent study by Locke (2010) lamented the limited literature on the MICE sector in New Zealand and proposed a framework in which factors influencing decisions to attend, satisfaction ratings, and repeat visit intentions could be further researched. This proposed research would help to partly fill this gap, by proposing a model that applies to MICE tourism, and examines broad group cultural variation in an attempt to explain the relationships between these variables.

In summary, there is a major gap in the literature about the role that religion and culture plays in the MICE participants' decision-making process. This present study attempts to address some of the gap of inadequate research on the MICE sector. In particular, the focus is to address this gap by comparing the responses of Muslims and Non-Muslim who attend MICE events in Saudi Arabia.

## **2.4 GLOBAL TRENDS IN MICE**

The MICE sector has the highest potential for growth in the near future compared to other sectors of tourism (Kim and Chon, 2008). There has been a major impact by MICE tourism on the global economy by delivering higher levels of income, revenue

for the government and employment. It has become a crucial source of income for the development of many regions and countries (Lee and Back, 2007). The MICE sector also contributes to fostering relationships between hosts and attendees of the region. Hosting a meeting or convention often becomes a cause for promotion of a destination for future frequent visitation of that destination (Chiang, 2009). As a result of increasing MICE-related travel; countries have focused on the development of this sector by establishing associations, organizations and research centres specialized in the MICE sector.

Over the past decade the MICE sector has been growing fastest in the international tourism industry. Its total worldwide expenditure reached US\$743 billion in 2011. By 2019, the growth in annual global demand for MICE tourism is expected to reach 36% of total tourism to a value of more than US\$1376 billion (World Travel and Tourism Council, 2011). For example, during 1982-2007, the total number of outward MICE tourists from the UK increased by 277% reaching 9.8 million.

The MICE sector is in the spotlight because it elevates a specific country or city's position to the status of a global business hub. At the same time, it acts as an important catalyst to stimulate economic synergy effects in ancillary business sectors. Furthermore, as was pointed out by Astroff and Abbey (2006), the special significance of MICE lies in its all-year-round nature. Oppermann (1996) noted that the MICE sector is one of the most buoyant sectors of total tourism and is least responsive to price fluctuations and helps to reduce "peak-trough" seasonal patterns. Thus, conventions and meetings can become a major source of shoulder and off-season demand.

A number of studies propose that the MICE sector should play an important role in developing host societies (Weber and Ladkin, 2003; Weber, 2000). The economic impact of MICE tourism on host destinations is evident from the fact that approximately 35% of MICE-related expenditure occurs on hotels and related facilities. Wootton and Stevens also noted the following about the importance of the MICE industry (1995, p. 307): "Conferences can be an important source of revenue for hotels and as venues for conferences they dominate the market accounting for nearly 80% of all venues, 85% of all delegate days and 68% of all delegate nights." Weber (2000) supports this notion claiming that the contribution of MICE to both hotel revenues and to business travel is substantial and accounts for nearly 35% of

total sales volume in major hotels and related facilities. In addition, MICE also contributed to about 14% of sales in food and beverage outlet markets (World Travel and Tourism Council, 2011). The rapid increase of MICE activity has been instrumental for the development of many destinations like Singapore, Beijing, London, Paris and Hong Kong. The following section will discuss the size and value of the MICE sector.

#### **2.4.1 SIZE AND VALUE OF THE MICE SECTOR**

The MICE sector is one of the most vital economic development elements within tourism. The benefits listed by (Lau, 2009) are: higher expenditure by MICE participants than the average traveller, demand period in off-peak seasons increasing incomes during off-peak seasons, arrangements done well in advance leading to effective resource utilisation, large scale involving large numbers of participants leading to large business volumes, standardised services for participants of the same or similar events leading to cost savings through efficiencies of internal economies of scale. Secondary business also develops: improves host city image and hence advertising, possible even without tourist attractions, free field of competition and flexibility of facilities.

It has been widely acknowledged that the MICE sector is a major contributor to the development of national economies in terms of increased jobs, taxes and contribution to the national GDP. In these respects, its impact is even more than other sectors of an economy. For example, the report by the Organization of American Travel (2012) mentions that, the MICE sector in the United States is larger than the automotive industry by 30% employing more than 1.7 million people and adding over \$US280 billion in direct spending to the U.S. economy in 2012.

The report of the International Organization for Meeting Professionals, in Canada (2004) mentions that total MICE tourism industry revenues were \$CA32 billion representing 2% of gross national product and employing more than half a million employees. In 2004, business convention visitors accounted for only 1% of the total visits to Ontario but generated 5% of the total visitor spending.

Furthermore, in Australia, which has almost the same population of 30 million as Saudi Arabia, the MICE sector pumped more than \$AUD17 billion a year into the

Australian economy and employed more than 200,000 people in 2012, as per the report of Business Events Council of Australia (2013).

The MICE sector is an essential part of the transfer of information and the spread of knowledge and professional practices, and a major factor in building understanding and relations between countries, cultures and civilizations. Various stakeholders of MICE tourism and the direct and indirect benefits are described in Lau, (2009). These descriptions show that the MICE sector intersects with all sectors of the economy as is typical of tourism generally, and specifically strengthens the channels of communication between buyers and sellers.

Most importantly, the MICE sector contributes to economic development. In many cases, the economic output of the MICE sector is larger than the output of other industries. Lee and Back, (2007) cites the example of Hong Kong in this regard. In 2006, MICE contributed HK\$26.4 billion to the Hong Kong economy by way of MICE expenditure by organisers and participants. This also contributed HK\$870 million in tax collections and created 58,600 full-time equivalent jobs across all related businesses. Lee and Back, (2007) point out the high economic yield to the MICE location due to business tourism round the year. It increased income levels of the local population, subsidised local economies via increased demand for products and services in several sectors, and increased tax revenue and job opportunities. According to (Tie Cheng & Li, 2014), Beijing has an estimated revenue of 30 billion Yuan and 15% annual growth from MICE tourism. The authors, using an inter-regional input-output method, estimated the indirect effect of the 104<sup>th</sup> Canton Fair to be about 16 billion Yuan of which about 35% was in Guangdong province. The direct to indirect impact proportion was 12.94%. Five industries accounted for about 77% of the impact. Whitfield, et al. (2014) observed that in Denmark, 188,000 MICE meetings involving 6.9 million delegates contributed DKK 20.8 billion by total expenditure of organisers and delegates, while 38,000 full-time equivalent jobs added total gross value of DKK 15.3 billion, and total revenue of DKK 7.8 billion to the government.

The above studies indicate that the MICE sector is a rapidly growing and a significant contributor to the various economies of the world, and contributes to the growth of economies, sharing of knowledge, cross-cultural understanding, and promotes general tourism to the host country.

#### 2.4.2 MICE DEVELOPMENT

This section looks at the development of the MICE sector in the various countries that recently moved towards establishing best experience and practice of MICE from different regions around the world. The objective is to critically analyse the development of MICE tourism in these countries, examine the similarities and dissimilarities between the evolutions of the MICE sector in these countries, and suggest lessons for the Saudi context.

**Macau** developed its tourism infrastructure rapidly owing to rapid growth of the casino industry. However, it had potential for developing a MICE sector as well. This potential, against the backdrop of casino infrastructure development was evaluated by Whitfield, et al. (2014) in comparison with the experiences of Las Vegas and Atlantic City. They observed that Macau became a leading gaming centre by 2006. But sole dependence on gaming did not earn enough revenue. Hence, development of Macau into a MICE destination alongside being an entertainment and leisure centre is being implemented. In a study of delegates to China, Hong Kong, Macau and Taiwan, Whitfield, et al. (2014) observed that, in the case of Macau, relative importance of destination, facility, and core event-related attributes determine exhibition attendance. Although gaming revenues have increased substantially in Macau since casino liberalisation, it has failed to complement the MICE sector as was planned. According to Whitfield, et al. (2014), there is little scope for improvement by adding MICE in resort designs. In a comparative study serious over-capacity during 2010-2014 in Las Vegas was foreseen by Yang & Gu (2012). The majority of tourists to Macau booked their accommodation online using hotel websites. Stakeholder interview analysis in Macau revealed that there was great satisfaction in the expanding entertainment options. They expressed concern on over-reliance on gaming, value conflicts in public-private collaborations, and the need for consistent government policies for entertainment enabling (Loi & Pearce, 2012). Kim et al. (2011) identified four clusters of Macau tourists namely, convention and business seekers, gambling and shopping seekers, family and vacation seekers and multi-purpose seekers.

The development of Macau from a mere gambling centre to an important MICE destination is a good example of what can be achieved by proper planning and implementation of competitive strategies. Saudi Arabia may also be able to expand

its limited MICE activities but would have to follow a different path. There are similarities in the Macau example and Saudi in the sense that there is a desire to diversify into non-core sectors (gambling in the case of Macau and oil in the case of Saudi). The dissimilarities are many but the notable ones are the differences in culture. One thing for Saudi to learn from the Macau example could be developing general tourism, as it offers greater incentives for people to choose between MICE destinations.

Zhou (2011) identified the advantages of Chongqing in **China** as a unique MICE location, industrial concentration, broad market and good facilities. The disadvantages were: low brand recognition, and a lower degree of MICE market specialisation. The author suggested analysis of these advantages and disadvantages for improvement of MICE tourism in Chongqing. Chiang et al. (2012) observed that information searching and the travel behaviour of international MICE travellers are explained significantly by the country of residence and primary language spoken. Repeat visits are influenced by internal and external information sources. Chinese tourism industry professionals prefer state-owned, rather than privately-owned or semi-government convention and visitor boards in China (Wang, et al., 2013). Based on a study of tourism in Shenzhen, China, Wu and Zhang (2013), found positive influences of the MICE sector on overall tourism effects through synergistic and cluster effects, and negative influences due to spill-over effects. This indicates that appropriate marketing strategies can enhance destination image for MICE through linking travel to a wider tourism experience. Perceptions, motivations and behavioural inhibitors for mainland Chinese visiting Hong Kong were identified by Hsu (2000) as the main factors for travel. Mainland Chinese considered Hong Kong as a shopping destination. This was the prime visit motivation. Motivations were also influenced by time (easy access), money (easy currency transfer), language and lack of proper accommodation facilities and the difficulty of getting travel documents.

The behaviour of Chinese tourists in Australia (Kwek & Lee, 2010) conformed to the principles of Confucianism. These included: harmony, respect for authority, relationship building, conformity, appropriate behaviour, respect to superiors and forbearance for the sake of group interest above individual interest. These factors could be considered in attracting Chinese visitors to Saudi for MICE purposes. Kwek

& Lee (2010) noted that the expectation of tourist visa exemption for Chinese visiting Korea enhanced the intention to visit.

The main issues for Saudi to learn from the Chinese and Hong Kong examples maybe that other attractions need to be developed in the country that will serve as an additional motivation for people to choose Saudi as a MICE destination; and entry requirements to the country need to be made easy and convenient to encourage people to travel.

In **Thailand**, market segmentation of the MICE sector has not been adequately planned or implemented and this has led to inadequate performance of the sector. Additionally, the many crises occurring in Thailand in the period since 2001 has led to an impression of instability. These aspects have been studied in detail by Campiranon and Arcodia (2008) in a case study on the MICE sector in Thailand. The importance of market segmentation was brought out in this study. Market segmentation is also important in the case of Saudi Arabia where exclusive religious sites of Muslims may be visited only by Muslims. From this point of view, market segmentation to differentiate different parts of the MICE sector may be beneficial.

A detailed case study on the MICE sector and investment opportunities in **Taiwan** was done by the Department of Investment Services, Ministry of Economic Affairs, Taiwan (MOEA, 2012). The report points out that the MICE sector combines trade, finance and travel. It has advantages for growth potential, including added value and innovative contributions. Large outputs, large employment chances and large industrial associations characterise MICE. Also, MICE has excellent advantages in human resources, technology use and asset utilisation. The study found that average annual growth in the number of exhibitions across Asian countries is 7.6% generating about \$US2413 million. Of this amount Taiwan realised about 3.5% growth in exhibitions and annual revenue.

Taiwan plans to improve the MICE sector and offers many investment opportunities, and foreign collaboration with suitable regulatory and policy changes. Chiang (2009) observed that push (motivational aspects) and pull (destination attributes) significantly influenced satisfaction and future revisit intentions among MICE visitors to Taiwan. Satisfaction with the MICE experience also contributed to future leisure travel. First time travellers were strongly motivated by affective components of

destination attributes and sought new travel experiences. Based on this motivation, three types of MICE travellers were recognised: value seekers, non-value seekers and education seekers. The author recommended that Taiwan MICE marketing should consider the needs and wants of both first timers and repeat travellers.

Saudi Arabia could benefit from the concepts associated with marketing a new travel experience and the notions associated with attracting first time travellers by finding out the behavioural intention of MICE participants to revisit KSA and recommend it to others.

The MICE market in **India** has been assessed by, Synovate Business Consulting (2011). The assessment contains a PEST (Political, Economic, Social and Technological) analysis of the country, data on the outbound MICE sector and recommendations to promote the inward MICE sector. Partnerships with global travel organisations, improvement of brand equity and its promotion, attractive MICE packages and improvement of key enablers are advised. These suggestions are very general and can be applied to any country (including Saudi Arabia), which is in the initial stages of MICE sector development. However, MICE market analysis is a good start for Saudi Arabia to find out the exact market potential for non-Muslim visitors. This analysis can form the basis of developing new MICE sector strategies.

The huge potential and weakness in realising the MICE potential in **Russia** were evaluated, by Tsyvinskaya (2011). The high impact of the recent global economic crisis and relative newness of MICE in Russia were two basic factors identified to influence MICE. Misunderstanding and mistrust among Russian companies about MICE sector dimensions led to wrong decision making on the most important factor of the MICE sector, expenditure. As Russian companies tried to economise on MICE expenditure, development of MICE in Russia suffered significantly. However, recent policies and regulatory frameworks, and an administrative body called 'Rostourism', have led to the development of tourist agencies and operators. The most popular MICE types in Russia are: corporate events, company conferences, incentive trips and trips for new business contacts. Based on the available information, a customer profile of the Russian MICE sector was created. This report addresses both positive and negative points in developing the MICE sector in a country. Such a study for Saudi Arabia will reveal the extent to which the MICE



sector can help the country. This can be combined with market analysis methods used in the Indian study discussed above.

In the context of **Australia**, according to Dwyer & Mistilis (1999), demand is strong and the supply side is weak. Australia needs to address five challenges to solve this problem: government support, infrastructure, and cooperation among stakeholders, training, service and marketing. Dwyer and Forsyth (1996) reviewed the status of the MICE sector in Australia with particular focus on economic impacts and future scope. They found that price changes relative to other destinations are a major factor determining business volume. Dwyer et al. (2001) developed indices to measure absolute and relative price competitiveness and used them to measure price competitiveness of the Australian MICE sector relative to others in the world. Australia was ranked 12th overall, 6th in accommodation, 9th in food and drink and 16th in shopping.

The distance disadvantage from mainland Europe and USA also affects Australia significantly. Although this factor was not brought out in research, it is logical to suspect it might be important. The distance, communication and travel facilities to Saudi Arabia are favourable to source its MICE tourists from Europe and Asia and less dominantly from USA. Price variation is also less likely to be significant and infrastructure is already being developed.

The main issues for Saudi to learn from the Australian example could be to market its favourable access due to its strategic location in the middle of the northern hemisphere linking Western countries with Eastern countries. Moreover, KSA has less price variation due to the strong relation between the Saudi currency “Riyal” and the US currency “Dollar”.

Locke (2012) studied MICE tourism in **Auckland**, the largest city of New Zealand. MICE tourists are regarded as high yield visitors due to their high spending, minimal negative socio-cultural and environmental impact, and their ability to bring economic benefit to the region. MICE tourism has no seasonality as opposed to a lot of other tourism segments in New Zealand which are seasonal (e.g. winter tourism). Only about 2% of the total visitors to Auckland are MICE tourists. Data were collected from five separate populations: event organisers, exhibitors, delegates, suppliers and venues. These represent both the demand and supply sides of MICE tourism. The

findings suggest the potential to develop the region for the MICE sector is weakened by a lack of strategic leadership. This has resulted in lack of a unified and attractive marketing message due to a lack of inter-stakeholder collaboration. Overcoming these is both a challenge and an opportunity. The far-away location of Auckland from the market generating regions of North America and Europe is also a problem. In the case of Saudi Arabia there are lessons in regard to the necessity for suitable leadership to encourage the MICE sector.

Rogerson (2005), in an attempt to evaluate the MICE sector in developing countries, examined the case of **South Africa**. The author gave the locations and numbers of venues, their delegate capacities and exhibition spaces in different regions of South Africa. During apartheid times the MICE market was domestically driven. Post-apartheid, new opportunities became available for attracting international MICE attendees to South Africa. A few global conferences in South Africa demonstrated its capability to organise mega events. The long-term prospects for a large number of venues in the country depend on proper planning and strategies to attract more conferences to South Africa. In the case of South Africa too, there is a lack of research on the MICE sector. Although South Africa may be a good MICE destination, the distance limitation may work against adequate development of MICE in the country. Similar to the Australian example, the main lessons from the South African example for Saudi might be to market its geographic proximity to several developed countries.

There is a large component of informal business carried out by migrant and cross-border traders and entrepreneurs to **sub-Saharan Africa**. They travel a lot, covering many areas to sell products they carry around. This is a type of MICE activity in its early stages. As the extent of this business is substantial, its impact is also significant. Rogerson (2014) highlighted the role of informal business tourism in the overall MICE context and business mobility. A question raised here is to what extent informal business tourism contributes to Saudi MICE development and possibly relates to many job-seekers who migrate from developing countries, a quite significant Saudi phenomenon. This unexplored area could be worth consideration in regard to explaining the non-Muslim MICE market.

In the context of **Abu Dhabi**, according to Sharpley (2002) tourism development may not be as cost-effective or as easy a method of achieving economic growth.

Development of Piedmont as a MICE destination was enhanced by the presence of Turin and infrastructure developed for the winter Olympics in 2006. The issues and challenges involved in this were discussed by (Monge & Brandimarte, 2011). The main finding was that not enough work has been done in the case of Abu Dhabi to promote the MICE sector. Abu Dhabi is similar to Saudi in religious and cultural contexts. The main learning for Saudi from Abu Dhabi could be to adequately promote and market the MICE sector.

The need for promotional tools to enhance the image of MICE destinations in **Jordan** was studied by Chiu & Ananzeh (2012). The local tourists preferred radio, TV and newspapers as promotional tools and international tourists preferred the internet, tourism information guides, and other internationally accessible sources. As the distribution was fairly even between local and foreign participants, no firm conclusions are possible. Chiu & Ananzeh (2012) using push-pull theory observed that Jordanian touristic image was influenced by destination attributes of attractions, affordability, accountability, accessibility and amenities. The relative ratings differed with local or international participants and their demographic characteristics. Interestingly, promotional tools have emerged as a significant factor, which contributes to the MICE sector in the case of Jordan. Saudi Arabia may consider learning from Jordan, and design appropriate promotional tools in an attempt to remove negative perceptions about the country.

In summary, the MICE market development is expanding rapidly. Several examples have discussed issues affecting MICE destinations, particularly issues of infrastructure, training, and the promotion of the MICE sector. Overall, some lessons for Saudi Arabia from the other countries whose MICE sector has been reviewed above are:

- General development of tourist activities and destinations to make Saudi a more attractive MICE destination.
- Proactive leadership; and adequate marketing and promotion of the advantages of Saudi over other destinations.
- Developing further co-operation among MICE sector stakeholders.
- Gaining more government support.
- Developing appropriate public and private infrastructure.
- Improving service standards and training.

- Taking advantage of a superior geographical location.

Consequently, the future growth of the MICE sector in the KSA will partly depend upon its ability to learn from these lessons gleaned from its competitors.

The following section briefly touches upon MICE in the context of some Arabic Gulf countries, and then moves on to discuss MICE in the context of Saudi Arabia specifically.

#### **2.4.3 Current trends in the GCC**

The Gulf Cooperation Countries (GCC) in the Middle East are strategically placing themselves to be world tourist destinations. The gulf countries “GCC” are vigorously restructuring to capture the MICE market (Al-Hamarneh and Stephenson, 2012).

The GCC was established on 25 May 1981 in order to formulate similar regulations in various fields including religion, tourism, finance, trade, customs, legislation, and administration. It is comprised of countries built in the modern era from oil revenues. In Saudi Arabia the petroleum sector in the kingdom accounts for about 80% of budget revenues, 45% of the gross domestic product, and 90% of export earnings. GCC comprises Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates.

Importantly, the non-renewable oil resources have limits that are now being seen as a matter of concern. At the same time tourism has boosted the region’s economy, and is projected to be the main source of income over the next few years beyond oil revenue. The United Arab Emirates (UAE), Saudi Arabia, Qatar, and Oman have invested heavily in the MICE sector laying down the necessary infrastructure, including convention facilities, to enhance the region’s image as a meeting hub (Al-Hamarneh and Stephenson, 2012). The MICE sector and associated leisure travel has become the major contributor to GCC economic diversification strategies (Henderson, 2011).

In the context of Saudi Arabia, the country has mainly focused on the national and regional MICE markets compared to other GCC countries due to its higher reliance on the petroleum sector and the greater need to diversify its economy, and some other reasons mentioned below. The MICE sector accounts for 17% of total tourism income in Saudi Arabia, which is relatively small share of the market (SCTA, 2014). However, the majority of the delegates are Saudi nationals indicating the need for

specific steps to attract international delegates. An international market is needed for rapid growth of GDP through international trade, as incoming tourists become trade exports within this context. Although there is a large Muslim market internationally, most of it is contained in developing countries and regions. Potential for significant MICE tourism economic returns may be realised only if participants come from developed countries (SCTA, 2014).

There is a reasonable support structure for meetings and exhibitions within the kingdom in terms of hotels, airports and professional organizers. There are fifty-five principal venues (forty of which are in hotels), based mainly in Riyadh and Jeddah. However, Abdullah (2011), who explored the Saudi Arabian potential to become an international conference destination, stated that religious and cultural barriers impede MICE development in the kingdom. Abdullah (2011) also recommends that future studies are needed in the Kingdom of Saudi Arabia (KSA) to investigate the effect of cultural background and socio-demographics of MICE participants in attending such events in Muslim countries. The issue of cultural contrast between Muslim and non-Muslim MICE participants raises the question of what measures are needed to expand the Middle Eastern MICE sector beyond the Middle Eastern source markets to the rest of the non-Muslim world. In fact, the development and testing of a conceptual framework to study the impact of religion and cultural background of MICE participants is one of the key objectives of this study.

In the context of this study, Saudi Arabia, which forms the largest economy within the GCC countries, has begun to focus on the regulatory and structural issues that hinder the development of the MICE sector in the kingdom, and is exploring the opportunities for the Kingdom to significantly expand its markets in MICE tourism. The KSA has clearly outlined its intention to support the development of the MICE sector as the most rapid (initial) economic path to attract a wider tourism market and this was underscored by the launch of the Saudi Convention Bureau (SCTA, 2014).

The Saudi tourism sector is the responsibility of the Saudi Commission for Tourism and Antiquities, established in 2000 (SCTA, 2014). The KSA tourism accounted for 3.2% of gross domestic product in 2011 according to the Saudi Tourism Information and Research Centre, with 18.42m visitors in 2012; the sector is growing at 5.3% (Saudi Gazette, 2012). This is based largely on the Hajjis to Makkah and Al Medina. Hajj and Umrah travel generated \$US16.5 billion for the Kingdom in 2012, which

indicates that tourism in the KSA is dominated by the Islamic pilgrimage, the annual “Hajj”, and the private pilgrimage “Umrah”. However, the MICE sector demand is also growing, particularly in Riyadh with the SCTA (2014) reporting that the total spend on the MICE sector during the year 2013 amounted to \$US3 billion, based on 3.5 million tourists who attended and participated in the activities of exhibitions, conferences and seminars (SCTA, 2014).

The MICE industry in the KSA has the highest capacity to reach out to tourists from the non-Muslim world, and more distant markets, especially when compared to neighbouring GCC countries. This is particularly the case in Saudi Arabia because open tourism travel within the country is restricted due to some religious, cultural, and political reasons, within an extremely conservative society. When the KSA is compared with competitor countries in the region such as UAE, Qatar, Kuwait, Bahrain and Oman, KSA is facing a particular challenges that affect its MICE development. Some of these challenges are:

1. Human capacity in events management.
2. Event organizers and suppliers.
3. Lack of information.
4. Lack of marketing activities.
5. Visitor visas.
6. Participation by women.
7. Venues, especially exhibition centres.
8. Tourism services.
9. Security screening for speakers in conferences.
10. Local Culture of attending business meetings.

However, there is a recognized issue of overcoming the potential reluctance of non-Muslim MICE participants to travel to the Middle East in general, and the more traditional Muslim countries such as the KSA in particular.

The above discussion suggests the MICE sector is growing in Saudi Arabia, and much needs to be done to facilitate future growth. These facts make the MICE sector an essential topic of research. This research attempts to address some aspects of the MICE sector in Saudi Arabia and specifically, to study the impact of religion and cultural background of MICE participants.

## 2.5 SAUDI ARABIA

This section provides a brief explanation of the Kingdom of Saudi Arabia's geography, history, religion, culture, economy and tourism of the Kingdom of Saudi Arabia (KSA). A common element among all these aspects is the need to diversify the economy from oil.

### 2.5.1 Background of KSA

As an ancient land and host to the two Holy Mosques, the Arabian Peninsula has rich and significant antiquities, traditions through the Bedouins and other tribes, trading and natural attractions of coastal regions desert and mountains. The Kingdom of Saudi Arabia (KSA) occupies the bulk of the Arabian Peninsula. Its area is 2,250,000 km<sup>2</sup> and the population is 30 million, which includes some 8 million non-nationals. The Kingdom has a young and growing population as around 60% of the population is under 20 years of age. There has been a significant increase in average life expectancy in recent decades. These demographic trends demonstrate the emergence of a number of discrete market segments. These range from old Saudis who are familiar with both traditional and modern lifestyles, to a much larger group of young Saudis who have experienced only the modern consumer-oriented way of life (Saudi Embassy, 2015).

The Arabian Peninsula, where the KSA is located, has been both a major a trade centre and the birthplace of Islam. These two factors have influenced the societies in the area. Muslims around the world pray five times daily in the direction of KSA's holiest city, Makkah. The KSA has well-established cultures and traditions, mostly derived from Arab and Islamic civilization. In addition, millions of Muslims undertake pilgrimage travel to the KSA every year to visit the Holy Mosques in Makkah and Madinah (either Hajj or Umrah). Islam is the official and the main religion in the kingdom. It influences all aspects of social, political, and economic life. The country's wealth is based on oil and since the 1980s, the country has emerged as the largest economy in the Middle East. Its economic strength is reflected in its membership of the Group of 20 leading nations "G20" and the World Trade Organization "WTO". In addition, the country enjoys a politically stable environment and has a well-regulated business environment (Saudi Gazette, 2012).

A map showing regions and provinces of the KSA and its border countries is given in Figure 3 (Blanchard, 2015).

Saudi Arabia has 13 provinces and each province has a city and surrounding area. The provinces are headed by appointed governors and they have municipal governments and departments to administer and implement economic activities. Three of the 13 provinces, Riyadh, Makkah, Dammam have the highest potential to develop the MICE sector due to infrastructure facilities such as convention centers, hotels, and airports. The remaining 10 provinces are under-developed with regard to providing required MICE infrastructures as stated in the general tourism strategy by SCTA, 2012.

*Figure 3: Map of Saudi Arabia*



### 2.5.2 Economy of KSA

The Arabian Peninsula has a history dating back to the first human presence from 15000 to 20000 years ago. It starts with hunting and gathering food to the development of agriculture and animal husbandry. The melting of the European ice cap resulted in large areas of the region becoming deserts. The Arabian Peninsula developed into a major trade centre not only between the Nile River Valley and Mesopotamia, but also for other regions of the world including the Far East. With the growth of Islam since the early 7<sup>th</sup> century, the idea of an Islamic country or empire



evolved. Cultural growth was piloted by growth in the Arabic language. The initial large Islamic empire broke into several kingdoms during the 17<sup>th</sup> century. In 1745, two people, Muhammad Abd Al-Wahhab and Muhammad bin Saud joined together and began a religious/military campaign to unite the peninsular region of Arabia into a new Islamic state and the people of this country were called Saudis. By the early 19<sup>th</sup> century, the Saudi rule extended over the entire Arabian Peninsula. During 1924 to 1925, all warring factions were united within Saudi Arabia. On the 23<sup>rd</sup> September 1932, modern Saudi Arabia was born. Under the rule of six successive kings to the present king, the country developed rapidly into a great regional and global political and economic force (Saudi Embassy, 2015).

The vast oil reserves were discovered in 1938 and became the major wealth of Saudi Arabia. The dominance of oil in the economy will continue for the foreseeable future as oil reserves are being discovered in more sites around the peninsula (Saudi Gazette 2012). Saudi Arabia currently manages one of the world's largest oil reserves of 259.7 billion barrels (16% of the world according to Saudi Gazette 2012). The KSA was producing 10 million barrels a day in 2013. The natural gas reserves are estimated to be 282.6 trillion cubic feet. There is strong government control in Saudi Arabia's economy as was reported by Saudi Gazette (2012). The World Fact book (2012) observes that about 80 per cent of budget revenues, 45 per cent of GDP and 90 per cent of export earnings are accounted for by the petroleum sector. Although this provides the basis for strong economic expansion, productivity is low. The government is promoting growth in the private sector for economic diversification and increase of employment particularly in the sectors of hospitality and tourism, finance, retail and telecommunications (Al Somali et al. 2011).

Six economic cities have been established in different regions to promote foreign investment (Saudi Gazette 2012). To enhance skills, spending on job training and education has been increased substantially. In 2009, the first co-ed university, King Abdullah University of Science and Technology was established in Jeddah. Saudi Arabia spent nearly \$373 billion during 2010-2014 in social development and infrastructure projects (Saudi Gazette 2012). Various economic indicators of 2011-2013 are given in Table 1.

*Table 1: Key Economic Indicators of Saudi Arabia (SCTA, 2014)*

| YEAR | GDP (PPP)<br>\$US | GDP REAL<br>GROWTH<br>RATE<br>% | GDP PER CAP.<br>(PPP)<br>\$US | GROSS<br>NATIONAL<br>SAVING<br>% OF GDP |
|------|-------------------|---------------------------------|-------------------------------|---|
| 2011 | 927.8             | 8.6                             | 30,000                        | 50.5                                    |
| 2012 | 895.8             | 5.1                             | 30,900                        | 48.8                                    |
| 2013 | 852.1             | 3.6                             | 31,300                        | 45.0                                    |

Note : PPP is purchasing power parity.

GDP and GDP real growth rate along with savings as a percentage of GDP declined continuously over the three years. Part of the reason is the recent global economic crisis, the effects of which are still persistent in some countries. The industry and service sectors accounted for about 98% of GDP. The unemployment rate is approximately 10% for Saudi males, and remaining more or less constant over the years. For women, the rate is about 54% and for youth it is about 28%. The inflation rate increased from 2.9 in 2012 to 3.7% in 2013. Inward and outward FDI increased during 2012-2013. The exchange rate was pegged with the USD at 3.75% in 1986 and this has continued. There was a net surplus budget of about 6.2% of GDP in 2013. Overall, the KSA economic condition is considered to be more than satisfactory and the economy can be categorised as stable (International Monetary Fund, 2013).

In a recent report, Alshahrani & Alsadiq (2014) noted that during 1969-2010, the main determinants of short run growth were private domestic investment, openness to trade, public investment and healthcare and education expenditures. For long run effects, private domestic investment, capital expenditure, health care expenses are important. Policies to encourage these factors have been stressed (Bank Audi, 2014).

The competitiveness of a nation is determined by its ability to use factors that can lead to new sources of wealth. This offers increases in productivity and a good business environment. Saudi Arabia has moved on the Global Competitiveness Index from 56<sup>th</sup> rank among 135 countries in 2005, to 18<sup>th</sup> rank in 2012 (World Economic Forum 2012). The World Economic Forum, (2012) states, “the outlook for the Saudi economy, which grew at 7.1 per cent in 2011, remains buoyant. The oil

sector continues to dominate; however, budgetary controls have reduced the relationship between the oil price and budgetary spending, and the IMF noted that progress is being made on diversifying the economy. Eight percent growth was recorded in the non-oil sector, which was the highest rate since 1981. The private sector grew at 8.5 percent, with the construction and manufacturing sectors providing the majority of this growth”.

Overall, it would be safe to say that to ensure future growth and prosperity there is a need in KSA to diversify and develop non-oil based sectors. One of these sectors and an important one is the MICE sector (SCTA, 2012).

The subsequent section presents some insights into the culture of the people in the KSA. The Saudi culture is an important aspect of the fabric of the Saudi life. Any tourism related initiative or program has to be designed around Saudi culture. Therefore, it is important to have a good understanding of Saudi culture.

### 2.5.3 Culture of KSA

Saudi Arabia is an extremely conservative country. The government and many of its citizens insist on the preservation of its religious values and ancient traditions. At the same time, there is evidence of a modern and high-tech lifestyle enjoyed by its citizens (Rice, 2004). According to Aboulfaraj (2004), Saudi Arabia is the only place on the planet that was never penetrated by Western missionaries, militaries or merchants (Klein et al., 2000); clearly this is in reference to the period of western colonialism, rather than to the entire history of the territory.

Possibly one of the most influential factors affecting Saudi society, culture, politics and economy is Islam. Saudi Arabia is the centre of Islam: the Kingdom acts as the guardian of Islam's Holy places and is the place towards which Muslims throughout the world turn in their daily prayer. Saudi Arabia adopted the Holy Qur'an and the Sunna (sayings and teachings of the Prophet Muhammad) as the basis for its constitution. To understand Saudi Arabia, according to Aboulfaraj (2004), it is essential to realise that Islam permeates all aspects of Muslim life and every aspect of the Saudi Arabian state (Aboulfaraj, 2004).

Arabic is the chief language spoken, although English is also widely used, especially for business purposes. The non-Saudi population speak other languages like Urdu, Farsi, and Turkish. All Saudis practice Islam. Islam governs their social, cultural,

personal, political, economic and legal lives. The Quran and actions of the Prophet Mohammad are used as guidelines for people's lives. Five times a day is required for prayer and Friday is a Muslim holiday, arising from religious requirements. During the month of Ramadan, working hours are restricted to six hours (Aboulfaraj, 2004).

Family values of Saudi culture state the family and tribe provide the basis for social structure; conventions of naming reflect their heritage, the clan and the nuclear and extended family. Families are closely tied, and extended families have close relationships within them. Individuals derive social networks and get assistance from extended families at times of need. Nepotism is considered good because employing known trustworthy people is possible.

In social formalities, men shake hands with each other, women hug each other, men and women outside their families do not greet each other in public. The first discussion outside families is about general things, before talking about the purpose of meeting each other. Giving gifts is not one of the norms. Giving some small gift to express thanks and flowers among women are allowed. Alcohol is never given and gifts are not opened immediately on receipt (Aboulfaraj, 2004).

Saudis entertain unfamiliar guests only outside their houses and invite to their houses only after sufficient acquaintance. The guest should remove footwear when entering the house, wear conservative dress, arrive punctually, greet elders first as a mark of respect, accept Arabian coffee and dates (even if not usually consumed) when invited for a meal. There will be a lot of socialising and small talk preceding the meal. There are specific table manners also while eating. While talking, Saudis stand close with the person and occupy significant personal space. Trust is the most important factor for working with other people. So a lot of time is spent on getting to know a new person. For business meetings, appointments are made well in advance. When meeting government officials, fixing a specific date happens only after arrival into the country, and business talks happen only after prolonged social enquiries (Saudi Tourism, 2013).

Slow, extreme hierarchy and bureaucracy in decision making, tough negotiations, easy overturning of decisions once given, and the need to compromise at certain levels are characteristics of business negotiations in the country. Keeping to more

traditional dress codes and business cards in Arabic are important. The government site on tourism (Saudi Tourism, 2013) stresses that traditions involve pride, courage, protection of women, self-esteem and dignity. Helping the poor is instilled in Islamic religion and in Saudi Arabian culture.

Men and women work on equal status in the same profession and are paid equally. The “Sharia”, which is the basic Islamic legal system derived from the religious precepts of Islam, particularly the Quran, gives full rights to women to manage their own financial resources. Men need to protect their families irrespective of the financial status of wives. The Saudis have successfully incorporated religion into their modern lifestyles. Prayer facilities and times are given at work places. Discrimination based on ethnicity within Saudi communities has disappeared following the application of pluralism. As Saudi Arabia is not a democracy, discrimination based on race or colour exists to some extent. Although foreigners are treated as guests, they are not considered as equals (Aboulfaraj, 2004). Western countries view Saudi Arabia with suspicion in regard to human rights and religious tolerance and aspects are often stereotyped on religious intolerance and extremism and gender disparity. On the other hand, Saudi people are apprehensive about highly permissive cultures that appear not to observe specific moral and ethical codes (Aboulfaraj, 2004).

The Sharia regulations are followed in the Kingdom. These regulations are based on Islamic principles and provide the overarching framework for social-interactions. Its influences are mainly in-

- The duration and the periods of the day and the year allowed for ‘discretionary’ activities such as tourism.
- Separation of men and women, who are not from the same family, is required.
- The high level of privacy which the Saudi families require when away from their homes.

There is significant effect of local customs and traditions in this regard. There are great variations in the criteria of acceptable behaviour in different regions of the Kingdom. These variations are due to variations in local customs and personal culture. Regional variations in local customs and traditions cause variations in enforcing public law. There is also a lack of transparency regarding procedures.

There is no attempt to create unified procedures throughout the Kingdom. This uncertainty affects individual members of the public. It also affects those who are providing tourist facilities such as museums, parks and recreation centres. The procedures are sometimes adjusted to cater to individuals who cannot differentiate between the social norms to be followed (Aboulfaraj, 2004).

A major factor impeding the development of tourism in the Kingdom, is the perception among Saudis of social constraints on behaviour, and the lack of consistency in their interpretation and the application of procedures. Saudis, who go outside the Kingdom, feel that they have a greater ability to move and enjoy their time. Thus, a restrictive social environment within the Kingdom is perceived to be creating barriers to the development of domestic tourism. Nonetheless, there is an urgent need to identify these constraints and differentiate them from routine custom and practice. Legal requirements need to be met when tourism facilities are provided (Abdullah, 2011).

Family life is very important in Saudi society. The way Saudi families behave in public and when on holiday, is strongly influenced by Islamic religion and culture and its interpretation. The nuclear family phenomenon has become very strong with the declining significance of the extended family (Aboulfaraj, 2004).

The demand for family privacy is high. This, in turn, requires specific facility design such as the creation of individual tents or chalets, separated from each other by high walls or fences, at many tourism villages and family fun parks. By and large, the accommodation sector is able to meet this privacy requirement. But at public places like museums or cultural heritage sites, it is not easy to meet such privacy requirements. Consequently, most tourist attractions in the Kingdom are not prepared to welcome the whole family on the same day (Saudi Tourism, 2013).

There is also inconsistency in the application of the gender separation requirement within different components of the tourism sector. For instance, mixing between men and women is tolerated in airport lounges, shopping malls and public spaces in larger town centres. On the other hand, there is strict segregation at many museums and historical sites and men and women can visit only on separate days even if they are married (Saudi Tourism, 2013).

This inability of many tourism facility providers to accommodate the entire family at one time is stifling demand for tourism, and becomes a major barrier to its development in the Kingdom. According to (Abdullah, 2011), Saudi Arabia is constrained with socio-political factors, the ambivalent attitude towards opening up to the outside world has blocked the development of MICE tourism despite its high potential to host international events.

This study does not attempt to redesign Saudi life to accommodate tourism. Instead it needs to examine from the experience of tourists, the impact of Saudi life upon them, and attempt to see what aspects are most important to enhance within the Saudi experience, in regard to attending MICE events, and to compare and identify the difference between the impact on Muslim and non-Muslim participants.

## **2.6 CHAPTER SUMMARY**

In this chapter, first the term MICE was defined. The concept of including all components of MICE tourism (meetings, incentive, conventions and exhibitions) was accepted for this study. MICE components are the travel by participants to MICE destination, MICE and other events and activities, tourism and hospitality aspects of MICE. The MICE stakeholders include government agencies, travel agencies, event organisers, hotels and the public.

The economic importance of MICE is significant. Globally, it is the fastest growing tourism sector. It contributes significantly to national economies. It promotes global relationships, knowledge sharing, cross-cultural understanding and interactions for world peace. MICE destinations elevate the country and the city into the global business hub. It leads to the development of ancillary sectors and other MICE stakeholders. By balancing peak and off-season tourism, there is better resource utilisation and demand-supply and logistics management.

Development of MICE in some countries was reviewed. The countries were: Macau, China, Thailand, Taiwan, India, Russia, Australia, Auckland New Zealand, marketing and promotional strategies, post-Apartheid in South Africa, Abu Dhabi, Jordan- GCC and finally KSA itself. It is clear that research in the Middle East and specifically from the KSA is very limited.

There are a few lessons for the KSA from the country reports. As in the case of the KSA, Macau also wanted to diversify from its core sector of gaming and MICE

tourism was successfully implemented. MICE market segmentation, development of MICE destinations based on specific tourist behaviour, strategies for full exploitation of MICE growth potential, use of push and pull factors to develop MICE markets, market analysis using PEST, identification and rectification of weaknesses, strategies to close demand-supply gap, informal business as an opportunity for MICE and efficient promotional and marketing efforts are some of these lessons.

A brief review of the geography, history, economy, tourism, culture and religion is provided. The KSA has a very ancient and rich cultural history. Modern KSA was established on the 23 Sept 1932. Since then, the country developed rapidly into a major economic and political force in the region. The economy is mainly oil-based after the discovery of the vast oil reserves in 1938. Attempts to diversify into non-oil sectors and privatisation are partly successful. The country's economy is strongly under government control. MICE tourism is considered as one of the promising sectors for diversification.

The KSA has grown through the ancient Arab and Islamic culture and the modern KSA has a mixture of both these traditions. The high degree of conservatism and strict government controls do not allow other faiths to invade the country. The Islamic bend is highlighted by the location of the two most important and the holiest Islamic pilgrimage centres- Macca and Medina- in the KSA, for which the country is the guardian. Thus it is the centre of Islam. The constitution of the KSA is based on the Holy Quran and Sunna. The laws and regulations are Sharia-based. The Islamic religious practices are strongly embedded and enforced in the KSA population. Family and tribal values are highly reflected in Saudi culture. Families are closely tied and its members are closely tied to each other. Social formalities are separate for men and women. Women do not freely mingle with men in public places. Gender restrictions are meant to preserve the safety and chastity of women. Giving gifts are restricted to selected occasions. Alcohol consumption and gifting are prohibited. There are strict and specific norms for social behaviour and table manners. Dress codes are strictly traditional. Helping the poor is embedded in Islamic culture. Women have equal rights to work and pay and they can manage their own assets. Men need to protect their families. Religion is successfully incorporated into modern lifestyles. There are regional variations of these within the country.



Unknown guests are treated with caution. Guests need to follow the Saudi norms of social behaviour. These are also followed in business dealings. Extreme hierarchy, tough negotiation processes, easy change of decisions and need to compromise at certain levels and slow bureaucratic procedures are bottlenecks for faster economic development using foreign and private investments.

Tourism sites proclaim the richness of Saudi culture of pride, courage, protection of women, dignity and self-esteem. The factors which could affect Saudi tourism are: the duration available for discretionary activities at any time and day of and year, gender separation requirements and the high level of privacy required when away from home. Uncertainty of norms to be followed is observed, even in providing facilities and services in tourism centres.

All the above factors need to be examined when implementing new strategies to attract more non-Islamic tourists to MICE venues in the KSA.

## **CHAPTER 3 - LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

### **3.1 INTRODUCTION**

This chapter contains an extensive literature review of the MICE sector that is used to develop a new conceptual model that explains the inter-relationships between the objectives of the thesis, as discussed in the previous chapters.

The chapter is divided into various sections. Section 3.2 discusses the MICE sector and research in general. Section 3.3 deals with consumer behaviour and decision making followed by some theories and models proposed by various authors on the subject in subsections 3.3.1 and 3.3.2. The relevance of each model to this study is also discussed.

Section 3.4 considers consumer behaviour in tourism and models proposed by different authors are discussed in 3.4.1, followed by models specific to the MICE sector. In both cases, the relevance of each model to this study is evaluated. Consumer decision making models are discussed in section 3.5, motivation is discussed in subsection 3.5.1, perception in subsection 3.5.2, and attitude in 3.5.3 and behavioural intention in 3.5.4.

Culture and religion are discussed in 3.6. Section 3.7 discusses the background to the development of a research framework for this study followed by a diagram and description of the new conceptual model. The study uses this framework to develop the methodology required to analyses the objectives of the thesis.

The last section, 3.8 summarises the whole chapter highlighting major points derived from the extensive review of literature.

### **3.2 MICE SECTOR AND RESEARCH IN GENERAL**

Research interest in MICE was prompted by the rapid development of the sector due to high returns achieved for initial heavy investments, and its role in economic development of the country as a whole. The MICE sector expanded geographically from Europe and the USA to other parts of the world. Expansion involved congregation towards regions of rapid economic development and to destinations suitable for MICE. According to the ratings of the International Conference and Convention Association (ICCA) in 2012 (ICCA, 2012), the top five country destinations for MICE are: USA, Germany, Spain, UK and France. While 759

meetings were held in the USA, less than 500 meetings were held in the other four countries. Among the cities, Vienna topped with 181 meetings followed by Paris with 174 meetings and then by Barcelona, Berlin and Singapore. Over the past few years, the same countries and cities were in top positions, changing only in relative ranking in some years.

Wu & Zhang (2013) observed that research on the MICE sector started in the 1990's. The publication of the first specialised journal on MICE research: *Journal of Convention and Exhibition Management* started in 1998. Before that, in 1996, (Oppermann, 1996) had traced the international development of convention tourism. He noted the changing fortunes of convention cities over time. Planners of conventions make decisions based on cost, location, services, facilities and image. He also found considerable variation in the images of 30 North American convention cities. Usually, planners with previous experience with a particular city have more favourable opinions about that destination. The author also determined that the convention industry had already become an important activity in regional economies, with lower variability in prices and seasonal peak volatility.

Most research on MICE was carried out in Western countries, and the focus was destinations and visitors of that region. These studies were mostly related to quality of venues, marketing and destination images. The reason for their non-applicability to other countries was the large differences in culture across countries, leading to specific research about MICE in other regions and countries.

However, the expanded research in other countries concentrated on location selection, criteria of meeting planners, processes of MICE events with few works on the decision making process of delegates (Yoo & Weber, 2005). Lee & Back (2007), based on a thematic review, concluded that the core research themes during 1990-2003 were: site selection, meeting participation processes, economic impact and destination marketing and technology advancements. Lee, Choi, & Breiter (2010) also reported similar conclusions.

However, unlike in the past, the MICE sector attracts participants from all over the world. The rapid development of communication and travel facilities and other technologies has enabled this change. Thus, many MICE events are attended by a variety of culturally different participants. High competition among MICE destinations

results in each destination finding new ways of marketing itself to attract a maximum number of tourists.

There is a serious dearth of research on the participant decision making process, especially applied to non-Western countries and to the KSA in this study context. Hitherto, the major inflow to the KSA was due to pilgrimage of Muslims to the two holiest Islamic places in the country. While this needs to be continued, for further increases of tourist inflows through MICE, the KSA needs to attract tourists from the main markets of the USA and Europe and increasingly from Asia.

The KSA is a highly traditional and Islamic country, so that negative perceptions by non-Muslims about Muslims and some of the religious restrictions can act as a barrier to increase MICE participation. Recognising this, the KSA has initiated many reforms. However, more needs to be done. This study assumes importance in this context. The study addresses the questions of whether religion or culture influences the decision making processes by MICE participants and if so, which factors affect destination decision making, and whether it is possible to change any negative factor to maximize the inflow of non-Muslim MICE participants into the country. The position of the KSA as one of the least researched countries is primarily due to its late arrival in the MICE marketplace.

### **3.3 CONSUMER BEHAVIOUR AND DECISION MAKING**

The majority of tourists to the country are Muslims on pilgrimage. Most pilgrims arrive from neighbouring and Asian countries like India, where there is a sizeable Muslim population. To develop the MICE sector, this is highly inadequate. The country needs to attract non-Muslims from other the important markets.

In marketing, a consumer is attracted to a product only if it fulfils a felt need. The consumer should feel that the product is essential for some purpose. Therefore, it is essential to know what the customer wants and what factors affect the choice of a specific product within this want. The same principle needs to be applied for attracting customers to MICE in the KSA. This can be achieved through research on how MICE participants select their destinations, or in other words the decision making processes of MICE participants.

One method is to frame a decision making model of MICE participants. But this can be done only if all factors that contribute to decision making are known. Many

research studies have proposed and used models of consumer decision making. Before directly considering the decision making models of MICE participants, consideration of the more generalised models of consumer decision making, and their application to tourism is necessary.

### **3.3.1 MODELS OF CONSUMER DECISION MAKING**

How consumers behave with respect to decision making is the most important aspect which ultimately determines the success or failure of business. This applies to any sector including the MICE sector. Therefore, models and frameworks of consumer behaviour and decision making may be viewed at three levels: general consumer models, tourism related models, and specific models of the MICE sector.

### **3.3.2 GENERAL CONSUMER BEHAVIOUR MODELS**

According to Moutinho (1987), decisions result from choosing one action from two or more alternatives. There are many theories on consumer decision-making. For example, Yoo and Chon (2008) evaluated various theories of consumer decision making, while others have taken different approaches such as expected utility theory (von Neumann & Morgenstern, 1947) prospects theory (Kahneman & Tversky, 1974), regret theory, satisficing theory (Simon, 1957), theory of reasoned action (Ajzen & Fishbein, 1980) and its variant, and planned behaviour theory (Ajzen, 1987).

Expected utility theory proposes a method to rationally choose a product when the outcome of that choice is uncertainty risk. For example, this applies to the first-time MICE participants to the KSA, when they perceive certain risks involved in the trip. Thus perception becomes an important factor determining whether this theory is applicable to MICE participants' destination choice of the KSA. The decision making process is more complex when the potential MICE participants to the KSA have other competing options. In this study, responses to the questions on safety and friendliness included in perceptions and destination variables are indicative of risk perception. High response rates towards the extreme importance of safety, indicates that this issue is serious. But to know the extent to which it affected the decision to visit the KSA can be evaluated only by estimation of its relationship with the number of visit frequencies. This theory views the consumer as a rational economic man.

Sometimes probabilistic alternatives determine the choice of a destination. Here, prospects theory applies. The MICE participant weighs the probabilities of uncertainty risks of some MICE destinations and chooses the one perceived to have minimum risk probability. Here too, the responses on questions on safety perceptions apply as above. The degree of uncertainty about the risk is given by comparison of the response rate from not at all important to high importance.

The possibility of a wrong destination choice can lead to feeling regret over the choice. This is regret theory. Regret is more visible after the effects of the choice are felt. Thus, feeling regret over the choice of the KSA as a MICE destination for example occurs if the choice leads to undesirable tour experiences. A comparison of what was expected before tour and the post-tour response on experiences indicates this. If the MICE participants are satisfied, the choice is not wrong and therefore there is no need to regret. High importance attached to all destination parameters is indicative of the right choice if revisit intentions are high. Then the theory does not apply.

Satisficing theory proposes that decisions are made when an acceptable threshold is met from searching the available alternatives. For example, the decision to select the KSA as a MICE destination can be made only after searching alternatives and selecting the KSA because it has the minimum threshold. Indirect evidence of this is the source of information. If the decision was made in response to an email, the decision is in response to the email. In that case, the theory does not apply. If the decision is based on web search or word of mouth or social media, the decision could have been made after considering other alternatives, although it need not necessarily be so. The theory is applicable only in the case of answers to sources of information such as the web or word of mouth.

Theory of reasoned action proposes that decisions are based on pre-existing attitudes and behavioural intentions. The decision is based on the intentions created by pre-existing attitudes and subjective norms. It becomes reasoned due to the compromise between a prediction to stop the behaviour and actually predicting the behaviour. If in the case of non-Muslims, negative perceptions result in a high probability of preventing them from visiting the country, but if the visit occurs, then a reasoned action occurs. Here the reasoning factor, negative perception, decreases the probability of visiting, although there is an intention to visit. In this study, the

opposite is true. In spite of negative attitude factors, non-Muslims have visited the KSA. The responses to attitude questions, especially by non-Muslim participants, may be explained by this theory. Comparison between Muslim and non-Muslims can further enlighten this aspect.

The theory of planned behaviour is an extension of the theory of reasoned action. One more factor, predictive behaviour control, is added to the earlier model. This was done to account for not acting as per intentions due to lack of confidence or lack of control over the behaviour. This theory links beliefs and behaviour. For example, the belief that the KSA is a desirable MICE destination arises out of favourable attitudes and perceptions. When that occurs, planned behaviour is the visit itself. In this study only people who actually visit the KSA are proposed to be examined. So the decision of not visiting can be evaluated only indirectly from the not important response to revisit intentions.

Svenson (1992), proposed a differentiation and consolidation theory. The differentiation part of the theory assumes decision making as an active process in which one alternative is gradually differentiated from others. Once the best product is determined, a consolidation process involving justification for the choice is found. Uncertainty about the future of the product makes the consumer lower the risks of failure. For example, consumers differentiate the KSA from other destinations. Favourable attitudes towards the KSA reflect the ultimate selection of the KSA. Once the KSA is chosen, the parameters arising from attitudes, become parameters of justification. However, uncertainty about the future of the KSA as a MICE destination may not be a significant factor. This is because, same or different types and levels of uncertainties exist for other destinations as well. More likely, the consumer selects the MICE destination as new opportunities arise in the course of time. The conditions prevailing at that time may be the factors of differentiation. Thus, there is no need to lower the risk perception.

Therefore, any one or more theories may be applicable to explain parts of the observed findings. The ultimate aim of this study is to attract more attendees and especially non-Muslims from the main MICE markets to the KSA. If the findings reveal the reasons for non-Muslims selecting or not selecting the KSA as a MICE destination, the predictive applications of the theories can be used for identifying strategies to attract more attendees as MICE participants to the KSA.

Some more theories and models were discussed by Swarbrooke & Horner (2007). The theory of buyer behaviour by Howard & Seth (1969) describes several social, psychological and marketing factors influencing consumer decisions. The consumer decision model suggested by Engel et al. (1968) has been revised several times, with the latest model similar to the theory of buyer behaviour, but structured differently. The cognitive approaches were replaced by humanistic theories.

The theory of trying and the theory of goal-directed behaviour were proposed by Bagozzi & Warshaw (1990) and Perugini & Bagozzi (2001) respectively. The latter has been adapted from the theory of planned action adding more variables. The applicability of any of these theories in this study context also depends on the nature of findings obtained as explained above.

Swarbrooke and Horner (2007) held that consumer behaviour models serve the purpose of simplifying the relationship of various factors that impact consumer behaviour. But if they explain only parts of the findings as noted here, they may, in fact complicate the relationships.

Mair (2005) proposed two models for situations when there is uncertainty of brand attributes. Both were dynamic models: one related to immediate utility and the other, future use. Usage experience and advertisement exposure influenced brand choice probabilities in both models. Consumers were found to be risk-averse for variations of brand attributes. This discourages buying unknown brands. Advertising had weak short-term effects but cumulative long-term effects. For example, if the KSA is marketed as a brand representing rich traditional Islamic culture, it is no longer an unknown brand. This will enhance the number of visitors including non-Muslims. However, should more non-Muslims be attracted as a part of a total increase in visit volumes, or should a deliberate branding strategy be directed towards non-Muslims?

According to Mair (2005), a significant proportion of purchases, including first purchases, do not involve any decision making process at all. However, this theory has not received serious attention and is not considered in this study.

Thus, MICE trip decision making is influenced by motivation, perception gained from information obtained either from own experience or of others, and attitudes developed towards specific destinations compared to others. Unlike general consumers, tourism consumers need to spend a lot of money and travel time.



Uncertainties about new destinations can make the tourist cautious and select the destination perceived to be safe. In the next subsection, these dimensions are reviewed critically with respect to some decision making models applied specifically to tourism.

### **3.4 CONSUMER BEHAVIOUR IN TOURISM**

The general models of consumer decision making can be adapted to the tourism context. Many studies have attempted this (refer to Bray, 2008). In the following section, some of these adaptations are evaluated for suitability in this study.

#### **3.4.1 MODELS OF CONSUMER DECISION MAKING IN TOURISM**

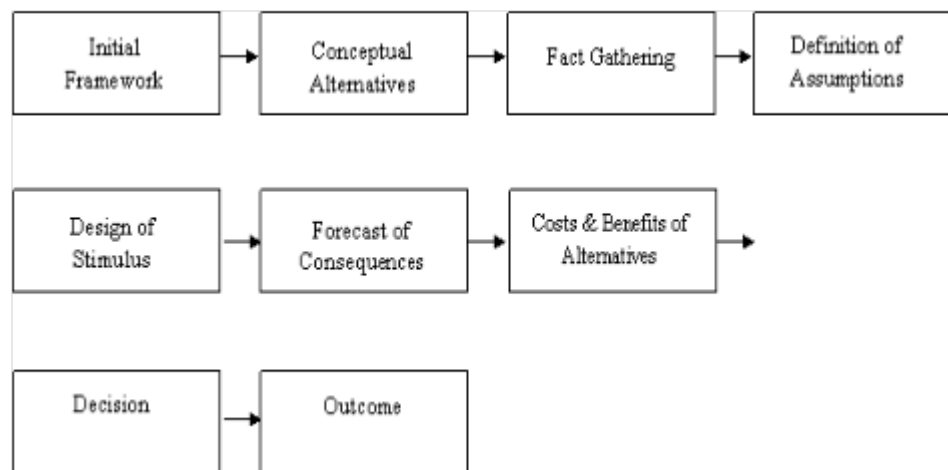
Yoo and Chon (2008) compared 10 models of consumer decision making with respect to their application in tourism. The models included those of Wahab, Crompon, Rothfield, (1976), Schmoll (1977), Mayo and Jarvis (1981), Moutinho (1987), Van Raaij and Francken (1984), Woodside and Lysonski (1989), Um and Crompton (1990). The key proposals, major contributions and limitations of the models were compared in a tabulated form. Some of these are discussed in detail below.

The Wahab et al. (1976) model is reproduced from Mair (2005) in Figure 4. It is a linear model. Although probably too rigid, the basic five stages involved in decision-making proposed by grand models are given here. The initial stimulus is provided by the need or want of the person to go on a holiday and the information received on different destination options. Thus, it becomes the motivational factor. Various options are weighed against travel needs leading to certain assumptions on the tour and its outcome. Opinions of others may matter here. But all these are related to information seeking. Then the alternatives are designed effectively shortlisting the number of possible destinations. The seller of the destination is involved here to forecast the consequences of the shortlisted options. The tourist then compares costs and benefits leading to a ranking of options from which the most suitable one is selected. The outcome of this process is buying, which can lead to satisfaction or dissatisfaction. Being linear, there is no feedback loop thus preventing any future use of the specific case. This precludes revisit intentions from consideration.

In applying this theory to this study, the consumer wants to go on a MICE trip. Several MICE events at several venues are available. The consumer narrows down

to the topic and type of MICE event as per personal interest to be considered further. Perhaps one or more options are available in the KSA. From various sources, information is gathered about the country, venue and the event (and possibly from previous visit experience); a perception and an attitude are developed. Input by others and sellers of the destination may lead to assumed favourable attitudes about the destination, possibly the KSA. Based on the perceived outcome, including cost, time and benefits, the decision to possibly visit the KSA is taken. The negative factors of not deciding to visit largely don't apply. Factors determining availability of multiple choices and narrowing down are measured. Refer to Figure 4.

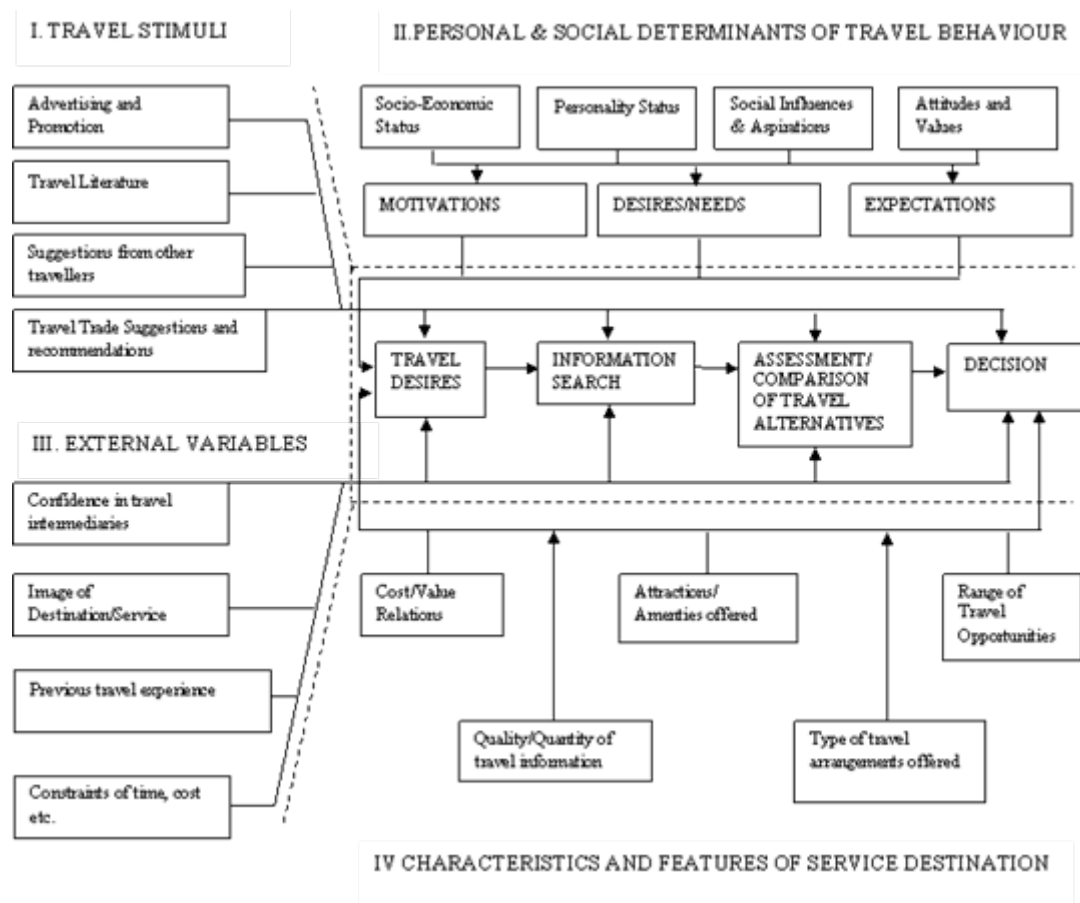
*Figure 4: Tourism Consumer Behaviour Model OF Wahab et al. 1976 (Mair, 2005)*



The model proposed by Schmoll (1977) is reproduced in Figure 5. They named this model vacation sequence. Travel stimulus is provided by ads and other promotional and travel literature, suggestions from other travellers and travel trade organisations. Travel behaviour is determined by personal and social factors which include motivation, desire or need and expectations. Confidence in intermediaries who arrange travel, destination image and service, previous travel experiences and time and cost factors are the external factors. Cost and value, attractions and amenities, qualitative and quantitative travel information, local arrangements offered and range of opportunities weigh heavily. All these factors lead to a desire to travel, prompting information search, assessments and comparisons of options resulting in decision making on destination choice. This model looks like an expanded version of Wahab

et al. (1976). There is no feedback loop here also, and the assumption of rational decision making holds. In this model, method of travel stimulus is important.

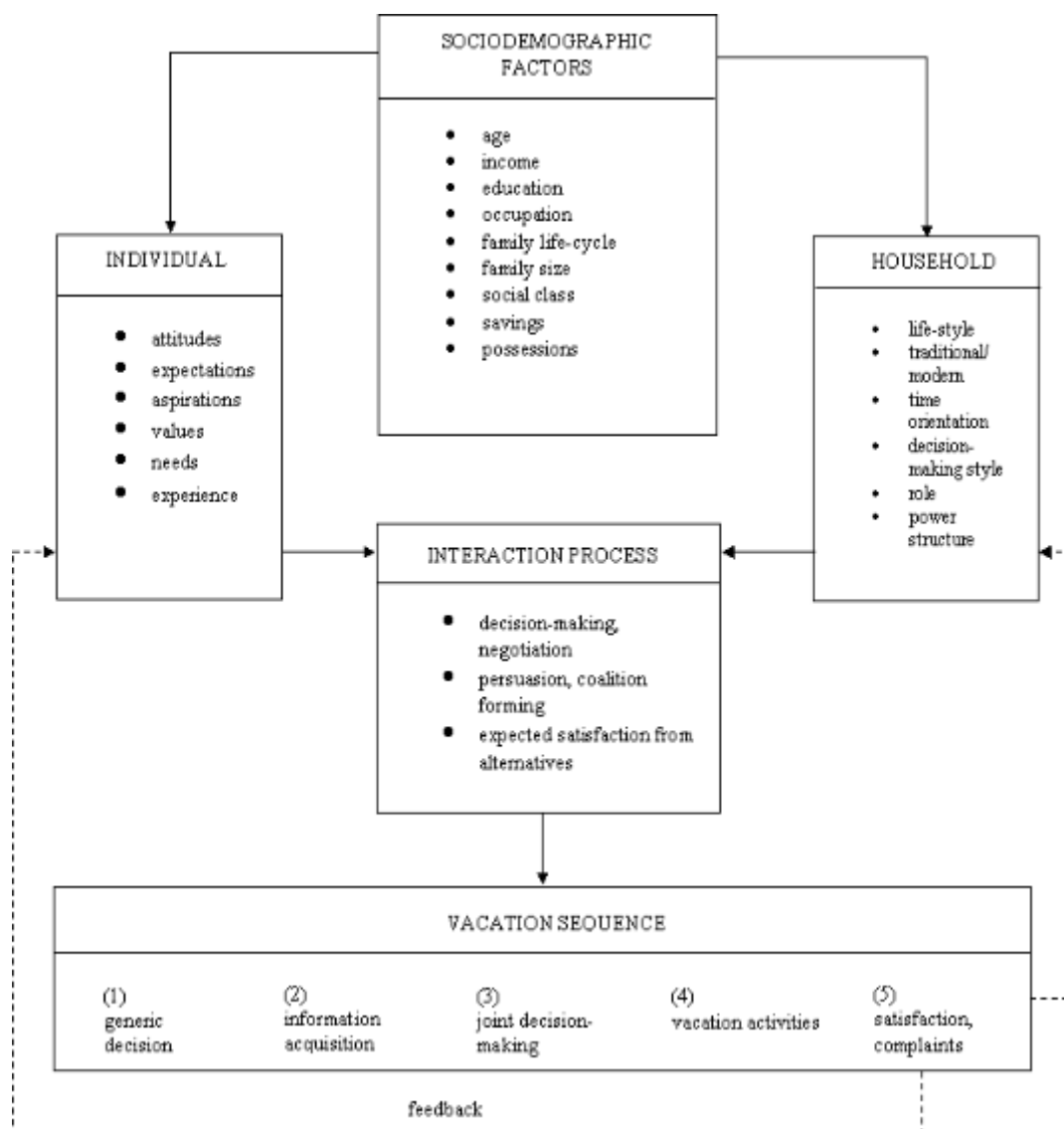
*Figure 5: Vacation Sequence Model Proposed by Scholl (1977) (Mair, 2005)*



The model proposed by Mathieson & Wall (1982) includes five components in the decision making process. These are: desire for travel or its felt need, collection of information and its evaluation, travel decisions, travel preparations, and experiences and evaluation of travel satisfaction. In this model, the process goes beyond destination selection to evaluation of satisfaction. Travel preparations and experiences roughly correspond to the attitude and learning aspects of Howard-Sheth. In this case too, the linear nature is evident. The model can be applied especially to travel experiences, which are measured after the event. In this study, the questions about satisfaction measure travel experiences. The applicability to post-visit evaluation facilitates measurement of revisit intentions. Other components of the model are similar to the models discussed above.

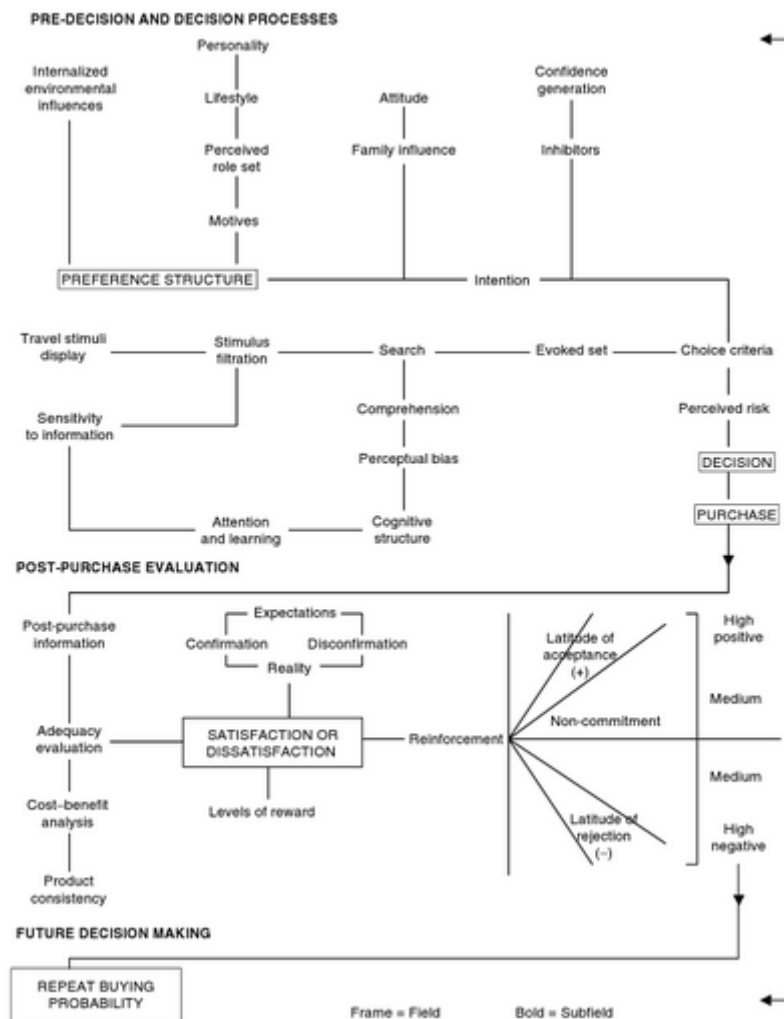
The model proposed by van Raaij and Francken (1984) is reproduced in Figure 6. In deciding vacation trips, individual, socio-demographic and family factors interact towards a sequential process of generic decision-making, acquisition of information, joint decision making, vacation activities and satisfaction according to vacation experience. This model applies specifically to vacation trips with family. Although feedback loops exist, motivation and behavioural factors are not reflected in the model. The applicability of this model depends upon how many visitors have their families with them and given the focus on MICE travel where families are not the focus of travel it is less relevant to apply this model to this study.

*Figure 6: Travel Consumer Decision Making Model of Van Raaij & Francken (1984)*  
(Mair, 2005)



Another vacation tourist behaviour model was proposed by Moutinho (1987). This model is reproduced in Figure 7. Part 1 outlines the pre-decision processes, starting from internalised external influences motivating travel intentions, and this part ends in decision and purchase. Travel stimuli catalyses intention to travel to consider choices, make decisions and purchase. The second part is related to post-purchase evaluation. Expectations and actual experiences are compared along with costs and value for money. The end result may be satisfaction or dissatisfaction. Any one of these may influence future decisions. Fields and sub-fields are marked in the process steps. This complex model recognises three distinct stages in decision-making. The importance of behavioural concepts-motivation, learning and cognition-are recognised. However, part 3 is implicit in part 2. Hence, a separate part 3 may be considered superfluous. The complexity of the model is a constraint on achieving a definite outcome. This study will need to consider all the three stages: pre-decision, decision, trip and outcome as this model proposes.

Figure 7: Vacation Tourist Behaviour Model of Moutinho (1987) (Mair, 2005)



To summarise the above discussion, a table comparing the above models with respect to their applicability and limitations in this study is given in table 2.

Thus, it is evident that any of these models are applicable to this study only in part. The biggest problem common to all these models is that there is no provision to compare cultural differences, especially between Muslims and non-Muslims in decision making, which is the focus of this study.

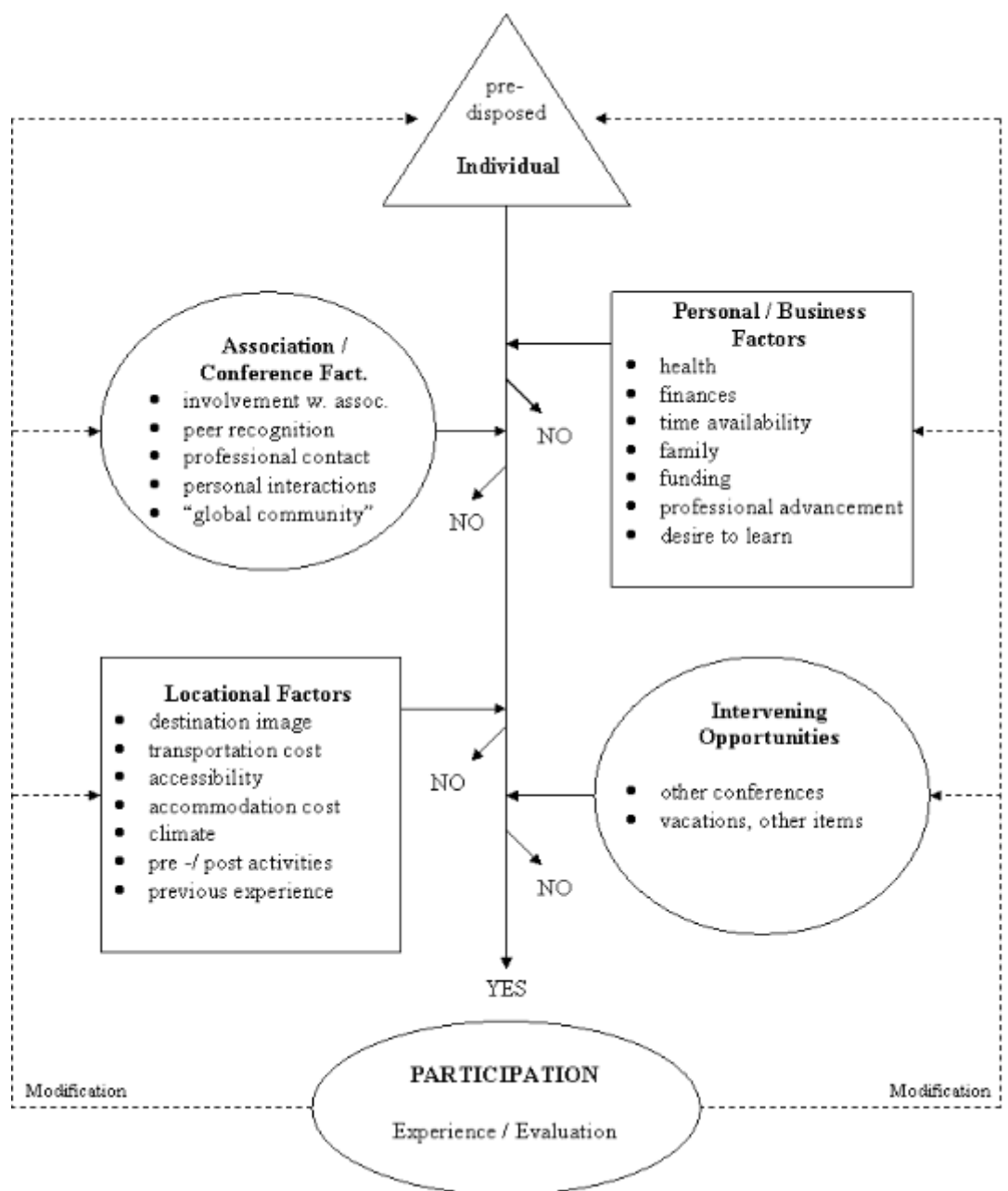
*Table 2: Comparison of different decision making models in tourism for their applicability and their limitations for the objectives of this study*

| MODEL                         | APPLICABILITY TO THIS STUDY   | RESTRICTIONS  |
|-------------------------------|---|---|
| Wahab et al (1976)            | Sources of information, perceptions and attitudes about KSA leading to choice decision.   | Negative factors against decision to visit KSA and revisit intentions cannot be measured.     |
| Schmoll (1977)                | Information sources, attitude, motivation, perception and previous experience related with decision making. Possible to differentiate decision making of freshers from those with experience. | No cost and benefits estimation, revisit intentions cannot be measured.                       |
| Mathieson & Wall (1982)       | Measurement off experience after the trip is possible through satisfaction, revisit intention measurable.   | Travel preparations stage and learning achieved in the trip are not measurable.               |
| van Raaij and Francken (1984) | Individual and socio-demographic factors relevant, revisit intention measurable.  | Applicable only to visitors with families, behavioural and motivation aspects not measurable. |
| Moutinho (1987)               | Pre-decision, trip, post-trip outcome stages and revisit intention can be evaluated   | Economic aspects not part of the study.   |

### 3.4.2 MICE SECTOR MODELS

The model proposed by Oppermann and Chon (1997) receives significant attention in the literature. This is reproduced in Figure 8. A predisposed individual considers factors related to the association or the conference, personal, business, location and intervening opportunities presented by attending the conference. Each of these main factors has their respective components. The model describes the process leading to the decision to participate or otherwise by the yes or no status of each. Modifications are accommodated through feedback loops.

Figure 8: Conference Participation Decision Making Model (Oppermann & Chon, 1997)



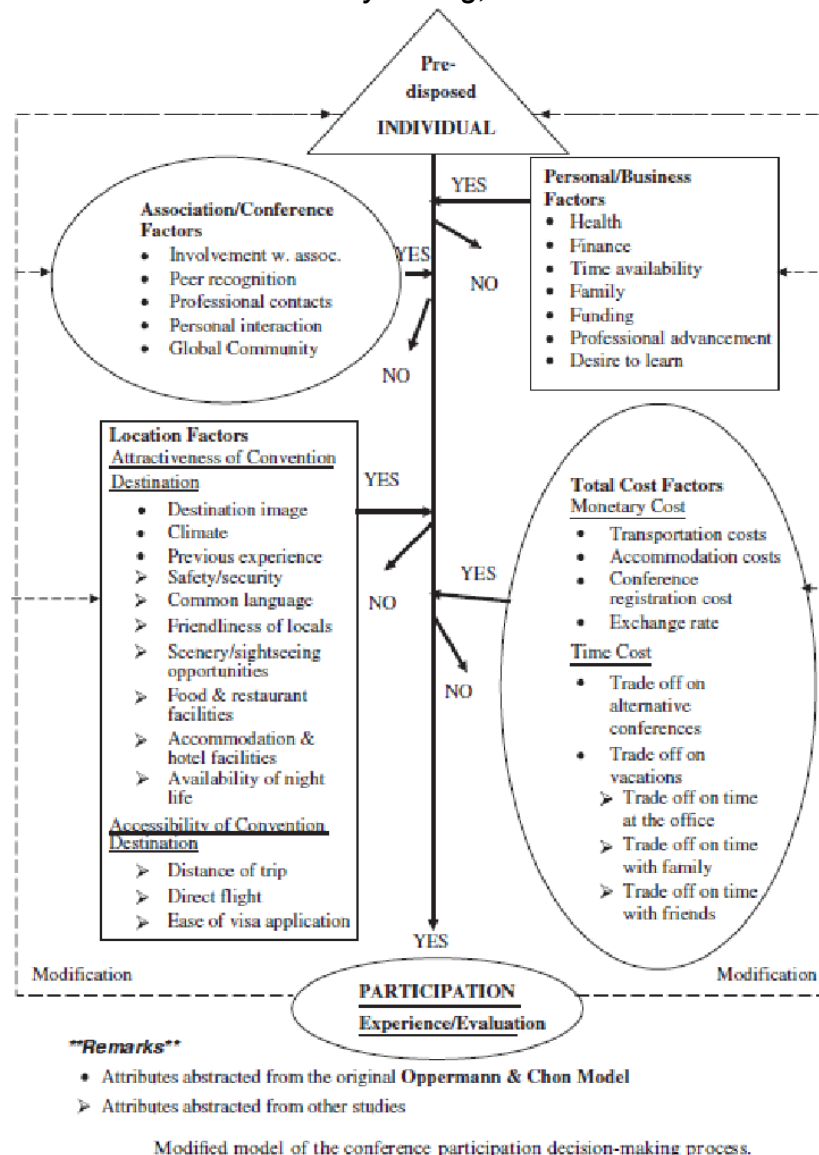


This model was modified by Zhang et al. (2007) as reproduced in Figure 9. The individual is pre-disposed for conference participation. Association or conference factors, or both, triggers interest in MICE travel to the conference. All choice factors are grouped into four: personal and business factors, location factors and cost/time factors which are the yes/no filters to decide on participation or otherwise. Intervening opportunities are considered incidental to the yes/no options and hence excluded from the model as a deviation from the model of Oppermann and Chon (1997). They also divide location into accessibility and attractiveness, and replace intervening opportunities with total cost factors including monetary and time costs. Cost factors are not measured in this study. This model does provide a relevant starting point for this study with relevance to Mice participation but does not contain any reference to cultural differences.

Based on study results, Mair (2005) suggested the model given in Figure 10. The potential delegate to the conference becomes aware of the conference through a letter sent to him/her, word of mouth, association meetings or other sources. If unaware of the conference, the person will not be able to attend the conference and thus the decision is not taken. Thus the awareness step itself acts as motivation. Once aware, information search and evaluation of alternatives can lead to a decision on attending or not attending the conference. This is a simple model. There are feedback loops and yes/no options. In this study, information sources are identified to measure awareness as a motivation. The model provides for the alternative decision of not attending the event. Revisit intention can be measured using this model. It remains somewhat uncertain as to why awareness is a motivation, and why motivation might not exist to visit a particular destination, or attend a particular conference, prior to being aware such a conference is available.

A teaching manual on MICE tourism was prepared for senior secondary schools curriculum by Lau (2009). It contains steps on attracting visitors to the venue and conditions required for favourable destination decisions. Some of these include detailing the roles of the industry sectors involved (e.g. hotels and transportation), roles of the public sector, planning of the event, risk management and marketing. The results of this study may be relevant to indicate the steps required to attract more non-Muslims to MICE destinations of KSA prompted by favourable conditions to select the KSA.

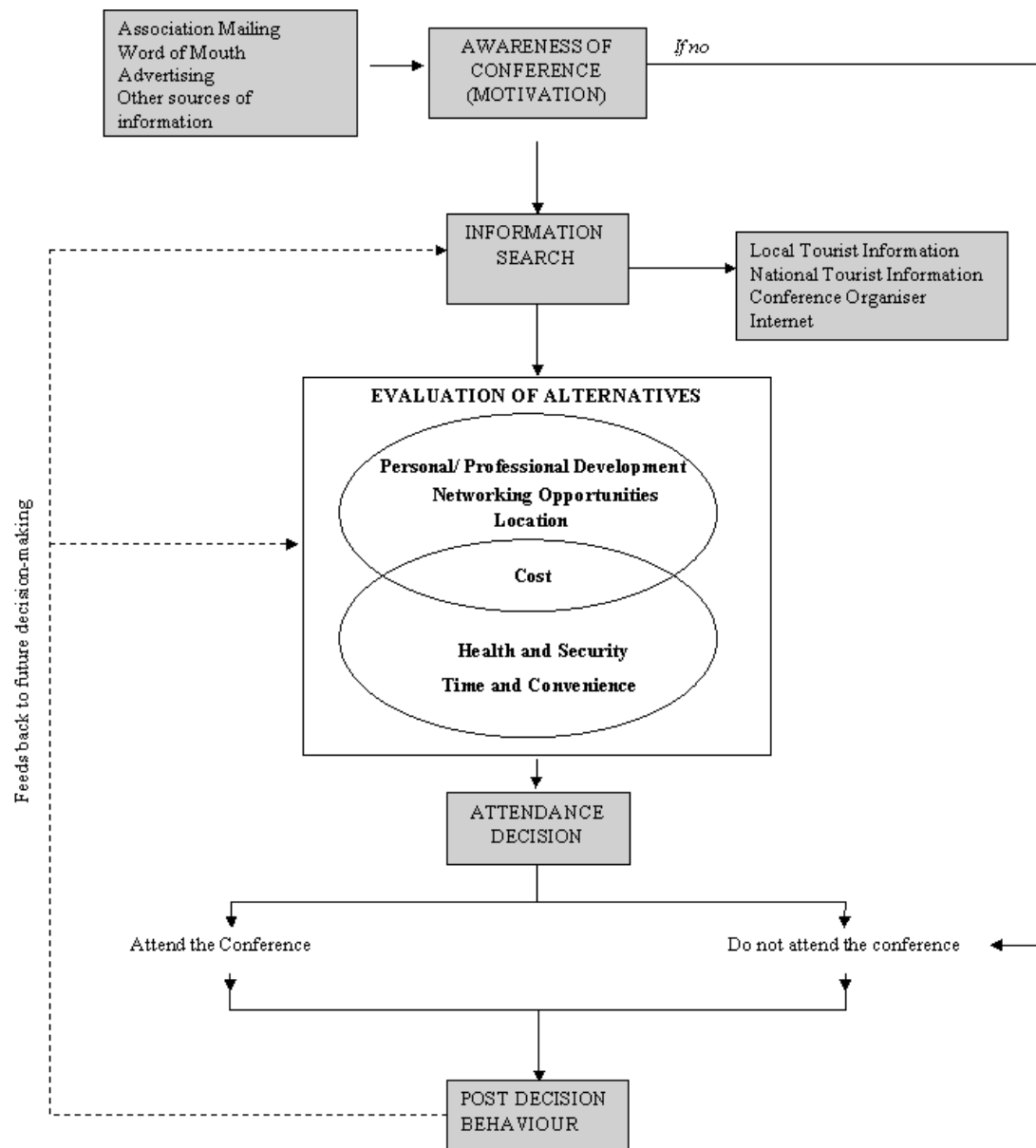
Figure 9: Conference Participation Model of Oppermann and Chon (1997) modified by Zhang, et al. 2007



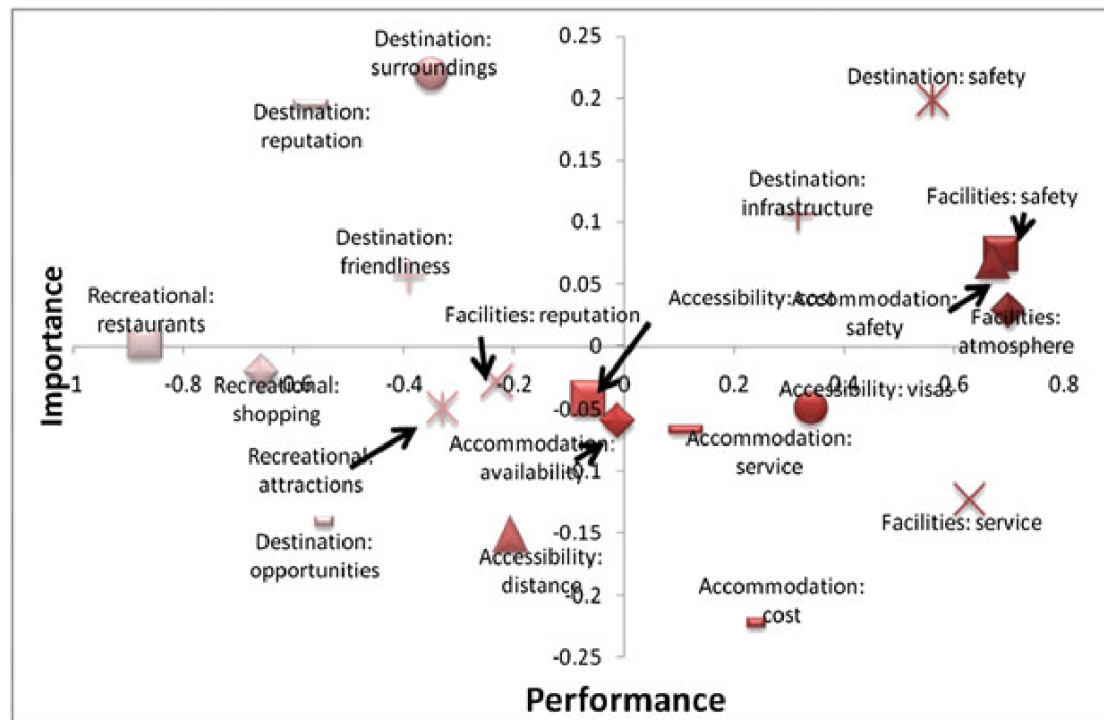
Whitfield et al. (2014) used an importance-performance analysis for exhibition attendance in a complex MICE venue at the Venetian, Macau. MICE facilities, accommodation, accessibility, recreational and professional opportunities and destination attributes were tested using this approach. The importance-performance matrix obtained by them is reproduced in Figure 11. The findings indicate that performance on destination safety was excellent and this needs to be maintained. On the other hand, performance on destination surroundings needs to be improved, as it is high on the importance and low on the performance rankings. Accessibility by distance may be least important due to good travel facilities for international tourists. In the case of service facilities, perhaps an over-emphasis was placed, and

this can be moderated. Other attributes were within these four ranges. This work is both a demonstration of an importance-performance analysis method, and observations on destination attributes.

*Figure 10: UK Association Conference Attendance Decision Making Model Proposed by Mair, 2005*



*Figure 11: Importance-performance Matrix of Exhibition Attendance in a Complex MICE Venue in Macau (Whitfield, et al. 2014)*



The KSA plans to become a favoured MICE destination, especially for non-Muslims. In this highly competitive environment, this is possible only if it develops infrastructure and access facilities matching, or better than, the best in the world. This study supports that concept and also emphasizes service attributes. However, it does not emphasize alternative destination attractions such as shopping or issues of travel distance. This finding is interesting in the conflict with the findings of previous non MICE specific studies.

A common feature shared by all the MICE models is that the decision-making process is conceptualised as a funnelling process that progressively eliminates alternatives to arrive at a final selection. When an important decision is made by the consumer with high involvement, it is likely to recall a complex cognitive decision-making process. Five common stages can be identified across all the models developed to explain decision-making. These five common stages are: motivation, information search, evaluation of alternatives, decision and post-decision behaviour. Information search and alternative evaluation often leads the consumers to identify available alternatives, evaluate them for their salient features or against certain criteria and purchase from the viable alternatives. Due to the nature of tourism,

investments are required on time, and financial resources by the consumers are considerable. Thus, it becomes a product or service that necessitates high involvement in the decision-making process, with significant outlays of time and effort during the information search and alternative evaluation stages (Williams, 2002).

Indeed, Zeleny (1982) claims that the decision making process consists of three main stages: pre-decision, decision, and post-decision.

However, two points militate against using any of the above models:

Firstly, all the models are predictive in nature. That is they predict how the decision will be made. This study has the objective of looking back in time to determine the motivations, perceptions and attitudes of attendees that already exist, and as such it tends to look back not forward in order to assess the cultural issues behind the future intentions of travel behaviour.

Secondly, and most importantly, none of the models has culture or religion as a component of the decision making. This study aims to find out whether this factor plays any role in decision making for MICE visits to the KSA. Therefore, it is necessary to develop a new model which includes comparison of cultures in consumer decision making and is also relevant specifically to the Middle East.

### **3.5 FACTORS RELATED TO CONSUMER DECISION MAKING IN TOURISM**

In the tourism literature, a significant number of researchers have examined the specific factors related to destination decision making. Yoo and Chon (2008), Gilbert & Cooper (1991) have discussed various theories in relation to these factors. The most important of them are: motivation, perception and attitude.

In the MICE sector, there is a definite purpose and destinations are determined by the purpose. For example, if the purpose is to attend a sales convention on fashion jewellery, selection of destination is restricted to places where such conventions are held. Often, the internet provides information on forthcoming events at various locations. The visitor can select the destination from the listed conventions.

Who is likely to attend a particular conference is influenced by age, education, socio-economic status and attitude towards travel. The younger generation is more likely to attend film festivals or fashion shows. A medical conference will be attended only

by medical professionals. Persons of higher socio-economic status will be able to attend MICE events held in foreign countries as they will be able to afford the travel costs. Persons who lead more sedentary lives and do not wish to travel very far may not want to attend MICE events.

The availability of a list of probable destinations is the first stage or pre-stage as was discussed in many models above. Motivation, perception and attitude operate from this pre-stage itself as the models propose. Culture also may influence from the pre-stage. For example, a Muslim visitor may select a destination in Islamic countries if the desired event is available. If such venues are not available, the person may select another venue or drop the idea. Pre-stage factors tested in this study are expected to offer a clear picture of this aspect. Demographic data, purpose of visit, destination attributes are measured in these studies.

Many advanced methods of destination selection based on information technology have also been proposed. Constantinides (2004) noted that the web has contributed to a high level of customer empowerment and it has significant effects on customer behaviour. He proposed an expert system for personalised recommendations of tourist destinations and attractions. A Bayesian network and analytic hierarchy process techniques embedded with GIS was constructed. A geographic interface, which displayed results of recommendations with user feedback, was also provided. In this study, questions on sources of information can provide information on how far Internet technologies were used for information on the MICE events of interest.

Destination locations of conventions need to be based on different criteria than conventional tourism destinations. Event planners base their choices on these distinct attributes, according to Yoo and Zhao (2010). In the case of the MICE sector, very often, corporate meetings are located in novel destinations. They noted that this novelty had three overlapping dimensions of non-familiarity, uniqueness and excitement of destination. Thus an unusual, unique and exciting meeting travel experience is the aim. This may be a factor other than cultural difference for non-Muslims to attend MICE events in Islamic countries like the KSA. For non-Muslim visitors, the KSA is a novel destination as the country and its culture is unfamiliar. The KSA is unique in many ways. Modernity is interwoven excellently with the traditional culture. Knowing the unknown and spirit of adventure, thrill and exploration provides the excitement. The KSA may be able to use this as a brand

strength to market itself as a highly desirable MICE destination to the non-Muslim markets.

In the MICE sector, determinants of MICE participation as stated by Mair & Thompson, (2009) are: personal and professional development, time, convenience, health and networking opportunities. These results were supported by significant relationship of networking opportunities and costs with the intention to attend. According to Oppermann (1998) a strong involvement with an association or a conference acts as a motivational factor for attendance.

Customer behaviour beyond transactions is called customer engagement behaviour. The findings of Weiermair, (2000) show that perceived motivation drives customer engagement behaviours. Positive engagement attracted more favourable reviews.

According to Yoo and Zhao (2010), although geographical convenience and travel costs are factors of repeat visits, novelty seeking moderated this effect for high novelty seekers and not for low novelty seekers. The current trend for the majority of tourists to the KSA to come from neighbouring countries reflects geographical nearness. The dominance of tourists from Asian countries like India is due to a large number of Haj pilgrims. Both these issues make the KSA a country visited predominantly by Muslims. However, this need not be true if novelty seeking behaviour can be marketed. This also relates to the arguments of Yoo and Zhao (2010) above.

Weiermair, (2000) found intangible aspects of a hotel stay were highlighted by satisfied customers who were willing to also recommend. On the other hand, dissatisfied customers highlighted tangible aspects and were ready to write negative online reviews on that basis. How seemingly trivial, or not, directly related factors affect perceptions is clear from this. Some of the questions on travel experience in this study explore this aspect in detail.

Commercial activities related to antiques in Australia were evaluated by Michael (2002) for their potential as tourism attractions. They link different cultural and heritage forms and bring economic and social benefits to destinations. As regards the KSA, its rich cultural heritage dating back to the period before the great civilisations can be strong marketing points to attract non-Muslims in large numbers.

According to Malek Mohammadi and Mohamed (2010) decisions on participation in conventions are influenced by location, cost, personal/professional factors and conference factors. These are similar to the conclusions of Mair and Thompson (2009) discussed above.

Mental representation of travel decisions and their associated issues permit tourists to evaluate the outcomes of various alternative decisions and choose the most appropriate one. This problem was discussed in detail by Mair and Thompson (2009). Certainly, the potential visitor makes a mental image of the destination based on the available information. If some of these sources provide photographs of the location and facilities, the mental image formation is enhanced. Perception is related to this image formation making perceptions an important part of the cultural decision making process.

Demographic factors and Hofstede's cultural dimensions have been shown to be associated with selection of information sources of tourism and forming destination image. In one such study, San Martin & Del Bosque (2008) noted that cultural dimensions were related significantly to the use of different tourism information sources. Internet usage was related to age. Cognitive image was negatively related with previous experience and travel agencies. Only affective image was related with internet usage.

In the pre-stage, certain destinations of preferred MICE events are available to the potential MICE participants. Now he/she needs to decide the destination to travel. Although motivation, perception and attitude play their roles in the pre-stage itself, their roles are even greater in the second stage when the final decision on the destination is made. In the following subsections, the influence of these factors in destination decision making are reviewed.

#### **3.5.1 MOTIVATION**

The success of marketing any given product or service is determined to a greater or lesser extent when the needs and wants of the purchaser are fully understood. This is certainly one rationale behind market research carried out by industry. As Middleton (2001, p.19) stated: "In terms of customers, marketing is concerned with understanding the needs and desires of existing and prospective customers, i.e. why they buy." Motivation is one factor which determines the needs and wants of the



customer. The effect of motivation in destination decision making by MICE participants is reviewed in this subsection. In the case of MICE the question is: why they prefer certain destinations over others. What role motivation plays in destination decision making.

Motivation have been considered as the psychological/biological needs or wants, which includes the integral forces that arouse, direct and integrate a person's behaviour and activity (Dann, 1981; Pearce, 1982; Uysal & Hagan, 1993). Motivation has also been thought as a need or desire that energizes the behaviour and directs it towards achievement of a goal. According to Dann (1981), it is difficult to define motivation because of its multi-disciplinary nature and the plurality of its theoretical perspective within any given discipline. However, there is consensus on the opinion that motivation tells us the "why" of human actions. Thus, it is clear that the need or desire for something drives destination choices. A number of research disciplines have facilitated research on the explanation of the phenomena and characteristics related to motivation.

In tourism, motivation is considered as the primary driver of tourist behaviour (Fodness, 1994). Studies of Charters & Ali-Knight (2002) suggest that there is a relationship between tourist needs and motivations. According to Maslow's (1943) hierarchy of needs, needs of tourists are normally related to higher needs for self-actualization, self-esteem and social needs. Crompton and McKay (1997) argued that the MICE destination decision making process is triggered by motives for visiting MICE events and this is the starting point. Dewar, Meyer, and Wen (2001) opined that knowledge of the visitors' motivation can result in the ability to increase the visitor's enjoyment. Thus, it is also possible to attract and retain more visitors. According to Dewar et al. (2001) it is necessary to identify visitors' needs so that future programmes could be designed to be tailored to those needs by the MICE organisers. Thus, there is a need to pay more attention to understanding the motivations of convention visitors.

Holidaying and shopping and sight-seeing can be regarded as self-esteem activities. Business comes under self-actualisation. Visiting friends and relatives are related to social needs. Responses to the questions indicate the extent to which Maslow's theory is applicable. For example, the motivations of professional relationships,

enhancement of knowledge and skills and career development are related to self-actualisation. This dimension can be explored from the results obtained.

The following motivation factors have been found to influence attending a convention significantly: career development, opportunities and activities, cost/financial situation, convenience, location\destination, infrastructure, education, program content, safety and health, and networking (Mair and Thompson, 2009; Severt et al., 2009, Severt et al., 2007, Yoo and Chon, 2008; Yoo and Zhao, 2010; Zhang et al., 2007).

In a recent study, Tanford, et al. (2012) concluded that understanding MICE participant motivations is an important part of perceived overall satisfaction and quality of experience, which leads directly to participant's future behavioural intentions. Research on the needs and wants of the individual delegate is still in its infancy. In the specific case of MICE and business tourism, the market research on this area appears to be even more lacking.

For targeting visitor markets, planning programs, and positioning, an understanding of visitor motivations to attend MICE events is important according to Crompton & McKay(1997). Thus, a deeper understanding of the characteristics and motivations of delegates attending MICE events would be of much practical value to the organisers of conferences and conventions and destination marketing. Analysis of these characteristics and their relationships with attendance motivations can be analysed to provide the much-needed information on the delegates who have chosen to attend. This information can be used for strategy planning to increase MICE customers using the respective organisation.

According to Getz (1991) the MICE sector is a new wave of alternative tourism, contributing to sustainable development and improving the relationship between host and guest. Getz (1993) further emphasized the importance of analysing visitor motives for attending MICE events. Planning effective programs and marketing them to visitors can be done only when such motivations are identified. In addition, due to MICE contributing to the local economy, these events also increase the number of international visitor interactions with local people (Crompton & McKay, 1997).

From the early literature (Cohen, 1974; Cohen, 1979; Crompton, 1979; Dann, 1981; Iso-Ahola, 1982; Witt and Wright, 1992; Maslow, 1943; Muller, 1991) two conceptual

directions are evident: needs based and values based motivations. Chiang et al. (2012) identified three motivational segments: value-seekers, non-value-seekers and education seekers. The role of motives related to business, education and leisure was apparent. Socio-demographic differences in these attributes were also observed. Considering this work in the context of Muslim and Non-Muslim MICE participants, it would be safe to say that Muslim and Non-Muslims may be classified into one or more of these segments.

There is general agreement on important motivations for attending events in the literature. In a study on association conference delegates in the United Kingdom, Mair and Thompson (2009) drew together much of the previous research and identified personal/professional development, time and convenience of conference, networking, cost, location, and health and security as the major factors in the attendance decision process. Authors like Oppermann and Chon (1997) have added intervening opportunities. Furthermore, tourists also participate in other activities, which satisfy their needs for relaxation, knowledge and escape and to develop social relationships (Charters & Ali-Knight, 2002; Crompton, 1979). Knowledge, escape, exploration and socialisation were identified as motivators of convention tourists by Zhang et al. (2007). Additional benefits sought or expectations are also seen as outcomes from motivations (Pearce and Caltabiano, 1983; Moscardo et al., 1996; Frochot and Morrison, 2000).

A push-pull mechanism has been offered as the method of operation of motivation in tourism. Crompton (1979) developed the push–pull model of travel motivation, which identified push and pull effects on tourist destination choice and experiences. According to this model, the push force causes a tourist to leave home and seek some unspecified destination, while the pull force draws the tourist towards a specific destination that is perceived to be attractive because of its attributes (Kozak, 2002). Lee & Back (2007) noted that push-pull theory was the most representative of motivation theories. Push and pull factors differed between Western and Eastern cultures on standards of cost factors. Dann (1977) suggested that the push and pull factors are the motivational influences that drive the behaviour of the individual tourist. According to this view, when consumers travel, they are pushed by intangible forces and pulled by tangible forces. The push factors stimulate socio-psychological motivations such as the desire for escape, relaxation, exploration and

social interaction. The pull factors are those that emerge as a result of attracting travellers to a specific destination offering facilities, historic resources as well as a traveller's perception and expectations. Several studies attempted to determine tourist motivation using the push and pull theory (Baloglu and Uysal, 1996; Kim and Lee, 2002; Klenosky, 2002).

From the observations of Baloglu and Uysal (1996), the push-pull factors are forces of motivation that push individuals into making decisions and pull those same individuals to a specific destination. The influence of these push and pull factors may vary for different socio-economic groups (Kim & Klenosky, 2003). There have been some major works of Dann (1977, 1981) in which push and pull motivations were utilised in studies of tourist behaviour. Nevertheless, studies on the results and effects of the motivation of tourist behaviour require more than an understanding of their needs and wants. In the study of Yoon & Uysal (2005), three factors each of push and pull motivations influenced travel satisfaction, leading to destination loyalty. In this study, push forces included items like escape from routine, travel experience and experiencing a different culture. The pull forces are the location-specific items of conference/exhibition quality, good weather, safety and health and others.

According to Lee, O'Leary, Lee, & Morrison (2002), pull factors exert greater influence on destination choice than push factors. Different pull factors motivate travellers to the selection of different destinations. These results were obtained from surveys on German pleasure travellers to the USA, Canada and Asia. The authors used multinomial logistic regression and OLS regression in their data analyses techniques. If anyone of these had greater influence on destination choice, the mean score should be higher than the other. This can be checked from the results.

Noting that push factors are internal forces of psycho-social nature that lead to the decision to travel and pull factors are external factors leading to the selection of one destination over the others, San Martin & Del Bosque (2008) studied the role of cultural factors as a filter of perception.

However in earlier studies by Chen and Kerstetter (1999) Rittichainuwat et al. (2001) Hui and Wan (2003) (all as cited by San Martin & Del Bosque, 2008), country differences of tourists were assumed to represent cultural differences. San Martin & Del Bosque, (2008) used the Hofstede concept of cultural distance to hypothesise

that more favourable destination image is created when the cultural distance is shorter. The results showed the significant effect of culture on destination perception and image. More confidence with destinations of similar cultures to the tourist were noted.

The influence of uncertainty avoidance and variety seeking (two of the six cultural dimensions of Hofstede) are also important. Thus, the relationship between cultural distance and destination image proposed above is valid only in the case of high uncertainty avoidance cultures. These observations can be directly applied to this study. According to Crotts & Erdmann (2000), Saudi Arabia has high uncertainty avoidance and cultural distance values. On the other hand, these values are low for Western countries and the USA, but similar for neighbouring Middle East countries and Asian countries like India and China. This explains the high tourist inflows from these countries compared to Western countries.

In the context of Muslims and Non-Muslims different push and pull forces might be at play. For the Muslims the pull factors might be combining a MICE visit with a visit to family and friends and for Non-Muslims this might be looking at the trip to experience a different culture. Thus, there are two types of cultural dimensions in this study. Hofstede's cultural dimensions can be applied to country differences as the cultural distance scores of most countries are available from papers by (Crotts & Erdmann, 2000). The other cultural difference is that of Muslims and non-Muslims, whether any one or both of these cultural types has any role in destination decision-making remains a question to be answered.

Travel motivations in relation to the decision-making process have also been studied. Dann, (1981) explained the role of motivation in travel behaviour stating that once there is motivation to travel, people collect information and plan their trips. They believed that travel motivation is the first key stage that triggers the travel decision before the actual travel takes place. Thus there is a strong link between motivation and destination choice (Dann, 1981; Mansfeld, 1992).

Motivations of MICE participants may vary greatly from one event to another event. However, as Lee et al. (2007) suggested, similar motives may be shared by the visitors participating in similar events irrespective of their cultural background. According to Dewar et al. (2001) cultural differences actually increased participation

in academic congresses. This finding may be due to the like-mindedness of participants working in the same professional fields. If the KSA organises more academic conferences than other types of MICE events, cultural effects may be nullified.

Lee and Back (2007) concluded that using different motivations for segmenting MICE markets enables event managers to identify the strengths and opportunities of each market and maximise customer satisfaction in each segment. In most situations of heterogeneous MICE visitors, segmenting these participants into groups of different motivations and understanding their characteristics will be a powerful marketing tool. Such segmentation enables event managers to enhance and promote events preferred and valued by each target segment.

With the identification of the motivations of visitors, the needs of different target groups have to be recognised. Target groups may be described using market segmentation skills. Segmentation is a powerful marketing tool as it makes knowledge of visitor identities possible (Dewar et al., 2001). The results of this study may show whether market segmentation of Muslims and non-Muslims, or of low and high cultural distance group countries will lead to differential destination decision making processes for the two cultural groups.

Recent studies have focused on objectives of participants taking part in exhibitions (Lee, Yeung, and Dewald, 2010). According to Lee et al. (2010), objectives for participants for attending the exhibitions can be categorized into three main types: (1) To see certain products and businesses, (2) To obtain certain information (on trends, companies, and product launching) and (3) For the purposes of networking. The motives of participants in attending the exhibitions were classified into five: for business necessities, building networks, benchmarking or exploring other markets, incentive travel and information search.

MICE organisers consider it an advantage if they know the motives of international attendees (Heung and Qu, 2000). Mair and Thompson (2009) and Oppermann and Chon (1997) believed that the MICE travellers are similar to leisure travellers regarding the destination decision-making process. According to Oppermann and Chon (1997) the main reason for MICE attendance is that it is largely discretionary from the attendee's perspective, which means attendees have "freedom of choice",

for the most part, in the decision making process. The same applies to leisure travellers.

According to Severt et al. 2007, it is important for marketers to know the reasons for attendees choosing to travel abroad to attend a MICE event. Attendees have a large selection of meetings, conferences, and exhibitions to choose from. The information on how and why they select a particular MICE event at a particular foreign destination is interesting and useful. Therefore, it is more critical than ever to understand the assessment process used in the attendance decision. This understanding can be utilised by event producers and convention bureaus for designing the MICE event so that more people will attend the event. They can also provide services and facilities that meet the needs and expectations of the participants (Severt et al., 2007).

Recognising that business travellers need leisure activities also, the motivations of conference attendees was studied by Tretyakevich (2010). The author used the model proposed by Zhang et al. (2007) discussed under the models section above. Motivation factors to attend conferences proposed by different authors are: location, cost, social aspects, intervening opportunities, social aspects, and self-enhancement and business deals. Motivation factors of leisure proposed by different authors are numerous. But the top three motivations according to these research findings were: experience of a different culture, convention destination visit opportunity and good destination image. Organised sight-seeing and culture and individual relaxation and ambience were the two main individual motivations obtained by principal component analysis. Gender was not a significant factor. Russians were most interested in guided tours, museums and galleries. For the Americans, visiting museums and galleries, shopping and nightlife were dominant. The Swiss were interested in individual sight-seeing and restaurants. Many leisure items are taken to conferences by attendees and brought home from conference locations. Overall, conference choice was highly influenced by leisure and recreational opportunities provided at the conference in relation to personal preferences. In this study, some items of motivations show leisure interests like entertainment and shopping and knowing the culture.

Motivation for attendees of meetings and exhibition in Macau were: educational benefits, personal attractions, self-development and convenience (Zhang, et al

2007). Destination attributes as a motivator to attract MICE tourists to Macau were studied by Whitfield, Dioko, Webber, & Zhang (2014). Facilities at the destination and core event-related attributes were found to be important determinants in this respect. Some of these aspects reflect in the items of motivation in the survey questionnaire used in this study also.

Motivation reflects customer needs in marketing. It explains why a customer buys a particular product. It is clear that individual psycho-sociological attributes act as the push factor and destination image acts as the pull factor for destination decision making. These two are the true representatives of motivation. Many mechanisms through which these factors influence destination decision making have been researched as discussed above. The role of cultural differences, either in the form of countries or of religious groups, has received only limited attention.

Most authors recommended specific marketing efforts to increase the confidence of those with different cultural backgrounds. Although the cultural distance of a country cannot be changed easily, certain policies and strategies of the host country can reduce the effect of cultural distance for the KSA on visitors from low cultural distance countries.

Motivation is the starting point of destination decision making. However, motivation alone is not adequate to select a specific destination in preference over others. Perceptions about the destination leading to formation of destination image, influences the decision making process from the point after motivation drives travel intent. In the following subsection, some of the works on perception are examined for their applicability in this study.

### **3.5.2 PERCEPTIONS**

In the subsection above, motivation was discussed as the starting process of the destination decision making process. It prescribes the intent to travel. But mere intention is not sufficient to select a destination over many options. Perception acts here. Some works related to perception in tourism in general and in the MICE sector are examined for their applicability in this study. How the KSA is perceived as a MICE destination is important in the choice of the KSA as a destination.

Perception is the process by which awareness or understanding of sensory information occurs. The word "perception" originates from the Latin words



“perceptio” and “percipio” which means receiving, collecting, and taking possession through the mind or the senses. Perception results from the interaction between past experiences, including one’s culture and the interpretation of the perceived. If the percept is supported by any of these perceptual bases, it is unlikely to rise above a perceptual threshold.

Perceptions are seen as the desire to satisfy motivations. Perception, unlike an attitude, does not require learning (Moutinho, 1987). As such tourists develop perceptions independently from attitudes and motivations. Whereas attitudes must be learned from original knowledge and training (culture), perceptions are self-created but induced by motivations and experience.

A tourist’s perception is very important with regard to attitude and has an effect on travel decisions. Tourists are customers, they require accurate information, build a positive traveling attitude and ensure a satisfying trip to the destination. An understanding of tourists’ perceptions and behaviours is useful for marketing plans and public relations for business success.

According to Cohen (1972) perceptions are shaped by values and experience that are part of culture. Culture teaches people how to perceive varying experiences and helps to form attitudes from these experiences that ultimately influences the perception on the topic (Mayo and Jarvis, 1981; Schneider and Jordan, 1981; Redding, 1980). One method for perception measurement is to compare pre and post travel perceptions (Redding, 1980). However, there is also research stating that travel experience may not change perceptions (Gunn, 1988; Pizam et al., 1991; Milman et al., 1990). In this manner perception and attitude (discussed below) are related via culture.

Over the last two decades, academic attention given to perceptions of tourists has been increasing. A considerable number of studies have been done focused particularly on perceptions and attitudes towards sociocultural impacts (Wall and Mathieson, 1982). Some scholars have specifically examined the perceptions of sociocultural impacts on one particular location (Brunt and Courtney, 1999; Gu and Wong, 2006). A few others have compared different destinations by examining such perceptions (Crotts & Erdmann, 2000). Many other researchers have compared perceptions of different tourist groups belonging to different regions

(Besculides et al., 2002). Some others have researched the perceptions of various subgroups within the same local communities (Petrzelka et al., 2005). Some theoretical models have also been developed by a few researchers for the study of perceptions and attitudes towards tourism (Milman et al., 1990). A few others have analysed the existing research literature and developed theoretical frameworks (Pizam et al., 1991). In regard to tourism, two types of perceptions are important: destination perception, and destination perception in relation to behavioural intentions.

#### 3.5.2.1 DESTINATION PERCEPTION

As inferred earlier, perception is 'the acquisition and processing of sensory information in order to see, hear, taste, smell, or feel objects in the world' and more importantly, it 'guides an organism's actions with respect to those objects' (Sekuler & Blake, 2002, p. 621).

Perception has the ability to initiate behavioural activities and this has a major implication in tourism. On one hand, the choice of destination emerges from needs and desires for travel driven by capacity and taste. On the other hand, the destination choice is also influenced by the opportunities/products offered by available destinations to fulfil such needs and desires. Destination image is a mixture of positive and negative perceptions of different aspects of a tourist destination and this represents tourism reality. These perceptions are "likely to be critical elements in the destination choice process, regardless of whether or not they are true representations of what that place has to offer" (Um & Crompton, 1990, p.433). By studying travellers' perceptions of the destination, tourism marketers may be able to understand and predict the consumption behaviour of travellers towards the destination. The popular topics which are related to destination perception include its role in determining purchasing behaviour of travellers, satisfaction and destination positioning (Chon, 1990; Gallarza et al., 2002). One of the gaps that this research aims to fill is to establish if there are any differences between the perceptions of Muslims and Non-Muslims.

Cultural differences may reflect on the destination perceptions. According to (MacKay, 2000), target market countries represent different cultures. At the same

time, image perception may vary between cultures. The author suggests use of multidimensional scaling analysis to identify such perception differences.

As was discussed above, often countries are considered as representing different cultures. The Crotts & Erdmann (2000) classification of countries was based on cultural distance. Thus several findings suggested that perceptions of destinations may vary according to their country of origin. Perception of destination attributes by British and German tourists to Mallorca and Turkey differed in the findings of Kozak (2002). The British gave more importance to accommodation, weather and cost. Germans gave more importance to weather, sea beaches and cost. However, there are no appreciable cultural differences between the two countries (Crotts & Erdmann, 2000). Therefore, these are mere country differences not attributable to culture. Significant differences in destination perceptions of Japanese and Koreans about Guam were observed by (Lee & Back, 2007). In this case too, the two countries are culturally not very distant as per Hofstede. A clearer picture was provided by Crotts & Erdmann (2000) using the Hofstede model. They obtained only very limited indication of national cultural differences influencing customer perceptions, willingness to revisit and recommend to others. Thus, national cultural differences are only one of the many factors affecting perception and consumer decision making.

In a different type of comparison, Baloglu & McCleary (1999) compared destination image of US visitors to Turkey, Egypt, Greece and Italy. Cognitive, affective and overall image were captured in the survey. Significant differences among destinations revealed their relative strengths and weaknesses in competition with other destinations. Greece and Turkey have the same cultural distance score and Italy and Egypt are two separate cultural entities and are also different from both Greece and Turkey. In a study by Yu & Ko (2012) perceptions of Korea as a medical tourism destination by the Chinese, Japanese and Korean tourists is examined. The three groups differed in their perceptions of factors of choice, discomfort and preferred products. Koreans emphasised selection factors. The Japanese stressed inconveniences related to medical and care services, stay and cost, information and insurance aspects. The Chinese also stressed stay and cost. The Chinese preferred light treatments. Japanese preferred major treatments. However, the cultural distance between China and Japan is not very great.

Local tourists may have place attachment as they operate in the same cultural environment, but not for a different cultural group (Hou, Lin, & Morais, 2005). In a widely differing cultural context of tourists from the UK and Japan, Hou, O'leary, Morrison, and Gong-Soog (2005) observed very different travel motives and benefit seeking patterns between the two groups. As the two countries have high cultural distance, separate destination images need to be used for the two markets. In the studies of Baloglu & McCleary (1999), Americans were satisfied in comparison with other tourists, but the Taiwanese wanted an apology for service failures at destinations. Repeating instances of service failures can lead to poor impressions about the destination and thus affect favourable decision making.

Information on destinations through multimedia can affect people from different countries in different ways. This was demonstrated by Hudson & Gil (2011). A film shown primarily about South America, elicited differences in the items which attracted viewers from Canada, the USA and Spain. People who were motivated to travel were influenced by the scenery, landscape and the culture of South America.

There could be individual differences among tourists from the same culture in the perception of a destination. Often patterns could be found among these individual perceptions, which could be categorised into groups. Prayag & Hosany (2014) categorised UAE youths into three groups, enthusiasts, unconvinced and convivial, with respect to their perception about visiting Paris as a luxury destination. In another work (Prayag & Ryan, 2011) noted national differences had a strong relationship with cognitive and affective images, and specific visit motivations of international tourists visiting Mauritius. Post-Olympics 2008 at Beijing, the destination image of China among Americans did not change (Chiang, 2009), although certain subgroups had different levels of susceptibility to perception change.

### 3.5.2.2 DESTINATION PERCEPTION AND DECISION MAKING

Destination perception is a psychological concept and refers to the process by which a person receives, selects, organizes, and interprets information to create a picture of the destination. The attributes of various cultural, social, natural contexts and tourist infrastructure dimensions help to form perception about a destination (Mayo & Jaris, 1981). According to Chiang (2009) these destination attributes are main elements which reflect the tourist destination perception and tourists consider most or all of these attributes when they form their perception toward a destination.

Gaffar et al. (2011) studied the relationship between tourist perception on six product attributes and their post-visit behaviour. Activities most significantly influenced post-behaviour in Indonesia. On the other hand, in Thailand, attractions had the most significant influence. The authors used path analysis to elucidate the relationship. The authors have shown path coefficients involving inter-relationships among six destination attributes. In this study, activities include shopping, variety entertainment, sports and adventure and fun. But none of these are related to MICE events. So, MICE participants need to have separate time for these activities before, during or after the event. It is not certain that they actually participated in any of these activities. Just because they perceived availability of activities, it does not necessarily mean that they participated in them.

Zhou (2011) classified tourists to Cape Town as destination-unrestricted and destination-restricted tourists. They identified ten Cape Town attributes were important in decision making by the former category, but not in the case of the latter. The ten Cape Town attributes influenced decision making differently. The ten attributes of Cape Town in the order of ranking were: price and value for money, landscape as natural tourist attractions, night life and entertainment, culture and history, safety, relaxation, climate, local people's attitude towards tourists, easy accessibility of information, sport, nostalgia, special events and adventure. As the items were selected by international students at Cape Town, they reflect only the choice of youngsters. In his model, the author proposed that perception was influenced by gender, age, destination restrictions, geographic factors, education and whether a first time or repeat visitor. Looking at this example from the perspective of Muslims compared to Non-Muslims, some of the identified deciding factors can be segments to the Muslim or Non-Muslim group. For example, Muslims

visiting the KSA might give greater importance to culture and history of the country, whereas Non-Muslim visitors might give greater importance to entertainment and night life aspects of the Saudi life (i.e. relating to the western concept of hedonism). This automatically means destination decision making will be more favourable to the KSA if the respective perceptions are correct.

Perception may directly or indirectly determine destination choice through the image of the destination from the perception based on information on the destination. The impact of different destination attributes on destination perception may not be equal and the impact of some attributes may be stronger. In a paper related to this study (Ismail & Turner, 2008), Malay, Chinese and English tourists were shown to rate different destination attributes differently. The three groups of tourists differ in their cultural and religious beliefs. Yet, although there were differences in relative importance given, all rated price and environment negatively. It may mean that there is a likelihood of tourists of different cultures having similar perspectives about positive and negative attributes. This is counter to the basic assumption of this study.

Another dimension of destination attributes is to conceptualise agents of convention destination choices as suppliers, and business associations as buyers. Miller & Kerr (2009) observed that suppliers had incomplete and imperfect understanding of the site needs of the diverse convention buyers, and this was the bottleneck for chances of new convention sites being selected. Segmentation of individual convention buyers according to their range of needs may improve the prospects.

Thus, destination attributes are not the only factors that form the tourist destination perception. Um & Crompton (1990) argued that tourist perceptions of a destination might be influenced by various internal and external inputs. Internal input refers to travellers' socio-demographics, values, and motives and external inputs include different sources of information like mass media, word-of-mouth, and a past visit.

In a study on Macau as an integrated resort, So et al. (2011) pointed out that perception is more important than reality. A tourist evaluates a destination based on the ability of the destination to satisfy the specific travel needs of the individual. Perception is determined by a stimulus-response mechanism. Stimulus is external and response is internal. Perception as a destination image is correlated with motivation.

The socio-demographic characteristics that influence the tourist's perception of objects, products, and destinations include gender, age, occupation, education, nationality and marital status (Baloglu & McCleary, 1999; Beerli & Martin, 2004). The study of solo women travellers by Bonn et al. (2005) found that the mental maps of the world held by women are determined by their perceptions in terms of safety, cultural differences and the social norms associated with their roles in different countries. The influential role of gender in the forming of destination perception was also confirmed by Zhou (2011) from his studies on the perception of Cape Town as an international tourism destination.

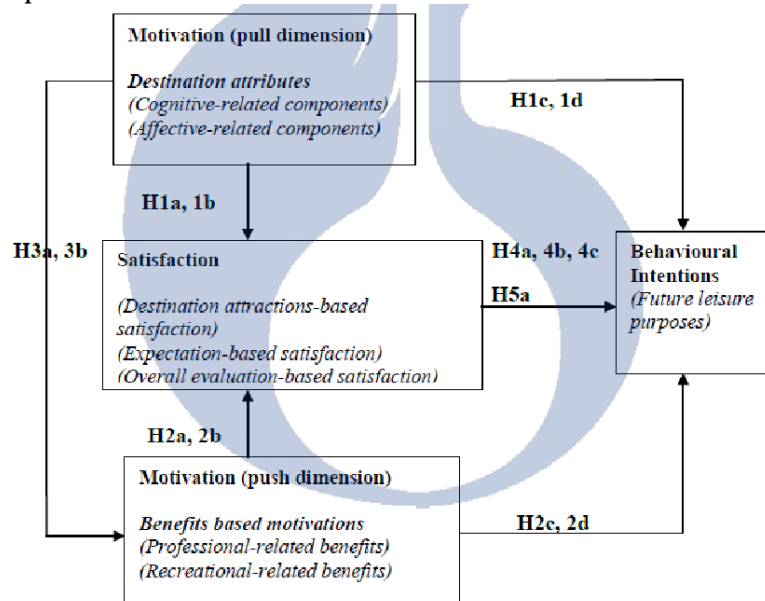
Nationality of the tourist is another important socio-demographic variable. Implicit in nationality are tradition, custom and culture. This can significantly determine destination perceptions (Baloglu, 1997; Pizam & Sussman, 1995). Bonn et al. (2005) highlighted the impact of tourist geography and cultural differences in creating distinct destination perceptions. For example, in the case of integrated resorts, convention attendees have a positive attitude towards shopping facilities. Among the Asians, the Chinese have more positive attitudes towards integrated centres and other Asians are interested in shopping facilities. This result was obtained by So et al. (2011).

The local population in a destination is the best judge of ethnic/cultural differences among tourists from different countries and backgrounds. In their study on cross-cultural tourist behaviour in Vietnam, Truong & King (2009) observed that culture is a determinant of perception. It controls how matters are perceived and interpreted. In social interactions, perception can be personal, towards others or meta-perceptions or perceptions of perceptions. Social interaction plays an important role in social media and e-WOM as discussed above. Tourist perceptions of hosts can influence destination choice, satisfaction and repeat visits. In the matter of cultural differences, perceptions of local people may enable identification of stereotypes of tourist groups from a specific country or culture. The individual's culture and the culture into which socialisation occurs are both important in perceptions. Implicit or explicit expressions of cultural influence may be seen in a variety of tourist needs. The authors proposed a model for cross-cultural tourist satisfaction. Together with socio-demographic factors, nationality factors operate inseparably and implicitly as cultural and religious factors. Thus, knowledge of socio-demographic, nationality

cultural and religious affiliations of MICE tourists are required to correctly design destination attributes to match their needs and expectations with experiences. This is potentially an important aspect of this study.

Not surprisingly, past travel experience exerted high influence on tourist destination perception according to the findings of (Mazursky, 1989). In Chon's (1990) study, there was more positive overall perception of destination by the post-visitor compared to the perception of pre-visitors. For Chiang (2009) the influence of past destination experiences produced a distinct influence on behavioural intentions of MICE travellers in Taiwan. The author tested a model, which was based on means-end theory, functional theory and the expectation-disconfirmation model and advertising tracking model given in Figure 12. Destination attributes are the pull dimensions. These are perceived by the tourists through cognitive and affective components. Expected benefits in terms of professional and recreational activities become the pull factors. When these two meet or do not meet, overall satisfaction is affected and this leads to behavioural intentions. Thus, satisfaction mediates the motivation-behavioural intentions relationship. The author found a positive relationship between satisfaction and future revisit intentions to the same destination. First time tourists were motivated by affective destination attributes and hence were seeking new travel experiences.

Figure 12: Conceptual Model of Behaviour Intentions in MICE Tourism (Chiang, 2009)





In fact, familiarity is a significant factor in influencing tourists' perception of a place (Hu and Ritchie, 1993) and individuals with past travel experience, might become more confident travellers with more positive perceptions toward a destination as a result of their experience (Fakeye & Crompton, 1991). Obviously, the perception of a tourist who has no tourism experience is due to the knowledge originating from promotional sources. It differs from the perception of an experienced tourist (Reisinger & Turner, 2003). It follows that, people with different kinds of experience of the destination possess different kinds of destination perceptions in their minds. Chiang (2009) suggested that tourist destination perceptions are formed in three ways: (a) "a priori" perception is the mental picture that an individual makes of a place without an actual physical visit, which originates from the individual general exposure on various information sources like reading, watching television, or even movies (b) "in situ" perception occurs when the tourists experience the destination. Clearly, they have a previous perception of the place that may or may not be altered and (c) "a posterior" perception indicates that tourist experience does not end with the trip. For instance the role of photographs or handicrafts that might have an impact on the tourist's perception towards a particular destination attributes.

Chiang (2009) discussed the three continua (attribute-holistic, functional-psychological and common-unique) proposed by some workers. Perceptions can be induced through brochures and other promotional methods. Images formed by visitors and non-visitors can differ, the former being more realistic. Incapability for rational disaggregation of perceived holistic image makes them more realistic. Impressions of a destination can be multi-dimensional known as perceptual space or a mental map. The resulting image will have a high degree of subjectivity and relativity over its various dimensions. Websites, e-WOM and social media, discussed earlier, can be used to measure individual impressions more realistically.

However, personal perception towards a destination will fundamentally shape their responses in terms of their choices and actions. Findings of many empirical studies indicate that perceptions of tourists towards particular destinations, what tourists perceive as important for a destination and how they perceive it are the factors that can influence them positively or negatively toward a destination (Beerli & Martin, 2004; Chiang, 2009).

Reisinger and Turner (2003) pointed out that, the more favourable the perceptions are, the greater is the likelihood of choosing a product from various similar alternatives. Therefore, one pre-requisite for choice of a specific destination is a positive relationship between the perception of the place and the intention to visit. This relationship (Milman & Pizam, 1991) applies also to the perception and consequent destination choices of potential tourists although they are yet to visit the place (Tapachai & Waryszak, 2000). Nationality, culture, gender and past visit experience may influence how individuals perceive a destination, which in turn affects their intentions to visit each in the manner discussed above.

The difference between perception and attitude was stressed in the beginning of this section. Perceptions are formed by action of mind and senses and can be changed. Attitudes are learned to act consistently towards a thing or a person or an incident. Attitudes do not change easily. Perceptions lead to attitudes. Recognising these main differences between perception and attitude, the following subsection examines how attitudes affect destination decision making.

### 3.5.3 ATTITUDES

Attitudes are learned tendencies to act in a consistent way towards something or someone. According to Ajzen and Fishbein (1980) attitudes are a set of beliefs that are held in relation to an attitude object, which may be a person, a thing, an event or an issue. They are set ways of thinking or feeling reflecting an individual's disposition to a person, a situation or a thing and may reflect the underlying values (Ajzen and Fishbein 1980). Attitudes cannot be observed directly but may be revealed through observable behaviour or through what people say. They may last for some time, although they may be altered slowly and may not be identical in every situation.

There can be positive or negative attitudes or simply opinions about issues without any strong emotional commitment. Attitudes are one of the most popular research variables used in studies on consumer behaviour. The attempt was often to try and predict consumer choice behaviour. Several multi-attribute models have been developed to measure attitudes and many of them attempt to relate attitudes to behaviour (for example, Fishbein and Ajzen 1980). Fishbein and Ajzen (1980) distinguish between attitudes and beliefs. Beliefs represent information held about an object. Attitude is a favourable or unfavourable evaluation of the object. Ajzen and Fishbein (1980), in their integrated theory of attitudes, point out the domination

of the 1950s trilogy of cognition, affect and conation. However, they define the concept of attitude simply as: “a person’s general feeling of favourableness or unfavourableness for that object or concept” (Ajzen and Fishbein 1980, p.19). There is also a link to motivation (defined above). Ajzen and Fishbein (1980) stated that “the more favourable a person’s attitude is toward behaviour, the more he should intend to perform that behaviour” (p. 56) and vice versa.

Some research has argued that values are better predictors of behaviour than attitudes, because values are more central than attitudes to the human psyche (Crompton, 1979). However, Mujtaba (2010) claims empirical research fails to establish a strong link between values and behaviour, especially when measured cross-culturally.

The view taken here is that values are essential to culture as are beliefs, so that any direct relationship between values and behaviour would have to be substantiated across cultures, and this is not evident in the literature. Attitudes derive from values and beliefs and this is important point; and this is also why they are relevant to this study. Cultural differences in values, beliefs and possibly rules of behaviour can lead to differential perceptions (Mujtaba, 2010). However, it is unclear whether attitudes alone cause perceptions and it has been argued that perceptions can change attitudes (Chon, 1990) and consist of components similar to perception.

In the tourism context, attitude makes a huge difference regarding when and where a person vacations. Attitudes of current and prospective tourism customers can vary as their experiences with a location and country’s products, services, prices, and general promotional strategies vary (Sangkaworn and Mujtaba, 2010). As an imaginary construct, attitude represents a person’s degree of liking or dislike for something, product, service or an item. People can also be in conflict or somewhat unsure toward an object. This means existence of both positive and negative attitudes at the same time toward the item in question. There are three main components in the structural model of attitudes: cognitive, affective, and behavioural. The cognitive component is related to one’s beliefs. The affective component consists of feelings and evaluations. The behavioural component denotes the ways of acting toward the attitude object. The cognitive aspects of positive attitude are generally measured through surveys, interviews and other research methods (Sangkaworn and Mujtaba, 2010).

Attitude has been one of the most frequently used variables in describing the process of decision making by a consumer. The process consists of the following steps: a consumer starts with an evaluation of certain attributes and then forms beliefs about whether an object has the attributes; these attributes are evaluated which results in an attitude toward the object. Thus, attitude becomes the sum total of beliefs and values for all relevant attributes (Ajzen and Fishbein, 1980). The theory of reasoned action is the best-known expectancy-value model. This model provides a suitable framework to conceptualise the premise that the participation decisions of potential convention attendees are determined by their attitudes.

There is a strong relationship between destination image and travellers' attitude. In fact, the image of a place as a pleasure travel destination becomes a holistic construct derived from attitudes towards the destination's perceived tourism attributes to a greater or lesser extent. Goodrich (1978) suggests that consumers do not choose goods themselves, but do so based on their perception on the utility of the product derived from their attributes. Potential travellers generally have only limited knowledge about the attributes of a destination not visited by them. Because of this, both the image and attitude dimensions of a place as a travel destination are likely to determine the destination choice process in a critical manner, whether or not they are true representations of what that place has to offer.

In most studies on pleasure travel, the destination choice has been concerned with exploring the relationship between attitude towards and preference for the place. Attitude and image are inter-related (Goodrich 1978; Scott, Schewe and Frederick 1978). However, these studies measured only preference and did not extend to actual travel destination choice behaviour. Fishbein and Ajzen (1975) emphasize that attitude measurement should be based on attitude toward the action of traveling rather than attitude toward the destination. This approach has been consistently verified by many empirical studies on consumer behaviour. In MICE research, the relationship of attitude with motivation and perception and the combined effect on destination decision is tested, the existence of a complex inter-relationship among these three factors can be expected from the trend of findings discussed above.

There has been attempts to describe actual destination choice by exploring how individuals first develop a set of alternative travel destinations from which they make a final selection (Thompson and Cooper 1979). The finding reported in this study is

based upon hypothetical destination choice processes rather than an actual destination choice process. This distinction is important as there are significant differences between the factors considered in making an actual decision and those involved in a hypothetical decision (Beaulieu and Schreyer 1985). However, the principle of selecting from many destinations based on attitude formed from their images seems valid.

The theory of planned behaviour is used frequently in studies related to tourist attitudes. Particularly, this theory has been used to examine various human behaviours for prediction of choice of leisure type (Ajzen & Driver, 1992), travel destination choice (Bamberg, Ajzen, & Schmidt, 2003) and behaviour of wine tourists (Lam & Hsu, 2006). In some studies this behavioural theory has been used to argue that tourist attitude significantly affects behavioural intention (Ajzen & Driver, 1992; Bamberg et al., 2003). We assume in this study that attitude does affect behavioural intention in attending MICE events in the Kingdom of Saudi Arabia.

There are suggestions from several researchers that factors like the consumers' decision criteria, alternatives and attitude may change over time as new information input and changes in the psychological status of consumers happen (Lee et al 2003; Lee & Black 2006). Two major reasons can cause these temporal changes. Firstly, it is usually difficult for consumers to identify and process various criteria effectively in regard to their importance at any given time, especially given the highly complex array of alternatives. Secondly, the decision is not likely to be part of routine decision making in which there is a high degree of stability over the decision status (Assael, 1998). Parallel with the evolution of increasingly complex consumer decision making, shifts in understanding the decision-making process from a simple stimulus-response model to a much more complex decision-making perspective has also taken place. As revealed by the tourism literature, the decision process approach had been widely adopted to study image change (Kim and Morrison, 2005; Perry et al., 1976; Tasci and Holecek, 2007), attitude change (Huh and Vogt, 2008; Lee and Back, 2007; Um and Crompton, 1990, 1992) and perception change (Hsu, 2000; Kim and Petrick, 2005; Lee et al., 2003).

If there are any cultural differences in attitude between Muslims and non-Muslims, it will be reflected in the relative percentages of response in importance scale between the two cultural groups. Of course, it is possible that both groups express similar

attitudes, while it is also possible that the two groups will have different motivations and perceptions. The motivations are more likely to differ because of the different cultural backgrounds of the tourists and the perceptions will also be derived in a different cultural experience. However, attitudes come more directly from values and beliefs and these may be quite similar between the two groups. The research is intended to look at that issue in depth.

#### **3.5.4 BEHAVIOURAL INTENTION**

Behavioural intentions are more recently represented as customer loyalty. Although loyalty also comprises attitudinal loyalty. Customer loyalty is seen as a vital aim in consumer marketing as it is a key factor for business long-term sustainability. Shoemaker and Lewis (1999) state that customer loyalty has a direct influence on individual behavioural intentions to repurchase a product/service, or to recommend it positively to other potential customers. In the tourism context, the level of customer loyalty to a destination is often revealed when the tourist expresses intention to revisit the destination and willingness to recommend it to others (Oppermann, 2000). Understanding participant behavioural intention is important for stimulating future MICE participant attendance as Chiang, (2009) exemplified in the case of Taiwan.

Since the MICE sector in Saudi Arabia is facing strong competition, favourable behavioural intentions of participants are required. Understanding participant behavioural intentions and their determinants is important in implementing successful tourism strategy, which can lead to the achievement of a strategy objective (Lee et al., 2007).

Repeat purchases, recommendations and positive word-of-mouth reflect favourable or positive consumer behaviour intention. This attribute is used as one of the most useful indicators for assessing marketing strategies (Engel, Blackwell, & Miniard, 2000). Similarly, tourism destinations, activities, and programs can be considered as products. Willingness of tourism consumers to recommend them and spread positive word-of-mouth helps tourism managers to assess their management strategies. Thus, these variables frequently indicate future behavioural intentions and tourist loyalty (Um and Crompton, 1990; Bigne´ et al., 2001; Lee, Yoon, & Lee, 2007; Petrick, 2005; Yoon & Uysal, 2005).

Behavioural intentions are frequently used to indicate loyalty since it may not be possible to capture actual loyalty behaviour. The landmark research of Fishbein and Ajzen (1975) established that behavioural intentions are valid predictors of behaviour and this tenet has been adopted in the loyalty literature. Although these measures have been applied across all hospitality sectors, lodging is more relevant for conventions than other sectors (e.g., casinos, restaurants). Revisit intention is a frequently used as a measure of loyalty for lodging operations (Kim, Jin-Sun, & Kim, 2011; Lee & Back, 2007; Matzler, Renzl, & Rothenberger, 2006) as well as other hospitality businesses.

Previous convention research has utilized future attendance intentions (Kim et al., 2011, Lee & Back, 2007) or both return intentions and word-of-mouth (WOM) (Severt et al., 2007) as loyalty indicators, but have not considered other relevant variables.

A key driver of loyalty is development of personal relationships with the consumer in the hospitality businesses. An emotional commitment is achieved through this strategy (Bowen & Shoemaker, 2003; Shoemaker & Lewis, 1999). Emotional commitment attaches customers to a particular product or service as it creates a sense of belonging and personal identification. Within the hospitality industry, emotional commitment has been found to be an important driver of loyalty for hotels (Barsky & Nash, 2002; Bowen & Shoemaker, 2003; Kim et al., 2011; Mattila, 2011; Tanford et al., 2012), casinos (Baloglu, 2005), restaurants (Mattila, 2001), and airlines (Chen & Chang, 2008). The role of emotional commitment in the case of conventions is yet to be studied. However, its importance is well documented in other hospitality and service settings.

Several convention studies are germane to the current research as they investigate factors influencing MICE event/destination loyalty. Two of these studies focus on motivators of attendance and their impact on future attendance (Mair & Thompson, 2009; Yoo & Zhao, 2010). In the findings of Mair and Thompson conference attendance is positively predicted by networking and negatively predicted by cost. Both networking and “travelability” (cost?) were found to be significant predictors of future attendance in Yoo and Zhao’s study of potential attendees at the annual Hospitality Law Convention.

Past studies have suggested that participant culture has a direct effect on motivation, attitudes and perceptions that influence satisfaction, and future behavioural intentions (Chen and Tsai, 2007; Chen and Chen, 2011; Reisinger and Turner, 2003; Chiang, 2009; Tanford, et al., 2012). The investigation of relationships between these concepts in a cultural setting between Muslim and non-Muslim MICE participants as the main aim of this research, has not been studied in association with behavioural intention.

The most important aspect of this study is the cultural differences between Muslims and non-Muslims in the destination decision making process. It is not necessary that a difference should exist. The findings of the majority of studies reviewed above indicate that country differences could very well account for cultural differences. In the section below, cultural differences in relation to destination decision making are reviewed.

### **3.6 CULTURE AND RELIGION**

Culture is one of the main elements that affect human behaviour. Culture can be considered to be a broad, impersonal reference group consisting of knowledge, customs, behaviour and techniques which are socially acquired by human beings (Pizam & Mansfeld, 1999). Culture also influences the behaviour of a person as a consumer. According to the definition of Milman et al. (1990) culture is an integrated pattern of human behaviour that includes thoughts, actions, communication, values, customs, and beliefs, racial, religious or social issues. However, for the purpose of this study, culture is defined as the values and beliefs that influence MICE participant's motivations, perceptions, and attitudes. The debate over whether perceptions or attitudes might be more directly related to values and beliefs is not very relevant for analysing the thesis objectives. These objectives focus upon determining whether MICE participant motives, perceptions and attitudes differ between the Muslim and non-Muslim groupings, and whether this information can be used to develop marketing strategies.

The conflicting needs of following host country culture and one's own home culture is often difficult to balance when one is residing in another country. The Australian-born Muslim youth want to maintain their Australian as well as religious identity, according to the findings of Sherifdeen (2011). This conflict of interest determines the behaviour of a tourist in a country of different culture. It also influences perception,



motivation and attitude which are factors of destination decision making. Therefore, in this study, measurement of these factors in relation to an already decided destination (KSA) can indicate the factors for favourable destination decision making.

People within a particular culture have shared cultural values and are different from one culture to another. Briley, Morris, and Simonson (2000) reviewed the trend of findings on cultural impact in the decision making process. They discussed two basic debates regarding the influence of culture on consumer decision-making. First, biases in terms of certain preferences and in the weighting of particular forms of information reflect psychological mechanisms, which are shaped by biological evolution and not influenced by culture. Second, cultural knowledge driving tendencies has been envisioned in terms of highly general attitudes or in terms of value clusters, such as individualism-collectivism. The studies related to individualism-collectivism have received much attention in both cultural psychology and marketing fields (Bagozzi & Warshaw 1990).

Recently, Lee et al. (2007) examined factors that influence a consumer's planned or impulse driven purchase decisions by comparing individualists with collectivist consumers. They found cultural differences in decision-making as well as the satisfaction levels achieved by any product or service. In the tourism context, there are differences in tourist behaviour reflecting from differences in nationality. Briley et al. (2000) compared culturally different countries such as America, Japan and China to understand the influence of culture on decision making. According to their observations, when reasons are required for decisions, individuals from Eastern cultures may often choose compromise for support, while individuals from North American culture may often choose single interest support.

In fact, a critical role is played by religion and cultural characteristics in shaping a tourist's decisions and behaviour. Cultural background is increasingly being incorporated as a key variable by many researchers to explain patterns in tourists' preferences and behaviour, variations in travel characteristics and behaviour of tourists (Weiermair, 2000).

Sheriffdeen (2011) remarked highly conservative Islamic culture stressed issues of sexuality and gender equality, and supported more egalitarian roles for women in public, in workplace and at home. Also, Muslims are far less tolerant towards issues

of sexual liberalization, which is manifested in their attitudes towards abortion, divorce and homosexuality. Not surprisingly, therefore, Islamic societies are strongly religious in their values compared to the almost secular views of most Western societies.

At an individual level, the high degree of one's adherence to the five pillars or Shari'a (Islamic Law) indicates the strength of their attachment to religion in their lives. Moreover, Muslims are required to respect the basic Islamic precepts like prohibition of alcohol, non-halal food, gambling or mixing of men and women. However, some general values like the high esteem of family are widely espoused. The concept of lifelong singleness is foreign to Islam (Jafari & Scott, 2013).

A most favourable point with respect to Islam is that it promotes economic growth rather than diminishes it. Both within and cross country comparisons show this according to the results obtained by Jafari & Scott (2013). The authors cited Hofstede's opinion that culture preceded religion and religions that fit with current values are adopted. Thus culture and religion are not the same. If Islam promotes economic growth, it also promotes MICE tourism-related development of a region or country. Of course it can also be argued that this is true of non-Muslim cultures as well.

The Organization of the Islamic Conference (OIC) is promoting Islamic tourism among Muslim countries in a big way. Justifying promotion of Islam tourism on the grounds of an increasing Muslim population trend (Jafari & Scott, 2013). Tourists who select destinations of Islamic importance and observe Islamic principles of tourism were highlighted. Tourist sites need to provide for Islamic dress code, halal foods and drinks and prayer facilities. The results reveal a close relationship between tourist satisfaction and Islamic attributes. Islamic attributes, destination attributes and service quality increased destination loyalty. The findings conform to the general theories on consumer choice and behaviour and are applicable in an Islamic content.

Religion can act as a motivating factor, a constraint or as a factor affecting visitation patterns. Jews not preferring to travel on Saturdays, specific pilgrimage tours and specific interest in visiting places of worship during a tourism visit have all been cited as examples by different authors. Apparently, pilgrimage tourists have different

characteristics than other tourist types. People in some religious groups may not consume drinks, smoke or take drugs. People may visit religious centres for non-religious reasons also. Poria, et al. (2003) investigated the effect of religion on visitation patterns of tourists to a heritage site, the Wailing Wall in Israel. Perceptions of tourists in relation to their own heritage is an important factor. Differences between Jews and Christians with respect to their visitation purposes, motivations, perception and experience were explainable in terms of their religious affiliations. Strength of belief in the same religious groups or between groups also had similar effects.

Sidumo et al. (2010) observed that the majority of non-Muslim nurses attached to the obstetric units in Saudi Arabia did not know Muslim cultural neo-natal practices. When employed in places of other cultures, it is important to know that culture for the effective discharge of duties. But in the case of tourism, it is the other way around. The destination sites should know the cultural differences of tourists and provide service facilities according to their culture.

Jafari and Scott (2013) discussed Muslim culture and religion in detail. In the context of tourism, they found that for Muslims tourism is closely intertwined with culture, whereas Non-Muslim tourism is characterised by the western concept of travel and hedonism. There is a strong influence of religious beliefs, which directs Muslims to travel to specific sites and influences their attitudes, behaviour, perceptions and emotions when visiting these sites. Differences could exist in these respects between those who visit the sites as pilgrims and as sight-seers. In the case of Islam, tourism implicitly means pilgrimage as the main destination is Makkah. As a sole destination is already prescribed by the religion, factors like perception, motivation, attitude and destination image and so forth which were discussed earlier are irrelevant in the case of Islamic pilgrimage.

The Holy Quran encourages travel to other parts of the world to see the might of Allah in the creation and fate of those who denied him. Such travels also impose restrictions on perception and motivation as these are already prescribed. Due to the specific service needs of Muslim travellers, some hotels and travel organisations arrange the required facilities at specialised places in non-Muslim destinations. Muslims travel to other Muslim countries to foster community fraternity. Terrorism has encouraged more Muslim travel to Muslim countries, if not by preferred choice,

at least by contextual need. Destination imaging as per Islamic culture may contain elements which can deter Western tourists from Muslim countries which would like to increase tourist flows.

Islamic values may get corrupted if other tourism styles are mixed with site identity and image. Gender matters in the case of employment in the tourism sector and women travelling alone in some Muslim countries. Geographical and cultural proximity has been the basis of Saudi Arabia and China promoting tourism from its neighbours. Using tourism to destinations of other religions should encourage accommodating different values and beliefs across people of different religious beliefs. However, in practice, they have only helped to grow Islamophobia mainly because of terrorism practiced by some Muslim extremist groups. However, the great adaptability of Muslims is demonstrated in their easily deviating from the social values and attitudes of their home country and absorbing the new social values and attitudes of the host country upon migration (Jafari and Scott, 2013).

Henderson (2011) stressed the need to preserve Islamic and Arabic culture in Oman and Qatar to promote Islamic tourism. The increasing trend of Muslim population growth and Islamic financing around the world has prompted higher volumes of Muslim travellers to Islamic countries. Based on this, Maswir & Azwar (2014), proposed that Brunei Darussalam develop its infrastructure to promote Islamic tourism in the country. In an alternative example the promotion of local tourism of event-based Minang culture by local communities in Indonesia was recommended by Maswir & Azwar (2014). Similarly travel by Roman Catholics to the Vatican is religious based. As a consequence the factors which motivate and their effects can be similar for Muslims and non-Muslims.

Often culture is represented by countries. This has prompted many researchers to interpret country differences as cultural differences. Although, as argued by Reisinger and Turner (2003) such a definition is limited, and language spoken at home can provide a closer approximation to cultural grouping. The KSA has an intermixture of rich traditional non-Islamic and an Islamic culture. There is no evidence in the literature that Muslims are only interested in visiting sites related to their religion and culture, and Westerners seek night life and entertainment. In the case of the MICE sector, the prime importance is the attraction of the MICE event

itself. This needs to be appealing to both cultures. But MICE participants may spend their spare time or stay after the event to visit places of interest.

Some differences between Muslims and non-Muslims are assumed rather than proven to exist. From the available evidence, it is difficult to conclude that destination decision making by the two groups differ by the content of Islamic culture in the MICE tour. This study will examine whether this is true or not. Comparison of Muslims and non-Muslims for their motivations, perceptions, purpose of visit and destination image can say whether their decision to select the MICE event in the KSA was influenced by culture or religion in any way. The destination decision may be because the desired MICE event was held in the KSA, and therefore there was no choice other than attending for either of the cultural groups. The other option of not attending because it is held in the KSA, a Muslim country is of course more difficult to test and can only be measured indirectly.

The groundwork for a research framework and the actual model are discussed in section 3.7 below.

### **3.7 TOWARDS A MODEL DEVELOPMENT OF THE KSA MICE ATTENDANCE DECISION MAKING PROCESS**

For this study, several theories and models were examined in depth in section 3.4 above. It was shown that all these models only partially explore the objectives of this research. Moreover, a cultural dimension was not included in any of the models. The above models are useful only as a predictive tool explaining the decision making process which may result in deciding or not deciding in favour of a specific destination or from several available destinations. However, this study is conducted on MICE participants who attend a MICE event in the KSA. As such the decision has been made to visit a MICE event in the KSA leading to a non-predictive situation. Due to these limitations, a new research framework for application to this study and other similar studies has to be proposed. In the next section, the groundwork for the model is developed and this is followed by a diagram of the framework and its explanation.

To assist in effectively competing in the tourism market and enhance tourism growth, the determinants of participant behavioural intentions need to be understood well. Furthermore, previous studies have established relationships between cultural value, motivation, attitudes, perceptions, satisfaction, and future behavioural intentions (Lee

and Kacen, 2008; Baker and Crompton, 2000; Chen and Chen, 2011; Chen and Tsai, 2007; Petrick and Backman, 2002). Petrick (2004) concludes that culture, motivation, and satisfaction are predictors of behavioural intention, and this conclusion is supported by Severt et al. (2007).

In the conceptual framework of this study (refer to Figure 13) it is proposed that trip purpose, motivations, perceptions and attitudes of MICE participants will be significantly different for Muslims and Non-Muslims. Expectations and assessment of actual experience are assumed to be influenced by cultural background, as is supported by the literature discussed above. When experience equals or exceeds expectations, the resulting high satisfaction level is assumed to influence post-visit behaviour of the visitor irrespective of cultural background, again as found in the previous literature.

Expectations are likely to be influenced by experience in the destination. Consequently, it is necessary to check whether travellers with previous experience develop a different set of motivations, perceptions and attitudes to those who are first time travellers.

Further studies need to be examined to define the specific sets of motives, perceptions and attitudes. However, future travel behaviour is commonly measured in the literature (discussed above) by intention to re-visit and positive-word of mouth. Beyond travel intention loyalty requires attitudinal aspects including a positive emotive feeling for the destination. In the examination of further literature related to the methods of measurement, there may be other variables which also measure behavioural intentions that are relevant to this study.

The main objectives of the thesis are to determine not only whether the motives, perceptions and attitudes differ between Muslims and non-Muslims who attend a MICE event, but also how they differ. Further, the objective is also to relate any differences found to each group (Muslim and non-Muslim) to their future travel intentions. In this way it is intended that a clearer understanding will arise of the motives, perceptions and attitudes that are both favourable and non-favourable to future travel intentions.

These objectives are converted into testable hypotheses. The main hypotheses are concerned with a comparison of Muslims and non-Muslims with respect to motivation, perception and attitude.

**These hypotheses are-**

- 1- The motivations of Muslim and Non- Muslim attendees are significantly different.
- 2- The perceptions of Muslim and Non- Muslim attendees are significantly different.
- 3- The attitudes of Muslim and Non- Muslim attendees are significantly different.

These general statements are made more specific by adding the question of whether experience through previous visits impact upon this relationship :

- 4- The motivations of Muslim and non-Muslim attendees differs significantly between repeat and non-repeat visitors.
- 5- The perceptions of Muslim and non-Muslim attendees differs significantly between repeat and non-repeat visitors.
- 6- The attitudes of Muslim and non-Muslim attendees differs significantly between repeat and non-repeat visitors.

The question has to be tested as to whether there are a specific set of motivations, perceptions and attitudes that are causing behavioural intentions. The primary behavioural intentions are whether the attendee will revisit the destination of KSA in the future, and whether they will spread positive word-of mouth recommendations concerning future events in the KSA, and whether they have strong emotive links to the event. Hence :

- 7- There are a specific significant set of motivations that cause revisit intention.
- 8- There is a specific significant set of perceptions that cause revisit intention.
- 9- There is a specific significant set of attitudes that cause revisit intention.
- 10- There is a specific significant set of motivations that cause positive word of mouth.
- 11- There is a specific significant set of perceptions that cause positive word-of mouth

12- There is a specific significant set of attitudes that cause positive word of mouth.

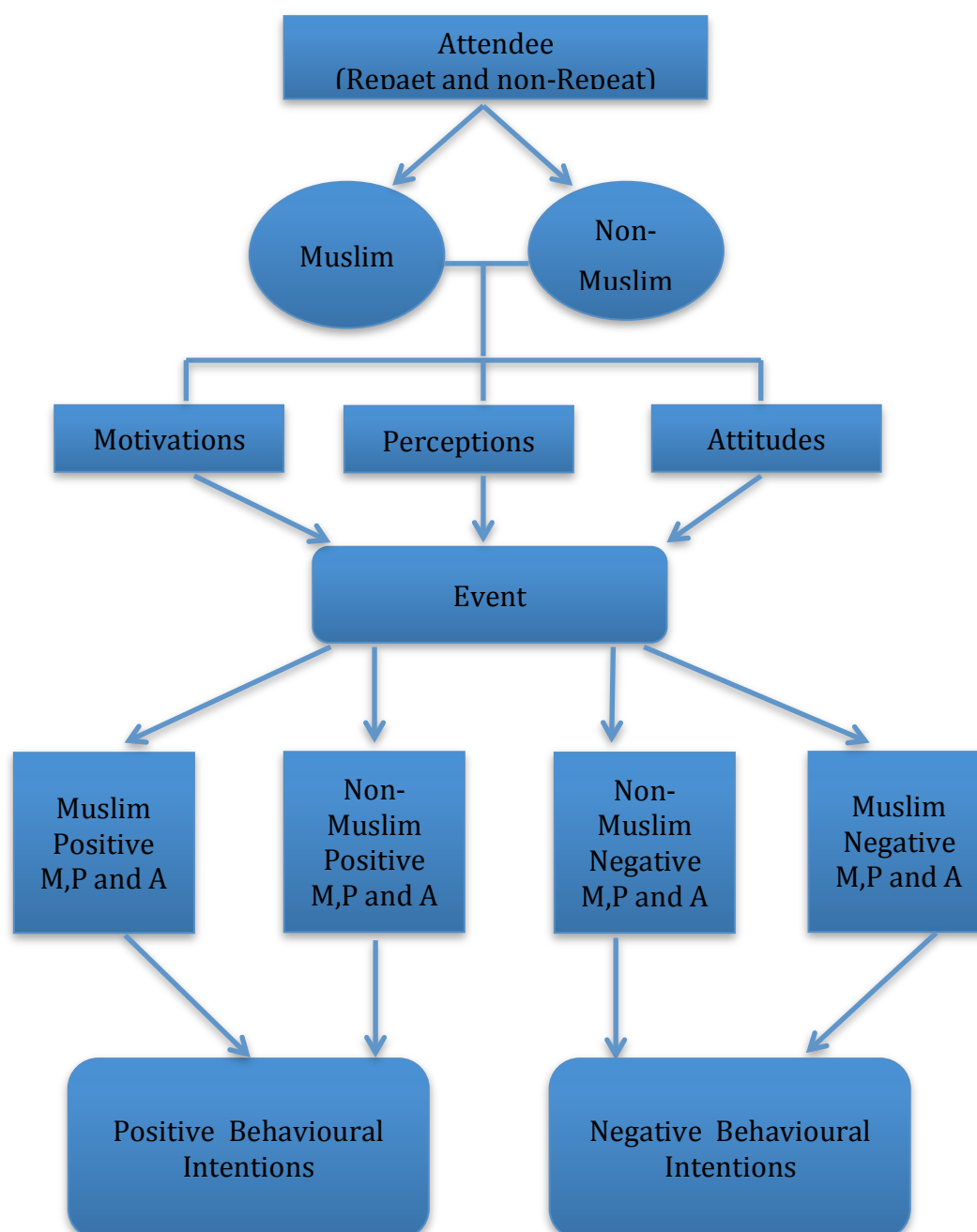
13 – There is a specific significant set of motivations that cause emotive feelings.

14 – There is a specific significant set of perceptions that cause emotive feelings.

15 – There is a specific significant set of attitudes that cause emotive feelings.

In the framework below, the three Muslim and non-Muslim comparative hypotheses are indicated by splitting attendees into Muslims and non-Muslims with motivations, perceptions and attitudes attributed to both.

*Figure 13: Conceptual Framework of this study*





On attending the event, after the destination has been decided, the motivations, perceptions and attitudes divide between those that are positive and those that are negative. The second set of separate hypotheses on positive and negative behavioural intentions are indicated below the event in the framework. Thus, although motivations, perceptions and attitudes may be common for both Muslims and non-Muslims, their effects on behavioural intentions could be different. This assumption is based on research reports on these aspects as discussed above.

The hypotheses are directed toward testing the positive side of the model in Figure 13, not the negative side. The objective of the study is to determine whether there are positive motivations, perceptions and attitudes that cause positive behavioural intent. Consequently, it is not intended to study the application of disconfirmation theory in the MICE setting of Saudi Arabia. The focus is not upon whether conference attendees are satisfied or not, but whether there are different motivations, perceptions and attitudes between the Muslim and non-Muslim attendees, and further whether these differences can inform the development of future marketing strategies, that can develop positive outcomes that in turn off-set negative outcomes.

### **3.8 CHAPTER SUMMARY**

Research interest in MICE was prompted by the rapid development of the sector due to high returns achieved for initial heavy investments, and its role in economic development of the country as a whole. In the early stages, these developments took place largely in Western countries. Hence, research was also focused on these countries. Still the top MICE destinations and markets are concentrated in Western countries.

MICE research started in the 1990's. One of the earliest research reports was that of Oppermann (1996). Early studies focused on the quality of venues, convention planning and services. The expanded research in other countries concentrated on location selection, criteria of meeting planners, processes of MICE events with few works on the decision making process of delegates. The core research themes during 1990-2003 were: site selection, meeting participation processes, destination marketing, meeting participation processes, technology advancements and the economic impact of conventions. The rapid development of communication and travel facilities and other technologies has enabled global participation of diverse

cultural dimensions. High competition among MICE destinations results in each destination finding new ways of marketing itself to attract a maximum number of tourists.

There is a significant lack of research on the participant decision making process, especially applied to non-Western countries and to the KSA in this study context. Hitherto, the major inflow to the KSA was due to pilgrimage of Muslims to the two holiest Islamic places in the country. While this needs to be continued, for further increases of tourist inflows through MICE, the KSA needs to attract tourists from the main markets of the USA, Europe and Asia. The religious and cultural constraints discussed in Chapter 2 can act as a major deterrent to the efforts of the KSA in this direction.

Consumer decision making models are used in marketing of products and services in various sectors like the retail sector. Various decision making theories are applied in the conceptual development of models. Expected utility theory (von Neumann & Morgenstern, 1947) prospects theory (Kahneman & Tversky, 1974), regret theory, satisficing theory (Simon, 1957), theory of reasoned action (Ajzen & Fishbein, 1980) and its variant, and planned behaviour theory (Ajzen, 1987), differentiation and consolidation theory of Svenson (1992), theory of buyer behaviour by Howard & Sheth (1969), consumer decision model suggested and modified several times by Engel et al. (1968), theory of trying by Bagozzi & Warshaw (1990) and the theory of goal-directed behaviour by Perugini & Bagozzi (2001) are some of them. Mair (2005) proposed two models for situations when there is uncertainty of brand attributes. Both were dynamic models: one related to immediate utility and the other, future use.

Mair (2005) discussed three grand models of consumer behaviour proposed by Nicosia (1966), Engel et al. (1968), and Howard & Sheth (1969). Wahab, Crompon, Rothfield, (1976), Schmoll (1977), Mayo and Jarvis (1981), Moutinho (1987), Van Raaij and Francken (1984), Woodside and Lysonski (1989), Um and Crompton (1990) are another set of ten models. The applicability of the consumer behaviour models of Wahab et al. (1976), Schmoll (1977), Mathieson & Wall (1982), van Raaij and Francken (1984), Moutinho (1987) to this study was evaluated in detail.

Specific models of MICE destination decision making were also examined for their applicability in this study. They are: Oppermann and Chon (1997), Zhang et al.

(2007), Mair (2005) and importance-performance analysis by Whitfield et al. (2014). Overall, these models have two common problems when trying to apply them in this study. Firstly, all the models are predictive in nature. They only predict how the decision will be made. This study looks back in time to determine the motivations, perceptions and attitudes of attendees of MICE events that have already happened. Secondly, and most importantly, none of the models has culture or religion as a component of decision making. This study aims to find out whether these factors play any role in decision making for MICE visits to the KSA. Therefore it is necessary to develop a new model which includes comparison of cultures in consumer decision making, and is also relevant specifically to the Middle East.

Works on factors related to consumer decision making specifically in tourism were reviewed. The factors studied are: purpose, motivation, perception, attitude, demographic variables, internet, WOM, destination factors like location, hospitality, amenities, event schedules, other activities, leisure and entertainment activities.

Crompton (1979) proposed the push–pull model of travel motivation. The effect of push force is to cause a tourist to leave home and seek some unspecified vacation destination, while the effect of pull force is to attract a tourist toward specific destinations perceived to be attractive because of their attributes. The factors may be different in different cultures and countries, socio-economic groups, due to cost factors. Pull factors may dominate over push factors. Hofstede's cultural dimensions - uncertainty avoidance and variety seeking - is valid only in the case of high uncertainty avoidance. In the context of Muslims and Non-Muslims different push and pull forces might be at play. This is the second cultural dimension. Motivation may change from one event to another. Motivations of visitors participating in similar MICE events could be similar irrespective of their cultural background. Motivational differences can be used for market segmentation. This enables event managers to identify the strengths and the opportunities of each market and use appropriate strategies to maximise customer satisfaction in each segment, especially when MICE visitors are heterogeneous. Although the cultural distance of a country cannot be changed easily, certain policies and strategies of the host country can reduce the effect of cultural distance for the KSA on visitors from low cultural distance countries.

However, motivation alone is not adequate to select a specific destination in preference over others. Perceptions about the destination leading to formation of destination image influences the decision making process from the point after motivation drives travel intent. Perception of the KSA as a MICE destination is important in the choice of the KSA as a destination. Perception is the process of attaining awareness or understanding of sensory information. It is the result of the interaction between past experiences including one's culture, and the interpretation of what is perceived. Attitude, values and beliefs affect perception. Thus culture is an important factor for perception. Thus, Hofstede's cultural dimensions also have implications for perceptions. Place attachment may be less for external tourists. Information provided in the internet and multimedia may influence perceptions. Individual differences among people of the same culture need to be recognised.

MICE destination perception may depend on activities, attractions, visit restrictions, price and value for money, landscape as natural tourist attractions, night life and entertainment, culture and history, safety, relaxation, climate, local people's attitude towards tourists, easy accessibility of information, sport, nostalgia, special events and adventure. Perception need not be reality as the tourist evaluates the destination based on his/her ability, gender, age, occupation, education, nationality, and marital status. All these factors influence the tourist's perception of objects, products, and destinations, safety in the case of solo women, past travel experiences (not necessarily to the same destination), familiarity, influence of family and friends. Perceptions can be induced or changed through effective promotional strategies.

Attitudes are learned tendencies or a set of beliefs prompting action in a consistent way towards something or someone. Hence, it is not possible to change attitudes easily. Attitudes can be positive or negative, or simply opinions about issues without any strong emotional commitment. Several multi-attribute models are available to measure attitudes and they attempt to relate attitudes to behaviour as was suggested by Fishbein and Ajzen (1975). Attitude is a favourable or unfavourable evaluation of the object. Attitude to travel is governed by values as well. Cultural differences in values, beliefs and possibly rules of behaviour can lead to differential perceptions. It can vary between current and prospective tourists. Many dimensions of attitudes have been researched in relation to tourism.

Behavioural intention represents a major element of customer loyalty. This leads to repeated visits to the same destinations. Such visits, positive word of mouth and recommendations can influence behavioural intention.

It is not necessary that a cultural difference should exist. Country differences could very well be due to cultural differences. Culture can be considered as a broad, impersonal reference group consisting of knowledge, behaviour, customs, and techniques socially acquired by human beings. The way a person behaves as a consumer is also influenced by culture. In the case of MICE tourism, culture is defined as the values and beliefs that influence MICE participant's motivations, perceptions, and attitudes. The conflicting needs of following host country culture and one's own home culture is often difficult to balance. This conflict of interest determines the behaviour of a tourist in a country of different culture. It also influences perception, motivation and attitude which are factors of destination decision making. Inter-cultural and inter-personal cultural differences exists.

The role of religion and cultural characteristics has been identified as critical in shaping a tourist's decisions and behaviour. OIC has promoted Islamic tourism. Religion can act as a motivating factor, a constraint or as a factor affecting visitation patterns. The Holy Quran encourages travel to other parts of the world to see the might of Allah in the creation and fate of those who denied him. Such travels also impose restrictions on perception and motivation as these are already prescribed.

Terrorism has encouraged more Muslim travel to Muslim countries, if not by preferred choice, at least by contextual need. Destination imaging as per Islamic culture may contain elements which can deter Western tourists from Muslim countries which would like to increase tourist flows. Some differences between Muslims and non-Muslims are assumed rather than proven to exist. From the available evidence, it is difficult to conclude that destination decision making by the two groups differ by the content of Islamic culture in the MICE tour.

Based on the objectives of the study, three hypotheses on comparative motivations, perceptions and attitudes were formulated. Another set of 12 hypotheses (6 each for Muslims and non-Muslims) for positive and negative effects of differential perceptions of Muslims and non-Muslims on their behavioural intentions were also

formed. These hypotheses have been incorporated into a research framework proposed for this study.

## **CHAPTER 4 - METHODOLOGY**

### **4.1 INTRODUCTION**

The previous chapters provided the background, literature review and conceptual framework that under-pins the study. This chapter develops the research design to be used to test the hypotheses developed from the conceptual model proposed for this research.

This chapter is organised in the following manner. In the second Section 4.2, the research philosophy is discussed. In the third Section 4.3, the research design is explained. Section 4.4 discusses the research instruments. Section 4.5 explains the background and justification for the demographic variables included in the questionnaire. Variables related to attitudes, motivation, and perception collected in this work are explained in the three following sections 4.6 to 4.8. In Section 4.9 the data collection methods are explained. The data analysis methods used in this study are detailed in the subsections of Section 4.10. Ethical considerations are discussed in section 4.11 with the compliance procedure adopted in this study. The data management is explained in section 4.12. The chapter is summarised after this section.

Thus, this chapter provides the basis for the following chapters that contain the data analysis and conclusions concerning the objectives of the thesis.

### **4.2 RESEARCH PHILOSOPHY**

This research adopts a positivist philosophy as the data is considered to reveal reality to enable recommendations for development of MICE tourism in the KSA. Ontologically, it is objective research as the research has specific aims and assumptions tested. It applies a deductive logic by testing an assumption derived from a specific research aim using analysed data collected through primary research. This is entirely quantitative, primary research.

### **4.3 RESEARCH DESIGN**

A good explanation of research design has been provided by de Vaus (2001). A research design specifies the type of evidence needed to answer the research question, to test a theory, to evaluate a programme or to accurately describe a function or phenomenon unambiguously. The work plan (sampling, data collection and data analysis methods) flows from this. Research may be designed as an

experiment, a case study, a longitudinal design or a cross-sectional design. The method of data collection flows from these.

A good research design involves evaluation of plausible alternate hypotheses. Evidence must be sought for the compelling test which can validate the proposed theory in lieu of eliminating rival explanations of evidence and deliberately seeking evidence that could disprove the theory. A good research design should anticipate possible competing explanations before collecting the data. Creswell (2013) also discussed these as fundamental concepts, but included methodology aspects in his book. In chapter two of his book, Black (1999) also provides the same ideas. The research design process is presented as an iterative process starting from framing the research question which needs continuous evaluation of intent, methods, rigour and awareness of assumptions behind the data analysis methods.

According to Bryman (2012), a research design is a framework for evidence generation suitable for answering the research question. Reliability, replicability and validity are the tests for evaluating the quality of research.

Hakim (2000) pointed out that the research design is the point at which the questions raised about certain phenomenon or observations are converted into feasible research projects which can answer the research questions. The importance of addressing the substantive research questions sufficiently and carefully is also emphasised. Terre Blanche, et al. (2006) also stated that research design is the bridge between the research question and execution step of the research.

This research is a cross sectional study conducted at one point in time, using a questionnaire method to answer the research question.

The literature review has examined many possible alternate theories, based on which, the research question was framed. The method of data collection and the contents of the questionnaire afford critical examination of the research question. The data analysis method rigorously tests the validity of the proposed framework and evaluates it against alternate theories. Thus, all the requirements of a good research design are fulfilled in this study

In this study, it was assumed that cultural differences among Muslim and non-Muslim MICE tourists lead to differences in perceptions, motivations and attitudes before they attend a MICE event in the KSA. Implicitly, before a MICE visit, Muslims were



assumed to express more favourable attitudes than non-Muslims towards KSA as a Muslim country. Consequently, their perceptions, motivations and attitudes are assumed to converge towards very positive destination image. This will lead to customer behavioural loyalty due to which they will express revisit intentions and recommend the KSA as a very desirable MICE destination to others.

Further, just because the facilities and services were good and a favourable attitude was formed, the person need not select the KSA again for another visit or positive recommendation. The primary factor in this respect is how effectively the KSA destinations compete with the best MICE destinations of the world. The survey questionnaire was designed to bring out these possibilities.

#### **4.3.1 JUSTIFICATION OF QUANTITATIVE METHOD**

Although research design and method are two different aspects of research as shown above, many authors treat them together as inseparables.

It is necessary to have a clear methodology in academic research, if the defined goals need to be achieved. A quantitative approach is considered preferable considering the scope of this study. Bryman (2012); Bryman & Bell (2015); Hair Jr, et al. (2015) and Creswell (2013) have discussed three approaches for constructing research proposals. These include quantitative, qualitative and mixed approaches. Three elements differentiate these approaches: philosophical assumptions which form the basis of knowledge, research strategies and methods of enquiry. A quantitative approach is one in which the researcher uses post-positivist claims of knowledge development. These include: reduction to specific questions, hypotheses and variables; observation and measurement for data collection; testing theories and finding cause and effect relationships. These methods are used in this study.

Bryman & Bell (2015) observed the powerful influence of quantitative research in many ways, despite increasing use of qualitative methods. The authors outlined the following steps: formation of theory and hypotheses, selection of appropriate research design, selection of research elements, administering the research instruments to collect data, data analysis, development of results and findings to validate or otherwise of the hypotheses and the theory and draw conclusions.

Quantitative method involves recording of numerical observations of behaviour, actions or events. Qualitative methods, on the other hand, involve human

observations or recording narrative information on various aspects without assigning numerical values or measurement (Hair Jr, Wolfinbarger, Money, Samouel, & Page, 2015).

This study uses a quantitative method because it was necessary to quantitatively measure different degrees of decision making parameters among the participant populations, especially with respect to their cultural differences. Qualitative methods may not have correctly measured the different degrees of complex decision making parameters, while a mixture of method was not necessary, because little could be added to the knowledge acquired from an extensive quantitative method. Many of the questions in the survey instrument used measured feelings and emotions of participants regarding attending a MICE event in KSA and visiting KSA itself. Thus, the extent of the instrument allowed for a wide range of issues and beyond what could be achieved by qualitative techniques.

According to Bryman & Bell (2015) a quantitative research methodology could be used when the data is measurable and quantifiable, and a qualitative research method is more suitable when the data are subjective, and are determined through knowledge and experience. Previous literature has shown an extensive use of quantitative method to measure motivations, perceptions and attitudes.

The Saudi Government provided access to interview individual conference attendees in Saudi Arabia. This enabled collection of relevant primary data that could be quantitatively analysed. The primary sources of data were obtained through the use of questionnaires that could measure motivations to attend a MICE event, attitudes of the people and places they visited (in this case Saudi Arabia; but can also be applied to the Middle East more generally) and perceptions of participants about MICE, people and places. Surveys (not specific to Saudi Arabia or the GCC and MICE participants) that measure motivations, attitudes and perceptions in a cultural setting are widely used in marketing and tourism research.

To a great extent, the success of a destination depends on the perceptions of delegates and participants (Severt et al 2007). A major part of this research focused on views, perspectives and experiences of MICE participants in Saudi Arabia. As was pointed out in Chapter 2, much research in this field has focused on the perspectives related to site selection, top convention destination locations and

images of the destination city from the point of view of event planners rather than that of the participants (Severt et al., 2007, Zhang et al., 2007). In this study it was essential to gain information from participants directly for three reasons: first, to be able to divide the data between Muslim and non-Muslim groups; second, to gain direct views of their MICE tourism experiences first hand, and the issues they perceived as impacting on the success or otherwise of MICE tourism and third, to gain information on how the participants were motivated to attend, their perceptions and their attitudes.

#### **4.4 RESEARCH INSTRUMENTS**

This section justifies the use of questionnaire methodology in the first part, and then discusses the method adopted for the design of the questionnaire.

##### **4.4.1 JUSTIFICATION FOR USING A QUESTIONNAIRE**

A detailed treatment of survey research has been given by de Vaus (2014). The author points to the problems of low response rates. Although changing life styles and rapid development and expansion of communication technology should make surveys easier, the response rates are always highest with personal surveys. Combining different methods for administering surveys is a possible option. Online surveys using the internet have become a common practice. However, response rates remain low with such methods.

Context affects the meaning and answers of questions due to cognitive psychological aspects. This is an aspect gaining importance with respect to design and administration of surveys. Huge data banks of survey results and statistical software facilitating complex analyses are available, but are distressingly underutilised. However the basic aspects of surveys remain unaltered. The need for a structured set of data using valid and reliable instruments on good quality samples cannot be substituted by improved technology. Research questions need to be very clear and backed by well thought out concepts. This study used the conventional direct administration of a questionnaire to the sample participants.

The research question is clear arising from a well-defined conceptual framework with all possible alternatives considered. Direct administration of the survey on independent variables of samples while participating in MICE events ensured quality samples.

The ability to measure a variable quantitatively is the prime consideration for adopting quantitative research. Fine differentiations are possible by quantitative measurement as was pointed out by Bryman & Bell (2015). In this study, it was possible to make fine distinctions between people's motivations, attitudes, and perceptions and precisely estimate the degree of the relationship between the concepts (Bryman and Bell, 2015). Also, in this thesis, the questionnaire method enabled the researcher to make distinctions between the indicators of behavioural intentions of participants from two broadly different cultural groups within MICE tourism and the wider experience of visiting Saudi Arabia. For example, measurement of different degrees of importance of their attitude towards safety at the venue or the influence of heritage on their decision to attend or their intention towards returning were all possible. A quantitative survey technique also enables 'generalization' of the findings obtained from a sample, to the larger population from which it was derived (Bryman and Bell, 2015).

Bryman & Bell (2015) observed that the data gained from questionnaires can clarify the relative importance of factors influencing outcomes. Based on examples of research work on motivation, they noted that it is unlikely for a quantitative researcher to be satisfied merely in the proportion of employees who are motivated or otherwise, but would also like to relate them to the causes of the different degrees of motivation observed in the data. In the context of this study, the focus in the questionnaire was not merely on measuring the proportion of attendees who were motivated or not, but rather on examining the issues that were motivators and distinguishing them from other motivations that were less influential. This helped to determine the effect of the MICE experience upon their motives, perceptions and attitudes concerning the KSA.

There are many practical advantages of using a questionnaire. It is more time-economical if a large amount of information is to be collected (Wallace, 1998). In this study, the use of a questionnaire enabled the collection of data on a range of areas from the perspectives of as many delegates and participants as possible, and within the time constraint of conferences or exhibitions lasting two to three days, when delegates had limited time available. The use of a researcher administered questionnaire was convenient for both the researcher and the respondents as it allowed sufficient time for the distribution of a number of questionnaires directly to

attendees at times convenient to them such as breaks. This method also eliminated the issue of time decay and the need for recall by participants as the data were collected at MICE venues directly. Use of questionnaires also avoided variations in responses due to interviewer variability as could occur with interviews (that is, being affected by differences between interviewers in, for example, approach, personality, and so forth) (Bryman and Bell, 2015).

If anonymity is clearly guaranteed by adhering to research ethics, respondents can freely respond without any bias. These are potentially very important issues in divining out differences between people in a Muslim and non-Muslim context, where personal sensibilities could exist among individuals belonging to particular cultures to openly express negative opinions.

In the case of the KSA it was important that the questionnaire be delivered by a Muslim for the Muslim participants, while non-Muslim participants are less concerned. The researcher did not project a strong Muslim presence in style or appearance to non-Muslims, was male and was able to converse in Arabic as well as English to Muslim attendees.

As discussed above, there are a number of advantages of using the quantitative questionnaire method. The method is the most suitable one for the type of study reported here considering the need for obtaining information on degrees of differences in motivations, perceptions and beliefs in two culturally separate groups of MICE tourists.

#### **4.4.2 DESIGN OF THE QUESTIONNAIRE**

There are eight steps in designing a questionnaire as explained by Bissett (1994). First, the decision on what data are needed is important, for the survey questions need to facilitate the collection of the required data. This depends on the objectives of the study and the ultimate outcomes visualised. Based on this first step, the exact items of required information need to be drawn up in the second step. The third step consists of designing the questions itself. The format depends on the method used: postal, telephone, direct or any other. Open questions are desirable for qualitative work. Open questions can be useful to determine the types of data to be collected in step 1. Closed questions can elicit dichotomous response (yes/no), rating on a given scale or other forms. The choice of the question and the scale depends on whether

the variable is categorical or continuous. Forcing responses into categorical types should be avoided as far as possible. Likert scale can be used for rated answers.

The next step is to compose words with brevity. Precise, simple, non-technical language is preferable, especially for a wide audience. Each question should deal with only a single idea, without being leading or biased. To design the layout and the presentation in the next step, conversational tone is suggested.

An introduction to the purpose of the study, involved organisations and an individual confidentiality guarantee are required. The word “questionnaire” should be avoided and “form” is more acceptable. Arrange the order of items and questions to ensure that the respondent is kept interested and not bored. Clear print and colour are important. At the end, the respondent should be thanked for spending valuable time to complete the questionnaire.

It is preferable to think about coding in advance, although it is not always possible to predict the complete range of answers. Preparing a first draft and pre-testing among a close circle and again with experts before piloting is the next desirable step. This is followed by piloting and evaluation. These points are discussed in detail elsewhere. The actual survey is ready to be started only now. Many other authors have also given similar ideas about designing a questionnaire.

These eight steps were applied in this study. In this study, the appropriateness was tested by discussing with experts and conducting a pilot study. The questions should be intelligible and easily understandable, for which it is better to use the language of the respondents. The questions were framed in simple English with clear response scales. An Arabic translation was done with the help of an approved official translator. Either version could be used by respondents as convenient to them.

The questions should be unambiguous in that they should mean the same thing to the researcher and the respondent. The discussions with experts, the pilot study and translation into Arabic facilitated the removal of these problems.

The questions should be unbiased for the respondent. The questions may look quite unbiased to the researcher, but the way they have been framed, preference for one specific type of response may be directly or indirectly indicated. This will defeat the very purpose of the research. An equal chance for any type of response needs to be

ensured. The questions were framed to ensure that there is no indication of a specific response bias.

If the answer depends on the memory of the respondent, there can be a recall bias, meaning only certain palatable events are always recalled in preference to unpleasant ones. This problem can occur only if MICE participants were surveyed for post-MICE experience after the lapse of a certain period. But in this study, the MICE experience was evaluated immediately during the MICE event, at the venue itself.

Omni-competency of the questions also needs to be ensured. That is, the question should be capable of coping with any type of response. This can be achieved by inclusion of options like “Other” or “any other” or a section for comments may enhance the chances of omni-competency. However, this also may provide for non-answers whereby the question is avoided. This survey used a Likert scale of response that ensured an answer, while the extent of the range of questions ensured a comprehensive set of questions.

There should not be any ambiguity or overlap in the coding system. This needs to be checked and ensured. The categories must be exhaustive and mutually exclusive. It is better that the answers are self-coding. In this study, the coding was checked for their clarity. Some questions were self-coding by nature as in the case of demographic details, but the majority of questions used a Likert scale to meet this requirement.

Finally and very importantly, ethical requirements must be met. Many organisations insist on this for all research work done by their staff and they have clear procedures to ensure this. Ethical problems occur when the questions contain invasive, potentially hazardous or security or privacy elements. Both confidentiality of the identity of the respondents and the data gathered from them need to be protected from all types of threats using suitable procedures. Usually, these are guaranteed when requesting for participation in a survey. This study was ethically cleared by a competent regulatory authority.

The importance of cognitive aspects in the pre-test stage of questionnaire design was highlighted by Willis (2004) and (2008). Errors in writing the questionnaire is one of the many possible non-sampling errors. The authors stressed asking the right questions, properly phrased and correctly ordered. Whatever be the media of

questionnaire administration, the importance of its proper construction cannot be underestimated. The questionnaire provides a standardised interview across different participants. Asking the same questions differently to different people can lead to responses which are difficult to interpret, especially in the case of large samples. All the respondents should be able to read the question for the same intended meaning.

Instead of viewing respondents as mere sources of information, they need to be considered as living persons. Long questions, long sentences, difficult phrases and long, complex and boring questionnaires should be avoided. Familiarity with the context is essential to correctly word the questions. Thus, a questionnaire needs to be written in such a way that the required data are collected to answer the research questions as objectively and completely as possible without irritating the respondents with minimum risk of errors. In this study, the basic structure and variables of study were determined based on other works discussed in the previous Literature Review and then adapted to the study context. The design of questions was determined by reported findings in the literature review and the specific context of this study as already discussed at several places above.

#### **4.4.3 SURVEY INSTRUMENT VALIDATION**

A pre-test is done to verify content validity. Wynd, et al. (2003) cited Carmines & Zeller (1979) to define content validity as the extent to which the research instrument is able to adequately sample the research domain of interest for the phenomenon being measured. In the case of questionnaire surveys, items of questions should be able to measure the full range of the construct being measured. To achieve this, duplicate questions on similar items are avoided. Thus the full range of variables are covered. Both content validity of each item and of the overall scale are important and are measured (Lynn, 1986)

Although there are arguments about the methods to measure content validity, generally two methods are in use. One is the evaluation approach. In this method, a minimum of three experts (but not more than 10 according to Lynn, 1986) evaluate the questions to ensure that they are able to cover the full range of constructs. They give their ratings which can be subjected to quantitative analysis to test the degree of



agreement between experts. If the degree of agreement is wide, the question is removed. This method is unsuitable if the range of topics covered in the questionnaire is wide. In such cases, many experts from different fields are required. Getting such large panels of experts together will be difficult. The process also will be quite unwieldy and will involve significant amounts of time.

The second method is to conduct a pilot study with a smaller sample size and the opinions of participants regarding the contents, their relevance and practicality are considered for any revision of the questions and format. The pilot study is a smaller version of the full study done for pre-testing of a survey instrument like a questionnaire. It enhances the likelihood of the success of the main study. The pilot study enables identification of problems with items included in the questionnaire, nature, order, framing and time taken to complete the questionnaire. These inputs help to revise the content of the questionnaire (if need be), plan and organise the survey efficiently and effectively. The advantages of a pilot study were highlighted by Oppenheim (1992). The small sample used in a pilot study should be representative and indeed should reflect the larger sample used in the study proper. Otherwise, applicability of the pilot study results to large samples will be doubtful.

Tull and Hawkins (1990) have indicated that to focus on a theme by asking questions in a logical manner is the major objective of the sequence survey questionnaire. The survey instrument should be checked carefully to ensure that the various questions are related to the research subject, so that the collected data are useful for addressing the research questions. Saunders et al. (2003) indicated that the survey response rate depends to some extent on the design of the questionnaire. The questionnaire design also affects reliability and validity of the data collected. There is enough evidence to show that response rates, validity and reliability increase when the following points are addressed: careful design of individual questions, clear description of the questionnaire form, clear explanation of the purpose of the questionnaire, pilot testing and a cautiously planned and executed survey administration.

Conducting the pilot study has a significant role in gaining information on attributes or opinions toward a particular theme from a specific population (Sekaran, 2003). These viewpoints have been supported also by Blair and Presser (1992).

Pre-testing the questionnaire is an important step for questionnaire development because it improves the understanding of the research problems (Neuman, 2006; Frazer and Lawley, 2000; Babbie, 1990). According to Neuman (2006), there is a major advantage in conducting a pre-test. The pre-test enhances the understanding and applicability of the survey questionnaire and also helps to know whether the survey questionnaire is adequately developed to measure the key constructs of the study.

The following steps were undertaken for this study. A pre-test was considered necessary to identify potential problems in the survey instrument and to determine both the validity and the reliability of the survey instrument. Having considered the above points, the major advantage of a pilot study is that any problem expected in the development of the questionnaire can be determined directly. Potential biases from respondents when completing questionnaires can be reduced. On the whole, the pilot test was useful to explore whether the questions had been appropriately designed. It also helped to clarify confusing questions by reframing them and confirmed how well the questions were understood. It also helped to ensure the content validity of survey instrument before doing the actual survey

Prior to being piloted, the questionnaire was given to two colleagues and three supervisors in order to check the accuracy and clarity of the phrasing of the questions and the appropriateness of the question types, as well as to give their opinions on the content.

Additionally, a pilot study was undertaken to assess the comprehensibility of the questions more accurately. It was essential to find out whether there is any unclear content or flaws in the design of the questionnaire and framing of questions. There was also a necessity to allow for opportunities for review, and further development of the questions. The pilot study was useful also to assess the time taken to complete the questionnaire by any person. Timing was useful in planning and organising the survey work.

Given the importance of conducting an effective pilot survey, a sample size 20-50 is considered adequate to identify the potential weaknesses associated with the questionnaire (Sheatsley, 1983). Accordingly, a pre-test survey was conducted on MICE travellers using a convenience sampling technique. A convenience sample

was considered appropriate as the sample was drawn from a defined population of business travellers in Riyadh Exhibition Centre and it directly related to the purpose of this research.

The pilot study was carried out on the first day of the Saudi Travel and Tourism Investment Market Forum in Riyadh. The questionnaire was given to 50 delegates and 34 questionnaire completions were achieved (20 Muslim and 14 non-Muslim) and analysis of their responses indicated that there was no difficulty with the questions. Only international participants were approached, as the research was aimed at international delegates. Analysis of the results, as stated above, indicated that there were no problems with answering the questions. The results of the pre-test was expected to result in some modification of questions in the final questionnaire. Since no modification was necessary it was decided the initial changes from the expert opinion was comprehensive. This final questionnaire was used for the survey proper.

Respondents of the pilot study were watched to note how long it had taken them to complete the questionnaire, so that an estimated time for completion could be given to respondents in the final study. The time varied between ten and fifteen minutes for those who were willing to complete the survey. This was a measure of confirmation that the layout and size of the questionnaire would not deter people from answering it.

#### **4.4.4 VARIABLES INCLUDED IN THIS STUDY**

In a review of MICE research, Carlsen (1999) advocated a standardised format for MICE market evaluation to facilitate comparisons. His list of research topics included motivation and satisfaction levels, why do people attend MICE events. Gender, income levels, group size, nationality in terms of Germans or non-Germans, number of visits to the country were used as the survey variables by Barquet, et al. (2011) in a study of sports tourism at the Biathlon World Cup of 2009 in Antholz-Anterselva, Italy. The study on motivations, facilitators and inhibitors of attending international conferences by association members (Ngamsom & Beck (2000) included overseas travel opportunities, business or political activities, education, networking, outdoor recreation and change of pace as motivations. The inhibitors were: safety, inconvenience, unfamiliarity with the destination, time, cost and health

problems. The facilitating factors were overseas travel package deals, employer bearing the cost, and opportunity to visit with family.

In the study by Govers, et al. (2007) on promotion of tourism destination image, destination travelled, gender, country of residence, country of origin, education, information sources of destinations and destination image descriptions were used as the variables. San Martin & Del Bosque (2008) used cultural dimensions, age and previous experience to measure Hofstede's cultural dimensions as the antecedents of cognitive and affective destination image.

Gender, education, age, country of residence, marital status and trip characteristics were the variables studied by Avci (2014) in an MBA dissertation on tourist spending and stay behaviour in Costa Rica. Trip characteristics included first or repeat visits, company (single, friends, and family).

Frequency of participation, reasons for participation, pre- and post-programme leisure activities, nationality, age, gender, income, accompanied by other persons, and distance were studied as variables of MICE in Hungary by Happ (2015).

Number of times visited, impressions about the destination, reasons for not attending MICE in the destination, age, gender, education, occupation, method of selecting to participate, trip funding were used as variables in the study of Sibireva (2014) to evaluate two destinations.

Kim (2014) used age, gender, purpose, type of accommodation, travel costs, travel party, mode of transportation. In the study conducted by Rittichainuwat & Rattanaphinanchai (2015), travel information, source of information, travel motivations and demographic profile related to visiting film shooting were measured. In a master dissertation, Alexandrian (2014) used gender, age, nationality, occupation, education, triathlon experience, preferred race discipline, repeat visits, length of stay, escort, transportation, accommodation and other hospitality variables.

This study aims to explore the cultural issues related to the development of the MICE sector in the GCC and specifically, by example, the most traditional Middle Eastern market of Saudi Arabia. Understanding participant perceptions, motivations and attitudes are necessary to develop favourable behavioural intentions, which are required to develop the MICE sector. Lee and Back (2007) asserted that understanding participant behaviours and the relationships between participant's

behavioural intentions and its determinants is important in implementing successful tourism strategy, which can lead to the achievement of specific objectives.

This research was undertaken to determine factors influencing participant's decision-making from two broad cultural groupings, Muslim and non-Muslims, in attending MICE events in Saudi Arabia. Both Muslim and Non-Muslim participants attending conferences, annual meetings, professional events or exhibitions were considered suitable for analysis. The research attempted to derive an understanding of convention or conference participant's motivations, expectations, attitudes and perceptions of a MICE event in Saudi Arabia. According to Zhang et al. (2007), it is vital to understand how and why MICE participants make their choice decisions in order to maximize the number of participants to host location and the benefits to be gained by the convention organizers.

Therefore, one aim of the questionnaire was to seek the views of MICE participants, both Muslim and non-Muslim participants, to determine their motivations for attending the specific MICE event and their perceptions and attitudes in general toward attending MICE events in a Muslim environment. The differences in responses, if any, of Muslims and non-Muslims may identify factors contributing to the reluctance, if any, of non-Muslims for attending MICE events in a Muslim country like the KSA.

Therefore, this research was an attempt to find answers to the following questions:

- 1-What are the motivations to visit Saudi Arabia (and the GCC generally) of each cultural group in attending a MICE?
- 2-What are the attitudes concerning Saudi Arabia (and the GCC generally) of each cultural group in attending a MICE?
- 3-What are the perceptions of Saudi Arabia (and the GCC generally) of each cultural group in attending a MICE?
- 4-What are the behavioural intentions of MICE participants to events in KSA (and the GCC generally) of each cultural group attending a MICE?

The interview questions were developed partly from questions already used in the literature review, although specific issues relating to the GCC required some modification to existing survey instruments. The survey questionnaire consisted of

five sections: demographics, motivations, attitudes, perceptions and behavioural intentions. The main language used throughout meetings and conferences in the KSA was either English or Arabic. The survey questionnaire for the present study was initially developed in English. It was then translated into Arabic by professional translators. The Arabic version of the questionnaire was necessary because Arabic is spoken by the majority of Muslim MICE travellers to Saudi Arabia, and they may feel more confident in completing the survey instrument in their first language.

The questionnaire is given in Appendix A.

#### 4.4.5 CONSTRUCTS AND ITEMS OF THE QUESTIONNAIRE

The design of the questionnaire was based on an investigation of the literature and other research carried out in the area of tourism, which helped to identify the main themes and issues relevant to the field and to the research objectives.

A total of 75 scale items excluding the demographic questions and extra purpose of visit were used to measure the constructs in this work. Table 3 presents a summary of the number and source of the items used to test each construct.

*Table 3: A summary of the number and sources of the items*

| Constructs  | Number of items | Sources   |
|---|-----------------|---|
| <u>Motivation</u> <ul style="list-style-type: none"> <li>- To build new professional relationships</li> <li>- To gain new knowledge and skills</li> <li>- For my career development</li> <li>- For social networking opportunities</li> <li>- For business opportunities</li> <li>- To be involved with a professional association</li> <li>- To feel part of a global community</li> <li>- To improve my peer reputation</li> <li>- Because of the registration and accommodation costs</li> <li>- Because of the conference/exhibition quality</li> <li>- Interested in the conference/exhibition program</li> <li>- To hear the well-known speakers</li> </ul> | 34 items        | Rittichainuwat, Beck and Lalopa, 2001<br>Bauer, Law, Tse and Weber, 2008<br>Ngamsom and Beck, 2000<br>Kreck, 1994<br>Crompton, 1979<br>Chiang, 2009<br>Tretyakevich, 2010<br>Yoon and Uysal, 2003<br>Alegre and Juaneda, 2006 |

|  |                 |   |
|--|-----------------|---|
| <ul style="list-style-type: none"> <li>- To present a paper or exhibit a product</li> <li>- To discuss specific problems/talk to current partners (suppliers, agents, buyers)</li> <li>- To draw up new business contracts</li> <li>- To build relationships with exhibitors for future purchases</li> <li>- To obtain up- to-date technical, product, or training information</li> <li>- To acquire certain information (on trends, companies, service, product launching, etc.)</li> <li>- To identify competing products/ service offerings</li> <li>- To have new travel experiences</li> <li>- To escape from the routine at home</li> <li>- To experience a different culture</li> <li>- To combine leisure with a business trip</li> <li>- It is a work requirement</li> <li>- Because it is a funded trip by my employer</li> <li>- To experience good weather</li> <li>- Because of a good previous experience</li> <li>- For safety and security</li> <li>- Because of the friendliness of locals</li> <li>- For the food and restaurants</li> <li>- To experience the accommodation facilities</li> <li>- Because of the reputation of the event</li> <li>- Because of the ease of visa application</li> <li>- Because of the favourable exchange rate</li> </ul> |                 | <p>Oliver, 1980</p> <p>Lee and Back, 2007</p> <p>Mair, 2005</p>   |
| <p><u>Perception</u></p> <ul style="list-style-type: none"> <li>- KSA has interesting museums/ heritage</li> <li>- KSA has unique Islamic and Arabic culture</li> <li>- KSA has rich and beautiful scenery</li> <li>-KSA has high quality accommodation facilities</li> <li>- KSA has a high level of technological resources</li> <li>- Communication is not a problem for non-Arabic speaking people in KSA</li> <li>- KSA is easy to get to</li> <li>- The environment in KSA is very clean</li> <li>- KSA is a safe and friendly destination</li> </ul>  | <p>23 items</p> | <p>Echtner and Ritchie, 1991</p> <p>Gallarza et al. (2002)</p> <p>Beerli and Martin, 2003</p> <p>Lin, Morais, Kerstetter and Hou, 2007</p> <p>Fakeye and Crompton, 1991</p> <p>Lee and Back, 2007</p> |

|  |          |   |
|--|----------|---|
| <ul style="list-style-type: none"> <li>- KSA has a good climate</li> <li>- KSA is a good place for rest and relaxation</li> <li>- KSA is good value for money</li> <li>- Attractions and activities are cheap</li> <li>- KSA has a variety of entertainment activities</li> <li>- KSA offers many opportunities for sports and adventurous activities</li> <li>- KSA has good shopping facilities</li> <li>- KSA has a wide selection of restaurants</li> <li>- KSA service staff are qualified, helpful and friendly</li> <li>- KSA has a good network of tourist information</li> <li>- KSA is a fun destination</li> <li>- KSA is a family oriented destination</li> <li>- KSA is a modern/trendy destination</li> <li>- KSA is a traditional cultural destination</li> </ul> |          | <p>Wu and Weber, 2005</p> <p>Chiang, 2009</p>                                 |
| <p><u>Attitude</u></p> <ul style="list-style-type: none"> <li>- KSA has friendly people</li> <li>- KSA has supportive people</li> <li>- KSA has a strong sense of community</li> <li>- KSA has intercultural interaction</li> <li>- KSA has a good image/reputation</li> <li>- KSA has competitive transportation &amp; infrastructure</li> <li>- KSA has high quality services</li> <li>- KSA is safe and secure</li> <li>- KSA is an exciting</li> <li>- KSA is an attractive</li> <li>- KSA is up to date</li> <li>- KSA is a high class</li> </ul>   | 12 items | <p>Lin, Morais, Kerstetter and Hou, 2007</p>                                  |
| <p><u>Behavioural Intention</u></p> <ul style="list-style-type: none"> <li>- I feel emotionally attached to this Conference/ Exhibition destination</li> <li>- I feel like part of the family when I come to this Conference/ Exhibition destination</li> <li>- I consider myself to be a loyal customer of this Conference/ Exhibition destination</li> <li>- This is my favourite Conference/ Exhibition destination</li> </ul>  | 6 items  | <p>Yoon and Uysal, 2005</p> <p>Zeithaml et al. (2006)</p> <p>Oliver, 1980</p> |



|   |          |  |
|---|----------|--|
| - I look forward to telling people about this Conference/ Exhibition destination when I get home<br>- I am willing to attend KSA Conference/ Exhibition in future |          |  |
| Overall   | 75 items |  |

Note: items not referenced were developed by the researcher.

#### 4.4.6 MEASUREMENT OF RESPONSES TO THE SURVEY QUESTIONS

A five point Likert scale was used. The levels of measurement are: not important at all, somewhat important, moderately important, very important and extremely important. The participants were asked to rate the statements according to their degree of importance or agreement.

Likert scales of three or seven points could also have been used. However, a three point scale would have been too narrow to differentiate the responses adequately and a seven point scale was considered unnecessarily wide and potentially confusing for the respondent. A six point scale is different, in that it is an even number and forces the respondent to avoid a neutral middle point answer. It remains debatable whether a 6 point even scale or the uneven 5 point choice should be used. It was considered likely that the Muslim participants, in particular, would not like to be forced to a positive or negative position, and hence a five point scale was considered optimum. Various components of the questionnaire designed for this survey are explained below.

#### 4.5 DEMOGRAPHIC INFORMATION

This section was aimed at collecting details about the survey participants. The details were required for classification of data according to the demographic characteristics of the participants.

Chiang et al. (2012) measured gender profile consisting of gender, age, education, occupation and annual income in their comparison of Japanese, English and Chinese MICE tourists to Taiwan on their travel information searching behaviour. Country of residence and language spoken had significant influence on information seeking behaviour of these tourists. Chiang et al. (2012) also obtained education, business and leisure-related motivations related to MICE visits to Taiwan.

In addition to these, Chiu et al. (2012a) and Chiu et al. (2012b) also measured marital status. Additionally, gender, age, education and income level in relation to affordability were associated with images formed by tourists on Jordanian MICE destinations.

On the other hand, Rudez, et al. (2014) included only age, occupation and country of origin in their studies on repositioning of MICE tourism in Slovenia.

Based on these and other works and considering the context of KSA and GCC in general, in this study, the demographic variables collected were: gender, country of residence, nationality, religion, age group, education, income, previous visits to KSA, how they came to know about the MICE event (Chiang et al 2012), duration of stay in KSA and personal group size. Religion, previous visits to KSA and duration of stay in KSA were specific to the context of this study, not included by other researchers.

#### **4.6 ATTITUDES**

As attitudes are learned tendencies to act in a consistent way, the influence of attitudes on destination decision making could be strong. As was pointed out in the literature review presented in Chapter 3, several authors have studied attitudes and attitude changes when learned situations change. The existing situation of a MICE destination may currently impress a potential tourist negatively. But when the situation changes in a positive direction with experience, attitude may also change to a positive one. Several authors have reported such attitude change due to changes in destination characteristics over time (Lee et al 2007; Lee & Black 2007). As such it could be argued that measuring perceptions and attitudes may be more relevant prior to arriving in the KSA. However, the issue is unlikely to be an influence on the results as the degree of experience is measured by determining whether attendees have visited previously.

Only cognitive aspects of attitude are measurable as was postulated by Sangkaworn and Mujtaba (2010) and discussed in Chapter 3. Destination choice has been related to attitude towards the place or image obtained about the place from the knowledge gained through various external sources (Goodrich 1978; Scott, Schewe and Frederick 1978).

In this study, attitudes toward visiting the KSA are based on destination characteristics. These variables are measured in the specific context of the KSA. For example, questions include, “KSA has friendly people” and “KSA has high quality services”.

#### **4.7 MEASUREMENT OF MOTIVATION**

Motivation directly indicates the purpose for MICE travel. Getz (1993) and Tanford et al. (2012) stressed the importance of analysing motivations in MICE tourism for planning effective programmes and marketing strategies.

Additionally, demographic variables can influence motivations according to Mair and Thompson (2009), Severt et al. (2009), Severt et al. (2007), Yoo and Chon (2008), Yoo and Zhao (2010) and Zhang et al. (2007).

The needs of tourists may be knowledge enhancement, pleasure, develop relationships, business or others (Charters & Ali-Knight, 2002; Crompton, 1979). Zhang et al. (2007) listed knowledge, exploration, escape and socialisation as major motivations. Ngamsom & Beck (2000) listed sightseeing, self-enhancement and business and association activities as motivations. Some additional benefits are also either welcome or sought or expected according to Pearce and Caltabiano (1983), and Kim and Morrison (2005). Mair and Thompson (2009), based on their review, listed networking, personal/professional development, cost, location, time and convenience of conference and health and security as the major motivations. Oppermann and Chon (1997) added intervening opportunities to this list. Multiple motivations and varying motivations between visits have also been reported. Tretyakevich (2010) noted that, although there may be one main motivation like business, other supporting motivations like leisure activities may also exist.

In this study, 34 types of motivations, covering a broad range of needs and expectations, were used. Thus, a large number of observations by different authors have been included.

#### **4.8 MEASUREMENT OF PERCEPTION**

Perceptions rather than attitudes also influence the match between purpose and satisfaction. If perception of a destination is poor, that destination will not be selected. Perceptions formed from knowledge gained from external sources may change when the place is actually visited. On the other hand, perceptions gained

through personal experience may be hard to change. Moutinho (1987) contended that perception does not require learning as required for attitude, but it is induced by motivation and experience. Understanding perception of tourists is necessary for designing marketing plans and public relations to enhance the purpose of the travel.

When perception is linked to culture, it will not change post-travel as was postulated by Gunn (1988), Pizam et al. (1991) and Milman et al (1990). If it is not, pre-travel and post-travel perceptions could differ as was demonstrated by Cottrell et al. (1999).

The ability of preference to initiate positive behavioural actions is important for tourism. Needs and desires on the one hand, and the opportunities and products/services available at a destination to fulfil these needs on the other hand, influence the preference. Therefore, the choice of any destination for any purpose will also be determined by preference as was stated by Um & Crompton (1990, p.433). Price and environment (Ismail & Turner, 2008), quality of service (Miller & Kerr, 2009), safety and culture/cultural differences, shopping facilities (So et al. 2011) and knowledge and experience from previous visits to the same or different places (Hu and Ritchie, 1993; Fakeye & Crompton, 1991; Reisinger & Turner, 2003) were some of the preference items selected in various MICEs studies.

#### **4.9 DATA COLLECTION**

The questionnaires were delivered in person to delegates and MICE participants as a convenience sample : before the exhibition or when the conference began such as conference registration time or on the morning of the first day and again at session breaks and the last session, or on the last day of the exhibition or the conference.

Considering that two independent samples for two survey groups (Muslim and non-Muslim) and two types of attendee (Repeat and non-Repeat) were required, sample size needed to be large.

Thus, for a minimum of 125 participants each repeat and non-repeat and Muslim and non-Muslim a sample size of 500 is required. The use of 125 as the base number is related to the number of questions in the survey. A total of 72 questions are included. However, for analysis of the concepts of motivations (34), perceptions (23), attitudes (12) and behavioural intention (6) the largest number is 34 motivations. A number of 125 allows for over 3.7 respondents per question as the

lowest threshold. Since some of the questions will be removed in multi-variate analysis due to the correlation between them, it is anticipated that at the lowest threshold there would be sufficient cases per variable to use multi-variate analysis.

Expecting a healthy completion rate of about 70% for in-person distribution and collection, the plan was made to distribute to 800 participants expecting a net yield of about 560 responses. However, the actual return rate was less at 61.6%. Thus, a total response of 493 was obtained. This consisted of 322 male and 171 female participants. Thus, the expected return rate was not achieved. However, these sample sizes were considered adequate to give valid results.

The details of events from which the above samples were collected are given in Table 4.

Totally, ten events were covered between 9 November 2014 to 28 January 2015 at two venues in Jeddah and eight venues in Riyadh. These are the two major cities where most of MICE events are hosted in the KSA. It may be noted that five events were held in hotels and the other five in convention centres. Considering that more than 50,000 people would have participated in all, convenience selection for a sample size of 800 was not a difficult task.

To ensure accessing correct participants, the participants needed to be divided between Muslim and non-Muslim (belief, but not practice). Random sampling will not ensure this. Therefore, the sampling method used was convenience sampling. "In convenience sampling, participants are selected because they are accessible and are therefore relatively easy for the researcher to recruit" (Saumure and Given, 2008) and because they meet the criteria of the research. As part of the convenience sampling stratification occurred between Muslim and non-Muslim attendees to achieve approximately equal numbers of each culture. No question needed to be asked to determine whether an attendee was Muslim or not, as the researcher (Muslim) could ascertain this in the leading conversation.

It needs to be noted though that the convenience sampling between Muslim and non-Muslim was a simple matter as a very large number of attendees were non-Muslim.

*Table 4: Data collection details*

|                        |  |   |
|------------------------|--|---|
| Timeline period:       | 1\11\2014 to 01\02\2015  |   |
| Week                   | Events   | Activity Description  |
| 9- 11 Nov 2014         | - Saudi Convention & Exhibitions Forum                                     | 1520 participants<br><br>Riyadh                             |
| 10 to 13 November 2014 | - Saudi Build Exhibition   | 22,600 participants<br>Riyadh Exhibition Centre             |
| 24 – 26 November 2014  | - CSR Summit Saudi   | Jeddah, Crown Plaza Hotel                                   |
| 27- 29 Nov 2014        | - Saudi Media Forum  | Jeddah, Hilton hotel  |
|                        |  |   |
| 10 - 11 Dec, 2014      | - Talent and Diversity Leadership Forum                                    | Riyadh Intercontinental Hotel                               |
|                        |  |   |
| 5 - 7 Jan, 2015        | - Leading public transport projects Exhibition and Forum                   | Riyadh international Convention & Exhibition Centre (RICEC) |
| 12-14 Jan 2015         | - Saudi Water & Power Forum  | Al- Faisaliah hotel Riyadh                                  |
| 20– 21January, 2015    | - Saudi International Conference for Technology Incubators and Innovation. | KACST Headquarters<br>Riyadh                                |
| 25-27 Jan 2015         | - Global Competitiveness Exhibition  | Four Seasons Hotel Riyadh                                   |
| 25-28 January 2015     | - Saudi Rail & LogiTrans Conference  | Riyadh international Convention & Exhibition Centre (RICEC) |

## 4.10 DATA ANALYSIS

### 4.10.1 Aims

The aims of data analysis and modelling were :

1. To describe the demographic characteristics of all the participants who responded to the questionnaire.

As has been discussed above, demographic factors affect destination decision making processes significantly. Demographic factors like gender, age, income level, education and occupation influence which MICE event and which destination the person might visit once or repeatedly. Cultural factors like religious affiliation might, especially, influence the destination country. People with different religious affiliation than the destination country might hesitate to undertake the travel. Previous visit experiences to the destination country, especially if it is related with a MICE event may have tremendous influence on destination choice. As the destination decision making process is influenced by motivations, perceptions and attitudes, the effects of demographic factors can be assumed to act through their attitudes and beliefs. The data analysis was aimed to bring out these aspects as clearly as possible.

2. To validate the reliability of the five scales used in the research (i.e. purpose, motivation, perception, attitude and behavioural intention);
3. Through a t-test, compare the responses of the following groups:
  - a. Non-repeat Muslim and Non-Muslim tourists with respect to their responses for motivations, perceptions and attitude items.
  - b. Repeat Muslim and Non-Muslim tourists with respect to their responses for motivations, perceptions and attitude items.
4. To identify the underlying structural pattern (using Principal Component Analysis) of the items from the motivation, perception and attitude scales for repeat and non-repeat Muslim and Non-Muslim tourists. In so doing to reduce the number of variables that are significant in the overall lists of Motivation (34), Perception (23) and attitudes (12) to underlying structural variables.

5. To identify those variables which are causal in determining behavioural intention using regression analysis for each group of variables, defined structurally by the previous Principal Components Analysis.

#### **4.10. 2 Data Coding and Analysis Software**

A numerical system was used for coding data transposed upon the Likert scale depending on the nature of the questions. For example, nominal data can be expressed as n-valued variables. Ordinal data is multi-valued with an ordering relationship, where the actual distance between any two neighbour values is unknown (Katz, 2011).

For the interval data a scale of five points using either importance or agreement were used and marked mutually exclusively:

- 5- Strongly agree (very important)
- 4- Agree (important)
- 3- Undecided (moderately important)
- 2- Disagree (somewhat important)
- 1- Strongly disagree (not important at all)

These ratings were recorded as quantitative variables using the point system given above. An assumption is made that the scale has a known interval of one. This facilitates easy handling and quantitative analysis of the data. In this study, quantitative analyses were conducted using SPSS 23 statistical software. The usefulness and reliability of SPSS software has been consistently proven in a variety of statistical analysis projects.

Data analysis undertaken in this study is described in the following sections.

#### **4.10.3 Frequency Counts and Descriptive Statistics**

The questionnaire responses obtained from the participants were collated and categorised. They were converted into frequencies of numbers and percentages. The frequency distributions (as counts and percentages) were tabulated for all questions with a categorical response including nominal or ordinal responses. Descriptive statistics (Mean and Standard Deviation or Median and Interquartile Range as appropriate) were tabulated for all questions with a continuous response. Percentages were calculated for overall as well as for valid data excluding missing values.



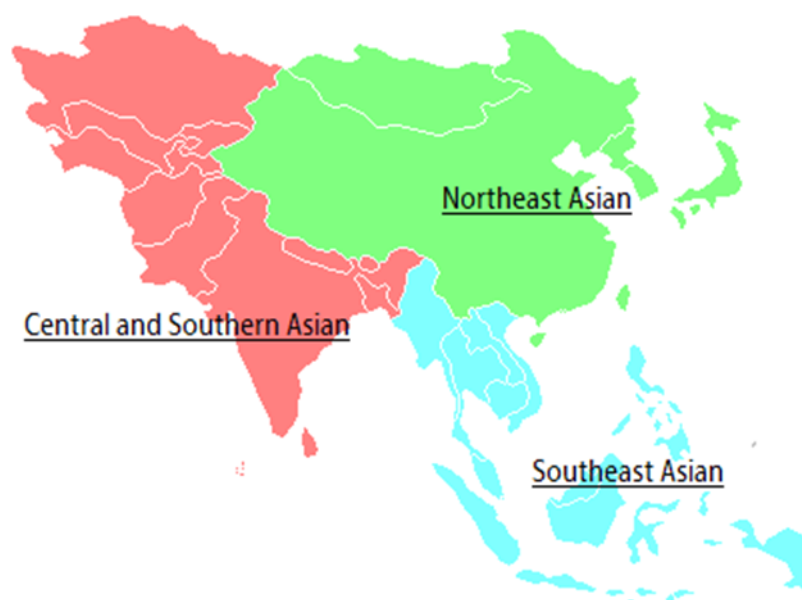
The number of missing cases were examined and found to be almost non-existent. This was due to the sampling procedure of personal questionnaire application to respondents which ensured all questions were answered. Mean results were calculated for the 3 missing case answers.

#### 4.10.4 Variable Scoring

An average behavioural intention score was derived from the 1-5 Likert scale responses to the conceptual questions. Thus, a score nearer to five indicated high levels of importance or agreement and a score towards one indicated very low level of importance to the statement under the variable tested. A score of equal to or less than 3 was categorised as a negative behavioural intention and a score of more than 3 was categorised as a positive behavioural intention score.

There were a large number of categories for the country of residence and nationality of the participants. These were collapsed into fewer categories based on the major region where the countries are located. The major region classifications that have been used are: Middle-East, Europe, Australia, Africa, North America, South America, South East Asia, North East Asia, Central and Southern Asia.

*Figure 14: Region Classification Map (Source: Asian Regions Map)*



Most of these major region classifications are self-explanatory. It should be noted that South East Asia includes Cambodia, Laos, Myanmar (Burma), Thailand,

Vietnam, Malaysia and Philippines; North East Asia includes Japan, North Korea, South Korea, and China; and Central and Southern Asia includes Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, and Sri Lanka. This classification of Asia is shown in the Figure 14.

#### **4.10.5 Test of Normality**

Prior to conducting statistical analyses, the assumptions of parametric statistics was examined. The data were examined for statistical skewness and kurtosis (refer to Appendix B).

All the scores were distributed almost evenly between positive and negative and the skewness measures were low rarely exceeding 1.2 and mostly below one in the Pearson range 0 to 3. As such the movement away from a normal distribution is small, and the sample very large, so it was determined a parametric t-test comparison could be used.

#### **4.10.6 Reliability Analysis**

To ensure consistency, the scale items were subjected to reliability tests utilizing the Cronbach Alpha as a measure for each of the conceptually grouped Likert responses : motivations, perceptions, attitudes and behavioural intention. A value of .7 or above for this test was considered reliable (Reynaldo & Santos, 1999) and the set of items were internally consistent in measuring the effect of each factor. The reliability scores ranged between .87 and .94 and are discussed further in Chapter 5.

#### **4.10.7 Two-sample T-test**

A two-sample t-test is a useful statistical technique to assess whether two means are significantly statistically different and likely to come from different populations.

There are four assumptions to be satisfied to determine the suitability of a two sample t-test for the data. Although, even if the data fails with respect to one or two assumptions, there are ways to overcome the problem and still perform a t-test. The first assumption is that the dependent variable is continuous interval or ratio level data. The second assumption is the requirement of independence of the data. Thus there should not be any relationship between the observations. Absence of significant outliers is the third requirement. If more than a few outliers are present in the data, the validity of the test is reduced. Lastly, the dependent variable needs to be approximately normally distributed. The test being robust, minor variations from

normality of the data can be ignored and can still ensure obtaining valid results (LaerdStatistics, Two -Sample T-Test using SPSS Statistics, 2015). In this case the four assumptions are met and the robust nature of the sampling (large sample size) is considered.

In this study, an independent sample t-test has been utilised to test whether two means of two independent variables are significantly different from each other, that is, are likely to come from the same or different populations. Equal variances between groups have been assumed for this test. An alpha = .05 has been used to test for statistical significance.

#### **4.10.8 Exploratory Factor Analysis**

Exploratory Factor Analysis (EFA) was performed using Principal Components Analysis (PCA) separately on the 34 items relating to the motivation scale; 23 items relating to perception scale; and 12 items relating to the attitude scale (for both Muslims and Non-Muslims separately). The aim of this exercise was to identify the structural pattern of the items from the motivation, perception and attitude scales which could represent the scales in terms of a smaller number of inter-correlated variables called components or factors and therefore highlight the differences between the motivations, perceptions and attitudes of Muslims and Non-Muslims.

The solution to EFA depends on the sample size, the number of variables and the structure of the correlation matrix. The sample size for this analysis is large (493) and the number of variables ranged between 12 and 34 for each factor analysis. There are two main methods of extracting factors by EFA, specifically Principal Factor Analysis (PFA) and Principal Components Analysis (PCA). If the researcher simply wants to reduce a large number of items to a smaller number of underlying latent variables then PCA is the preferred technique. This technique has been utilised by here.

Since the factor solution can be visualized as a projection into three-dimensional space, it can be rotated, so that a variety of different factors can be extracted, depending on which viewpoint is taken. Varimax is the most common rotation option because it maximizes the variance of the squared loadings of each factor on each variable, which has the effect of widely differentiating the variables with respect to

the factor loadings. Using Varimax rotation, each factor usually has either a large or a small loading on each variable and the factor solution is generally easier to interpret (Hair et al., 2015). The Varimax rotation technique has been used here.

The structure matrix and the pattern matrix were computed. The structure matrix is a table of coefficients representing both the unique and the common or cross-loaded contributions of the variables associated with each factor. The structure matrix is easier to interpret and is therefore used in this study. The following rules were applied to interpret the structure matrix. A valid factor should have an eigenvalue > 1.0 and contain one or more variable/s with minimal loadings of  $\pm .55$ .

The aim of this analysis is to, identify the following:

1. The clusters of motivations that are different for repeat and non-repeat Muslim and Non-Muslims tourists.
2. The clusters of perceptions that are different for repeat and non-repeat Muslim and Non-Muslims tourists.
3. The clusters of attitudes that are different for repeat and non-repeat Muslim and Non-Muslims tourists.

#### **4.11 ETHICAL CONSIDERATIONS**

Prior to the commencement of the data collection, ethical approval was obtained from both the Victoria University Ethics Committee, and the Saudi Convention Bureau. The student researcher obtained permission from the Saudi convention bureau to conduct the survey for 800 participants at events in Saudi Arabia.

Participation in the survey was completely voluntary. Participants gave implied consent by filling out the survey. Participants were given freedom to withdraw from the study at any time without penalty.

Participants were asked not to identify themselves except for some demographic information (including religion). This was in order to compare the perceptions and attitudes of the differing cultural groups. The researcher envisaged no risk of harm to the participants. All data were kept in a locked filing cabinet to which only the researcher had access. No participant was identified by name at any time. Moreover, a full explanation of the aims of the survey, the promise of confidentiality and the independent nature of the research were given at the top of the

questionnaire (refer to Appendix A) and participants were approached by the researcher at the MICE events, where he already had official access provided by the Saudi Convention Bureau.

#### **4.12 DATA MANAGEMENT**

Security and safety of data obtained and analysed are important for any study. The confidentiality promised to survey participants will be lost if adequate security and safety are not ensured. If others, especially strangers, can hack the data, they may be misused as they contain sensitive information. Considering these aspects, the following data management methods to ensure the safety and security of the data were adopted.

All the gathered data have been kept and maintained in safe custody using a securely locked storage system for five years. Electronic data were saved in the personal computer of the researcher and protected by hard drive encryption and password. Appropriate additional measures have been taken to protect the data. These included: installing an antivirus application, keeping the operation system up-to-date and controlling connections with potentially dangerous external media and devices.

These common precautions were considered adequate safety steps. Regular monitoring for potential threats and updating of security steps are done as required.

#### **4.13 CHAPTER SUMMARY**

This research adopts a positivist philosophy with an objective ontology and uses deductive logic from data collected by quantitative primary research. This research is a cross sectional study in time using a questionnaire method to collect data. This study preferred a quantitative method because it was necessary to quantitatively measure different degrees of decision making parameters among the survey participants, especially with respect to their cultural differences. The aim and objectives guided the method.

The Saudi government facilitated the study by providing direct access to participants to MICE events at their venues. The research instrument was questionnaire surveys of MICE participants. The method is the most suitable one for the type of study reported here considering the need for obtaining information on degrees of differences in attitudes and motivations of two culturally separate groups of MICE

tourists. It leads to time economy, ensures better response rate and avoids interviewer and coercion biases.

The eight steps of designing a questionnaire (Bissett, 1994) were applied. The appropriateness was tested by discussing with experts and conducting a pilot study. The questions were framed in simple English with clear response scales. An Arabic translation was done with the help of an approved official translator. Either version could be used by respondents as convenient to them. This took care of phrasing and ambiguities and miscommunications.

The questions were framed to ensure that there is no indication of a specific response bias. The pilot study was also used for content validation, language clarity, comprehensive coverage, completion time and review and revisions. The pilot study was carried out on the first day of the Saudi Travel and Tourism Investment Market Forum in Riyadh. The questionnaire was given to 50 delegates and 34 completed questionnaires were achieved and analysis of their responses indicated that there was no difficulty with the questions. The completion time varied between ten and fifteen minutes. This confirmed that the layout and size of the questionnaire would not detract people from answering it.

Ethical issues were solved using a variety of methods. To answer the research questions, the survey questionnaire consisted of five sections: demographics, motivations (34 items), attitudes (12 items), perceptions (23 items) and behavioural intentions (3 items), totaling 72 items in all, excluding demographic variables. For each question, the participants were asked to rate their degree of agreement with the statements on a five-point Likert scale. The demographic variables collected were: gender, country of residence, nationality, religion, age group, education, income, previous visits to KSA, how they came to know about the MICE event, duration of stay in KSA and personal group size. Religion, previous visits to KSA and duration of stay in KSA were specific to the context of this study, not included by other researchers. Where applicable, KSA-specific questions were used.

The questionnaire was distributed to 800 participants expecting a net yield of 70% (about 560) responses. However, only 493 (61.6%) responses, consisting of 322 male and 171 female participants, were obtained. The survey was conducted from 10 MICE events during November, 2014 to January 2015. To access correct

participants proportions between Muslim or non-Muslim the participants could be asked about their religion (belief, but not practice), but this proved to be unnecessary as the researcher could identify participants without asking. Thus, a convenience sampling method was used.

The defined aims of data analysis were: describe the demographic characteristics of all the participants who responded to the questionnaire, gain insights about the purposes, motivations, perceptions and attitudes of the participants towards the conference/exhibition and test for association between religion and various demographics and religion and purposes, motivations, perceptions and attitudes of the participants towards the conference/exhibition.

Appropriate steps were taken for security and safety of data and their storage. Data coding was done for analysis using SPSS software. Initial steps consisted of frequency counts and percentages, estimation of variable scores for attitudes, motivation, perception and destination. The large number of countries of participants were collapsed into representative regions. The data was checked for normality. Cronbach Alpha was used for reliability testing.

Two sample t-tests were used to assess whether mean values are significantly different for Muslims and non-Muslims and between repeat and non-repeat attendees. An alpha =0.05 has been used to test for statistical significance in all tests.

Ethical approvals were obtained from both the Victoria University Ethics Committee, and the Saudi Convention Bureau. The student researcher obtained permission from the Saudi convention bureau to conduct the survey at events in Saudi Arabia. Participation in the survey was completely voluntary. Participants gave implied consent by filling out the survey. Participants were given freedom to withdraw from the study at any time without penalty. The confidentiality of participants was fully protected.

## CHAPTER 5 – DESCRIPTIVE ANALYSIS

The data were collected as described in the previous Chapter 4 under Methodology. This chapter describes the results obtained from the initial data analysis.

The chapter deals with the demographic profile of the surveyed participants. In this section the demographics of the Muslim and Non-Muslim attendees are compared and commented upon.

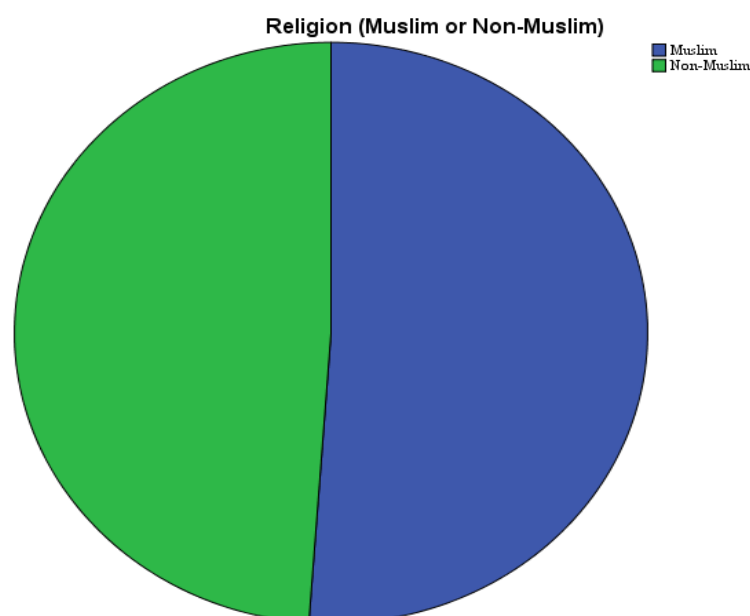
### 5.1 Religion

The frequency distribution of the participants according to their religion (Muslims and non-Muslims) is given in Table 5 and Figure 15. There were an almost equal proportion of Muslims (n=252, 51.1%) and Non-Muslims (n=241, 48.9%) amongst the participants.

*Table 5: Religion*

| <i>Religion (Muslim or Non-Muslim)</i> |            | Frequency | Percent |
|--|------------|-----------|---------|
| Valid                                  | Muslim     | 252       | 51.1    |
|  | Non-Muslim | 241       | 48.9    |
|  | Total      | 493       | 100.0   |

*Figure 15: Religion*





## 5.2 Gender

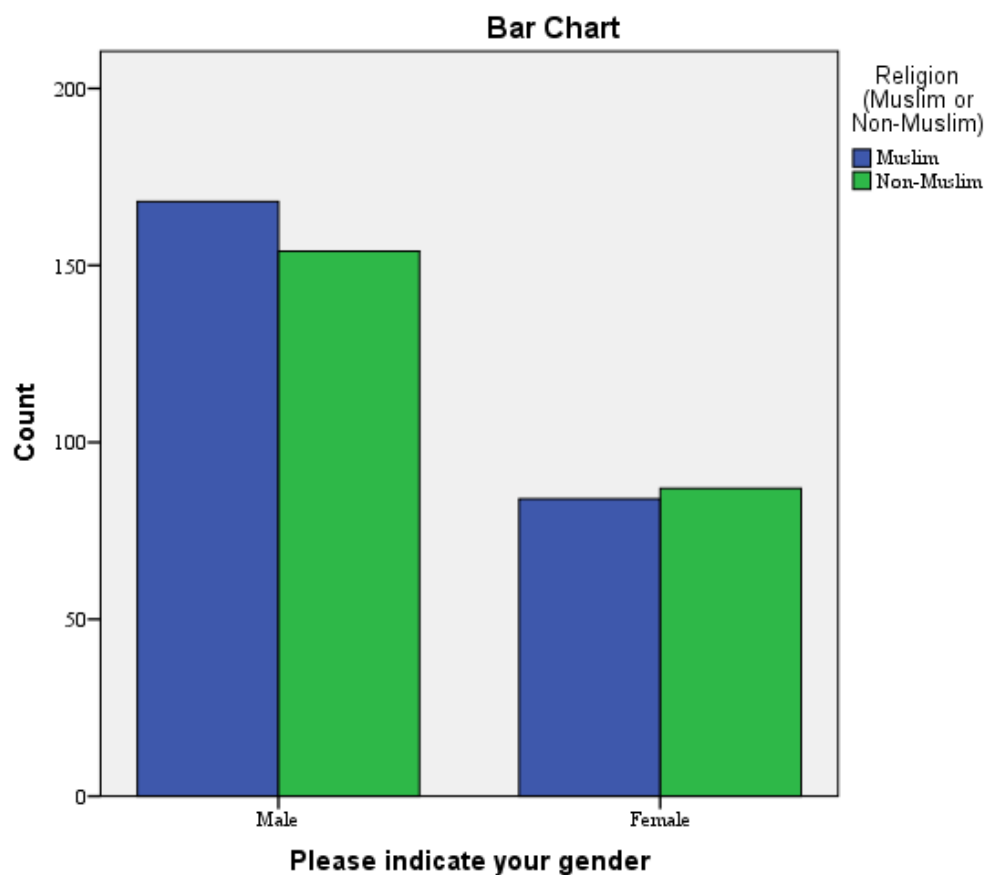
The summarised data on gender distribution of the participants by religion are given in Table 6 and Figure 16. A majority of about two-thirds of the participants were males (n=322, 65.3%). This suggests men undertake MICE travel more frequently than women.

The gender splits for the Muslim and Non-Muslim attendees was very similar.

*Table 6: Gender*

|                             |        |       | Religion |            | Total  |
|-----------------------------|--------|-------|----------|------------|--------|
|                             |        |       | Muslim   | Non-Muslim |        |
| Please indicate your gender | Male   | Count | 168      | 154        | 322    |
|                             |        | %     | 66.7%    | 63.9%      | 65.3%  |
|                             | Female | Count | 84       | 87         | 171    |
|                             |        | %     | 33.3%    | 36.1%      | 34.7%  |
| Total                       | Count  |       | 252      | 241        | 493    |
|                             | %      |       | 100.0%   | 100.0%     | 100.0% |

*Figure 16: Gender by Religion*



### 5.3 Country of Residence

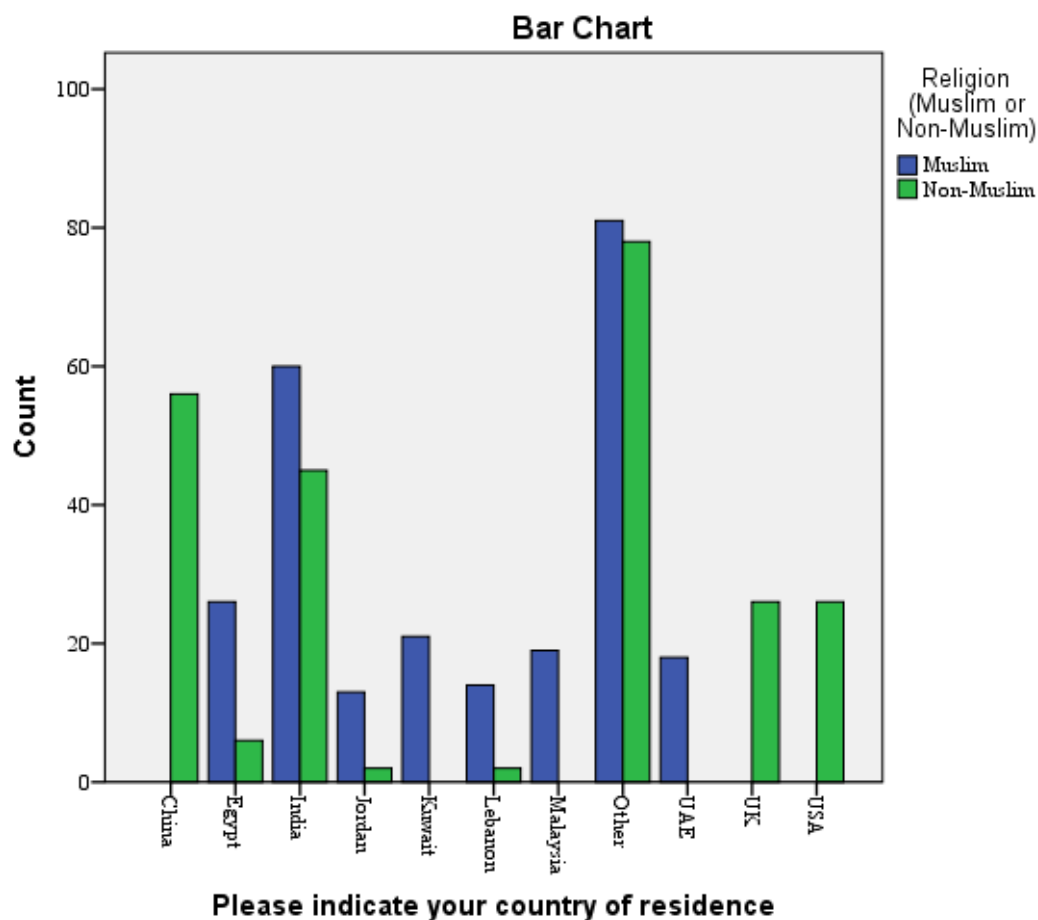
The participants originated from many different countries. The frequency distribution of country of residence of the participants is presented in Table 7 and another summarised version by major world region is given in Table 8. About one-fifth of the participants were from India (n=105, 21.3%) and the balance were from China, Egypt, UK, USA, Kuwait, Malaysia, UAE, Lebanon, Jordan and from other countries around the world. India and China together accounted for about one-third of the participants. Notably, total visitors from USA, Japan, Hong Kong and the Western countries, which constitute the major MICE market, was about 25%. Thus, MICE visitors from non-Muslim countries are not averse to Muslim MICE destinations.

*Table 7: Country of Residence by Religion*

|   |          |       | Religion |            | Total  |
|---|----------|-------|----------|------------|--------|
|   |          |       | Muslim   | Non-Muslim |        |
| Please indicate your country of residence | China    | Count | 0        | 56         | 56     |
|   |          | %     | 0.0%     | 23.2%      | 11.4%  |
|   | Egypt    | Count | 26       | 6          | 32     |
|   |          | %     | 10.3%    | 2.5%       | 6.5%   |
|   | India    | Count | 60       | 45         | 105    |
|   |          | %     | 23.8%    | 18.7%      | 21.3%  |
|   | Jordan   | Count | 13       | 2          | 15     |
|   |          | %     | 5.2%     | 0.8%       | 3.0%   |
|   | Kuwait   | Count | 21       | 0          | 21     |
|   |          | %     | 8.3%     | 0.0%       | 4.3%   |
|   | Lebanon  | Count | 14       | 2          | 16     |
|   |          | %     | 5.6%     | 0.8%       | 3.2%   |
| Please indicate your country of residence | Malaysia | Count | 19       | 0          | 19     |
|   |          | %     | 7.5%     | 0.0%       | 3.9%   |
|   | Other    | Count | 81       | 78         | 159    |
|   |          | %     | 32.1%    | 32.4%      | 32.3%  |
|   | UAE      | Count | 18       | 0          | 18     |
|   |          | %     | 7.1%     | 0.0%       | 3.7%   |
|   | UK       | Count | 0        | 26         | 26     |
|   |          | %     | 0.0%     | 10.8%      | 5.3%   |
|   | USA      | Count | 0        | 26         | 26     |
|   |          | %     | 0.0%     | 10.8%      | 5.3%   |
|   | Total    | Count | 252      | 241        | 493    |
|   |          | %     | 100.0%   | 100.0%     | 100.0% |

The largest group of Muslims by country of residence was from India (23.8%) and the largest group of Non-Muslims by country of residence was from China (23.2%). The largest group of Muslims by world region of residence was from the Middle-East (42.5%) and the largest group of Non-Muslims by world region of residence was from Europe (31.1%).

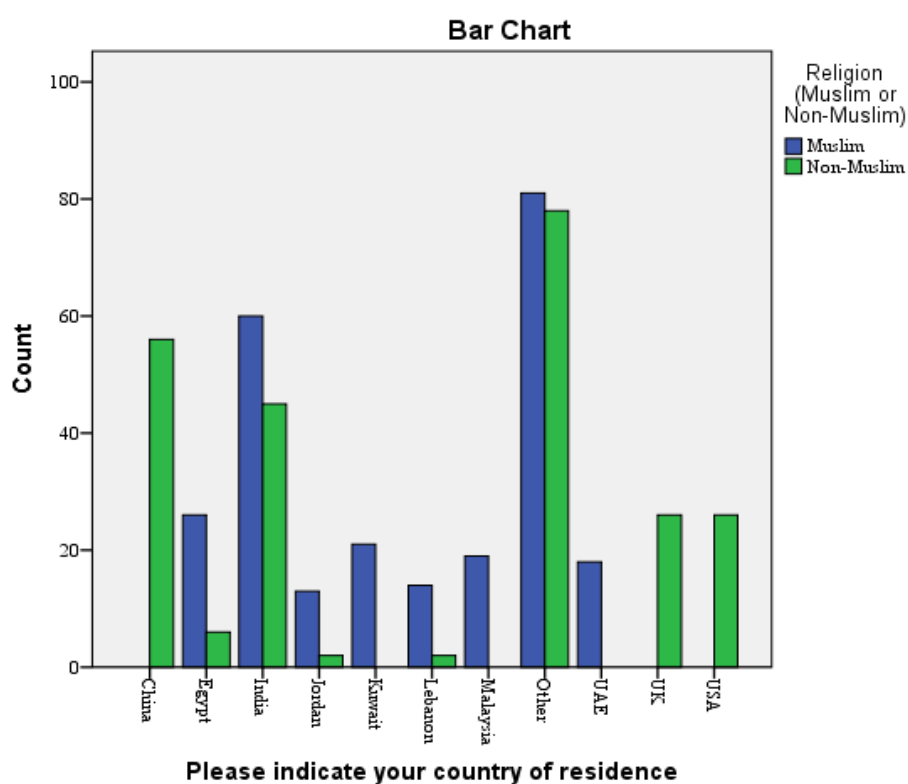
*Figure 17: Country of Residence by Religion*



*Table 8: Country of Residence (2) by Religion*

|   |                           |       | Religion |            | Total  |
|---|---------------------------|-------|----------|------------|--------|
|   |                           |       | Muslim   | Non-Muslim |        |
| Please indicate your country of residence | Africa                    | Count | 45       | 8          | 53     |
|   |                           | %     | 17.9%    | 3.3%       | 10.8%  |
|   | Australia                 | Count | 0        | 6          | 6      |
|   |                           | %     | 0.0%     | 2.5%       | 1.2%   |
|   | Central and Southern Asia | Count | 70       | 45         | 115    |
|   |                           | %     | 27.8%    | 18.7%      | 23.3%  |
|   | Europe                    | Count | 0        | 75         | 75     |
|   |                           | %     | 0.0%     | 31.1%      | 15.2%  |
|   | Middle East               | Count | 107      | 5          | 112    |
|   |                           | %     | 42.5%    | 2.1%       | 22.7%  |
|   | North America             | Count | 0        | 27         | 27     |
|   |                           | %     | 0.0%     | 11.2%      | 5.5%   |
|   | North East Asia           | Count | 0        | 73         | 73     |
|   |                           | %     | 0.0%     | 30.3%      | 14.8%  |
|   | South America             | Count | 0        | 1          | 1      |
|   |                           | %     | 0.0%     | 0.4%       | 0.2%   |
|   | South East Asia           | Count | 30       | 1          | 31     |
|   |                           | %     | 11.9%    | 0.4%       | 6.3%   |
| Total                                     |                           | Count | 252      | 241        | 493    |
|   |                           | %     | 100.0%   | 100.0%     | 100.0% |

*Figure 18: Country of Residence (2) by Religion*



## 5.4 Nationality

As with the countries of residence, the participants represented a wide range of nationalities. However, there is a close match between residence and nationality. Frequency distribution data on nationality of participants is given in Table 9 and another summarised version by major world region is given in Table 10. Again, about one-fifth of the participants were Indian nationals (n=108, 21.9%) and the balance were nationals from China, Egypt, USA, Kuwait, UK, Malaysia, UAE, Lebanon, Jordan and from other countries around the world. The country of residence and nationality are closely similar. Here also, India and China together accounted for about one-third of the participants. Those from the main MICE markets were about 25%.

*Table 9: Nationality by Religion*

|                                  |          | Religion  |            | Total  |
|----------------------------------|----------|-----------|------------|--------|
|                                  |          | Muslim    | Non-Muslim |        |
| Please indicate your nationality | China    | Count 0   | 57         | 57     |
|                                  |          | % 0.0%    | 23.7%      | 11.6%  |
|                                  | Egypt    | Count 26  | 7          | 33     |
|                                  |          | % 10.3%   | 2.9%       | 6.7%   |
|                                  | India    | Count 60  | 48         | 108    |
|                                  |          | % 23.8%   | 19.9%      | 21.9%  |
|                                  | Jordan   | Count 13  | 2          | 15     |
|                                  |          | % 5.2%    | 0.8%       | 3.0%   |
|                                  | Kuwait   | Count 21  | 0          | 21     |
|                                  |          | % 8.3%    | 0.0%       | 4.3%   |
|                                  | Lebanon  | Count 14  | 2          | 16     |
|                                  |          | % 5.6%    | 0.8%       | 3.2%   |
|                                  | Malaysia | Count 19  | 0          | 19     |
|                                  |          | % 7.5%    | 0.0%       | 3.9%   |
|                                  | Other    | Count 81  | 79         | 160    |
|                                  |          | % 32.1%   | 32.8%      | 32.5%  |
|                                  | UAE      | Count 18  | 0          | 18     |
|                                  |          | % 7.1%    | 0.0%       | 3.7%   |
|                                  | UK       | Count 0   | 21         | 21     |
|                                  |          | % 0.0%    | 8.7%       | 4.3%   |
|                                  | USA      | Count 0   | 25         | 25     |
|                                  |          | % 0.0%    | 10.4%      | 5.1%   |
| Total                            |          | Count 252 | 241        | 493    |
|                                  |          | % 100.0%  | 100.0%     | 100.0% |

The largest group of Muslims by nationality was from India (23.8%) and the largest group of Non-Muslims by nationality was from China (23.7%). The largest group of Muslims by world region of nationality were from the Middle-East (42.5%) and the

largest group of Non-Muslims by world region of nationality were from North East Asia (30.7%).

Figure 19: Nationality by Religion

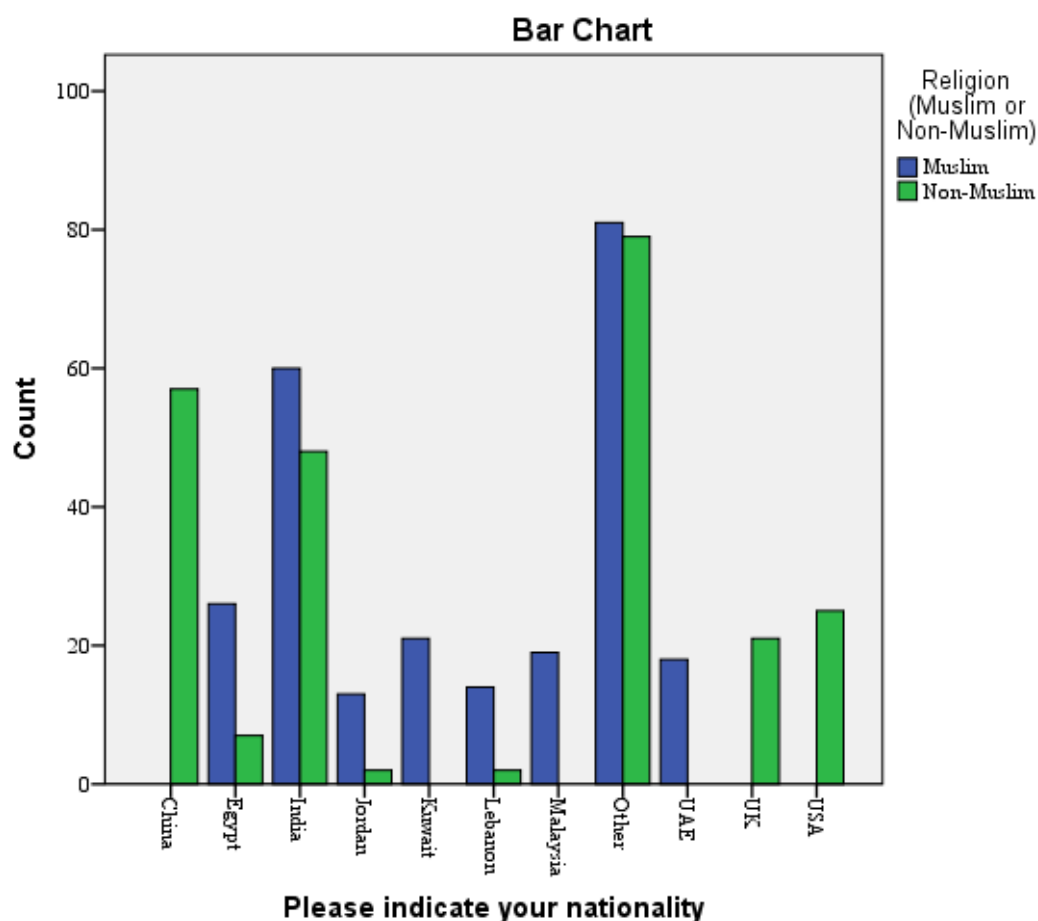
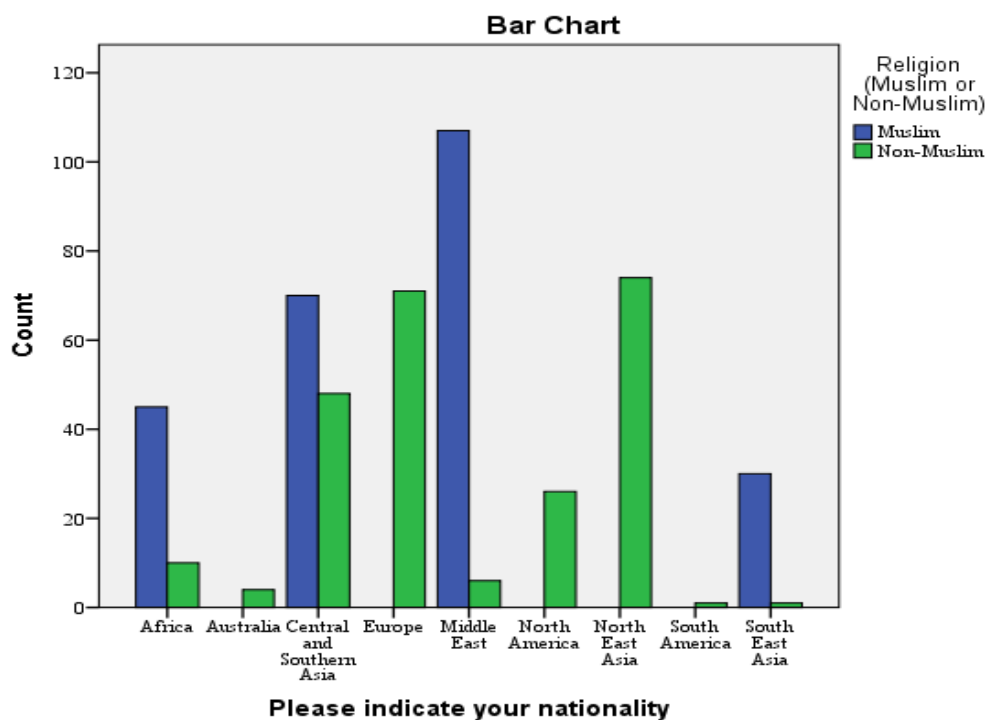


Table 10: Nationality (2) by Religion

| Religion | Total |
|----------|-------|
|----------|-------|

|                                  |                           | Muslim |        | Non-Muslim |        |
|----------------------------------|---------------------------|--------|--------|------------|--------|
| Please indicate your nationality | Africa                    | Count  | 45     | 10         | 55     |
|                                  |                           | %      | 17.9%  | 4.1%       | 11.2%  |
|                                  | Australia                 | Count  | 0      | 4          | 4      |
|                                  |                           | %      | 0.0%   | 1.7%       | 0.8%   |
|                                  | Central and Southern Asia | Count  | 70     | 48         | 118    |
|                                  |                           | %      | 27.8%  | 19.9%      | 23.9%  |
|                                  | Europe                    | Count  | 0      | 71         | 71     |
|                                  |                           | %      | 0.0%   | 29.5%      | 14.4%  |
|                                  | Middle East               | Count  | 107    | 6          | 113    |
|                                  |                           | %      | 42.5%  | 2.5%       | 22.9%  |
| Total                            | North America             | Count  | 0      | 26         | 26     |
|                                  |                           | %      | 0.0%   | 10.8%      | 5.3%   |
|                                  | North East Asia           | Count  | 0      | 74         | 74     |
|                                  |                           | %      | 0.0%   | 30.7%      | 15.0%  |
|                                  | South America             | Count  | 0      | 1          | 1      |
|                                  |                           | %      | 0.0%   | 0.4%       | 0.2%   |
|                                  | South East Asia           | Count  | 30     | 1          | 31     |
|                                  |                           | %      | 11.9%  | 0.4%       | 6.3%   |
|                                  |                           | Count  | 252    | 241        | 493    |
|                                  |                           | %      | 100.0% | 100.0%     | 100.0% |

*Figure 20: Nationality (2) by Religion*



### 5.5 Age Group

The age-wise frequency distribution of the participants is presented in Table 11 and Figure 21. The majority of the participants were aged between 40 and 49 years (n=254, 51.5%). The second biggest group were people aged between 30 and 39

years (n=165, 33.5%). About 85% of the participants were in the range 30 to 60 years.

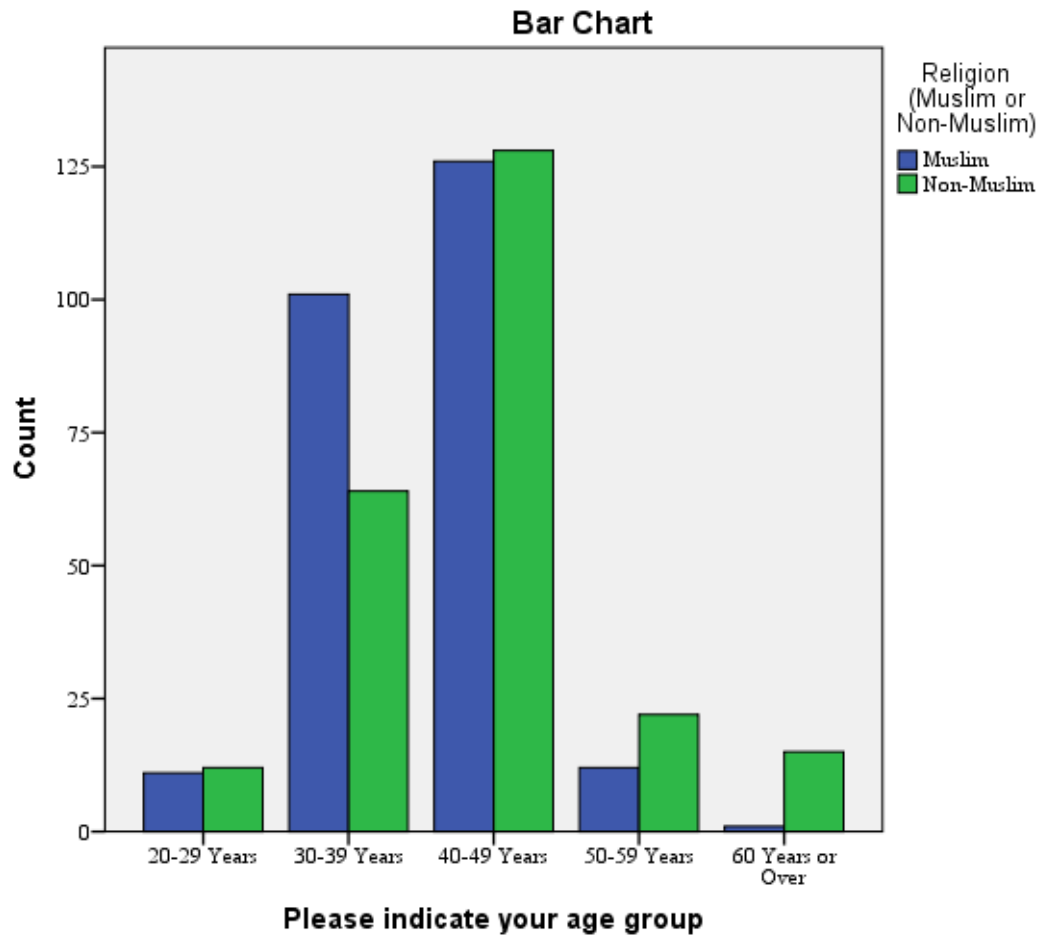
It was observed that a larger proportion of Non-Muslims were associated with older age groups compared to Muslims. This might be indicative of more older and experienced Non-Muslims being nominated to participate in the MICE events.

*Table 11: Age Groups by Religion*

|                                |                  |       | Religion |            | Total  |
|--------------------------------|------------------|-------|----------|------------|--------|
|                                |                  |       | Muslim   | Non-Muslim |        |
| Please indicate your age group | 20-29 Years      | Count | 11       | 12         | 23     |
|                                |                  | %     | 4.4%     | 5.0%       | 4.7%   |
|                                | 30-39 Years      | Count | 101      | 64         | 165    |
|                                |                  | %     | 40.2%    | 26.6%      | 33.5%  |
|                                | 40-49 Years      | Count | 126      | 128        | 254    |
|                                |                  | %     | 50.2%    | 53.1%      | 51.6%  |
|                                | 50-59 Years      | Count | 12       | 22         | 34     |
|                                |                  | %     | 4.8%     | 9.1%       | 6.9%   |
|                                | 60 Years or Over | Count | 1        | 15         | 16     |
|                                |                  | %     | 0.4%     | 6.2%       | 3.3%   |
| Total                          |                  | Count | 251      | 241        | 492    |
|                                |                  | %     | 100.0%   | 100.0%     | 100.0% |

*Figure 21: Age Group by Religion*





### 5.6 Education

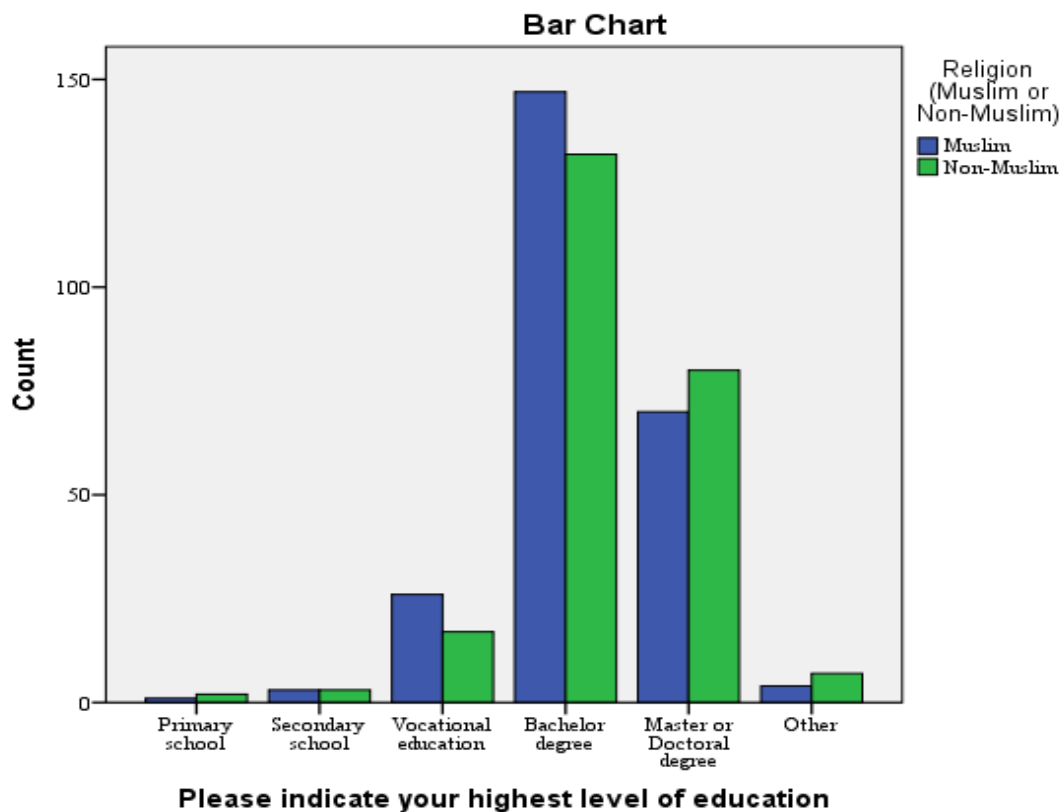
Generally, people who attend meetings/conferences and who are rewarded by the firm with incentive tourism will be educated. This general trend was observed in the case of the frequency distribution of participants by education (Table 12). The majority of the participants had at least a Bachelor's degree ( $n=279$ , 56.6%). The second biggest group were people with a Masters level degree or more ( $n=150$ , 30.4%). Thus, participants with a degree or above made up some 87% of attendees.

The Muslim and Non-Muslim attendees exhibited very similar educational profiles.

*Table 12: Education by Religion*

|   |                           |       | Religion |            | Total  |
|---|---------------------------|-------|----------|------------|--------|
|   |                           |       | Muslim   | Non-Muslim |        |
| Please indicate your highest level of education | Primary school            | Count | 1        | 2          | 3      |
|   |                           | %     | 0.4%     | 0.8%       | 0.6%   |
|   | Secondary school          | Count | 3        | 3          | 6      |
|   |                           | %     | 1.2%     | 1.2%       | 1.2%   |
|   | Vocational education      | Count | 26       | 17         | 43     |
|   |                           | %     | 10.4%    | 7.1%       | 8.7%   |
|   | Bachelor degree           | Count | 147      | 132        | 279    |
|   |                           | %     | 58.6%    | 54.8%      | 56.7%  |
|   | Master or Doctoral degree | Count | 70       | 80         | 150    |
|   |                           | %     | 27.9%    | 33.2%      | 30.5%  |
|   | Other                     | Count | 4        | 7          | 11     |
|   |                           | %     | 1.6%     | 2.9%       | 2.2%   |
|   | Total                     | Count | 251      | 241        | 492    |
|   |                           | %     | 100.0%   | 100.0%     | 100.0% |

*Figure 22: Education by Religion*



## 5.7 Income

The income frequency distribution of participants is given in Table 13. The largest group amongst the participants with respect to income were people earning between

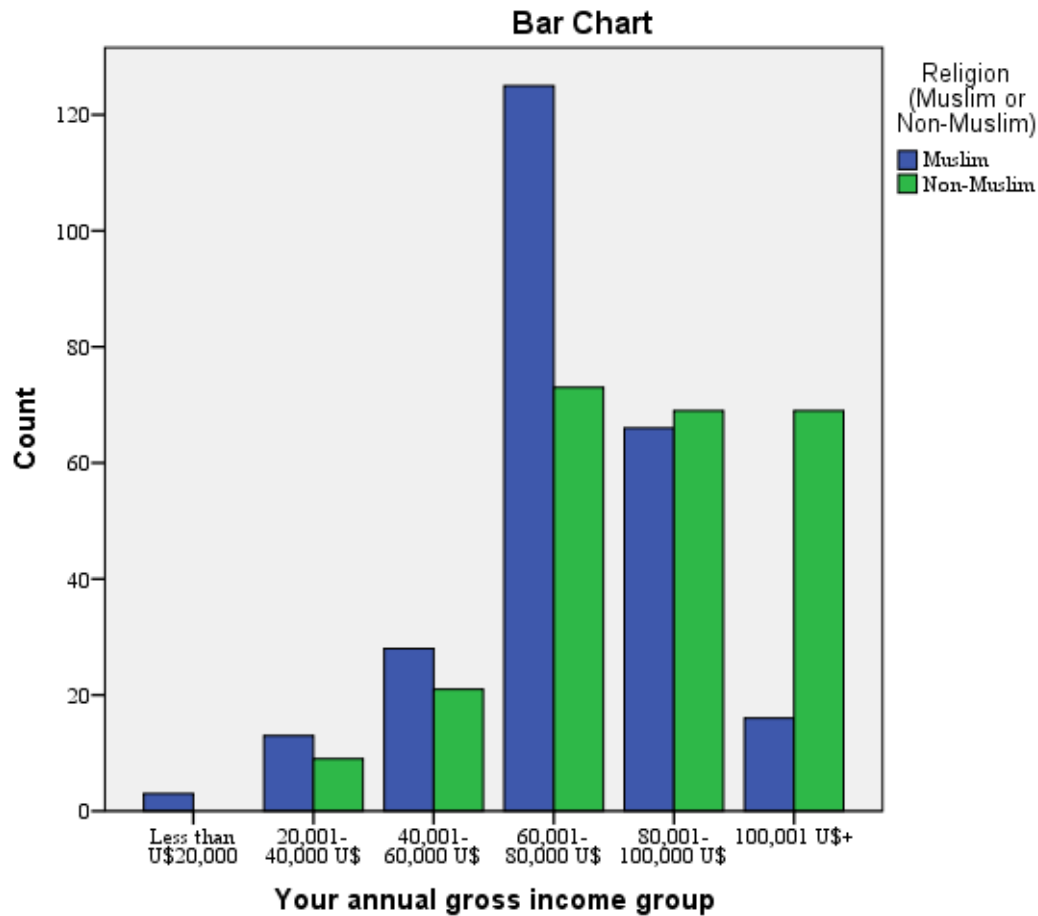
60,001-80,000 USD (n=198, 40.2%). The second largest group were people earning between 80,001-100,000 USD (n=135, 27.4%). There were about 17.3% of participants with income more than 100,000 USD. Thus, about 85% of the participants had an income of more than 60,000 USD. The lowest income group with less than 20,000 USD was 0.6%. This distribution may give an impression that MICE tourists belong to middle and high income groups.

A higher proportion of Non-Muslims were associated with higher levels of income compared to Muslims. This might be indicative of more experienced and professionally established Non-Muslims being nominated to participate in the MICE event.

*Table 13: Income by Religion*

|                                |                     |       | Religion |            | Total  |
|--------------------------------|---------------------|-------|----------|------------|--------|
|                                |                     |       | Muslim   | Non-Muslim |        |
| Your annual gross income group | Less than U\$20,000 | Count | 3        | 0          | 3      |
|                                |                     | %     | 1.2%     | 0.0%       | 0.6%   |
|                                | 20,001-40,000 U\$   | Count | 13       | 9          | 22     |
|                                |                     | %     | 5.2%     | 3.7%       | 4.5%   |
|                                | 40,001-60,000 U\$   | Count | 28       | 21         | 49     |
|                                |                     | %     | 11.2%    | 8.7%       | 10.0%  |
|                                | 60,001-80,000 U\$   | Count | 125      | 73         | 198    |
|                                |                     | %     | 49.8%    | 30.3%      | 40.2%  |
| 80,001-100,000 U\$             | Count               | 66    | 69       | 135        |        |
|                                | %                   | 26.3% | 28.6%    | 27.4%      |        |
| 100,001 U\$+                   | Count               | 16    | 69       | 85         |        |
|                                | %                   | 6.4%  | 28.6%    | 17.3%      |        |
| Total                          |                     | Count | 251      | 241        | 492    |
|                                |                     | %     | 100.0%   | 100.0%     | 100.0% |

*Figure 23: Income by Religion*



### 5.8 Previous Visits to KSA

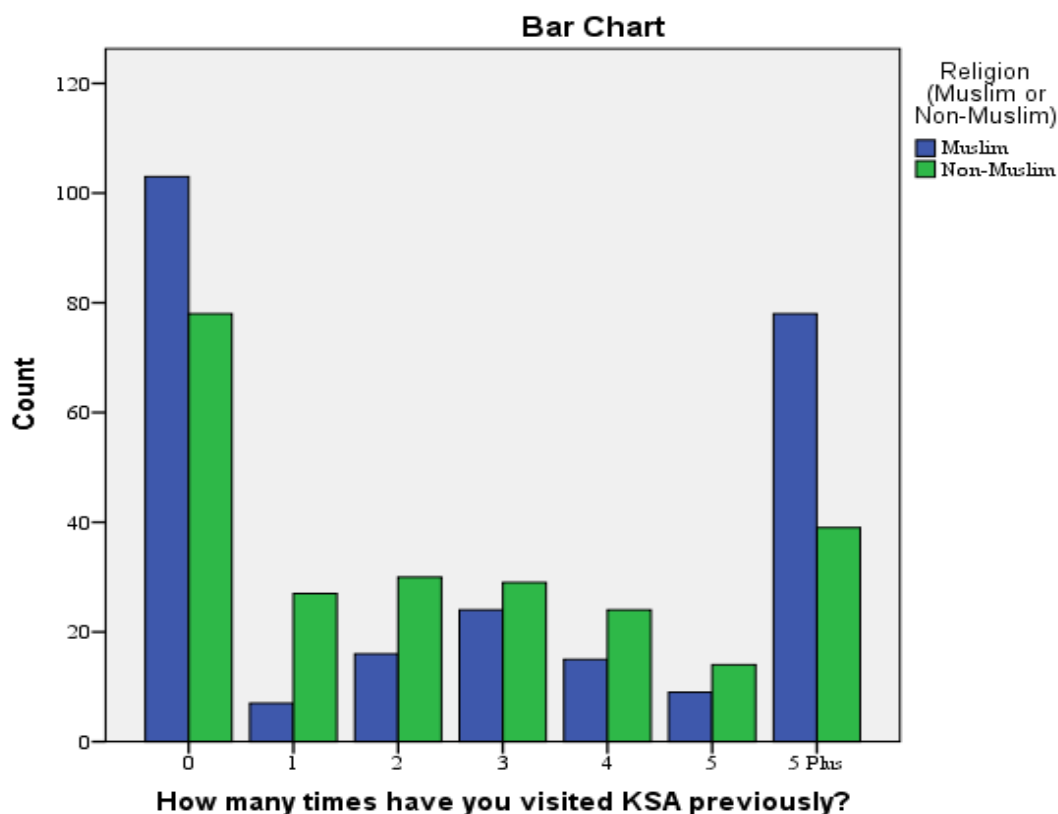
The history of previous visit experience of participants is given as a frequency distribution in Table 14 and Figure 24. About one-third of the participants (n=181, 36.7%) indicated that they have never visited the KSA in the past. The second largest group of almost a quarter of the participants (n=117, 23.7%) were people who had visited the KSA more than 5 times in the past. About 11% of the participants had visited the KSA three times. Overall, about two-thirds of the participants had visited KSA at least once previously. This may indicate the willingness of people from other countries for repeat visits to the KSA for MICE events.

Muslims were associated with the higher end of the number of visits spectrum, compared to Non-Muslims.

*Table 14: Previous Visit by Religion*

|   |        |       | Religion |            | Total  |
|---|--------|-------|----------|------------|--------|
|   |        |       | Muslim   | Non-Muslim |        |
| How many times have you visited KSA previously? | 0      | Count | 103      | 78         | 181    |
|   |        | %     | 40.9%    | 32.4%      | 36.7%  |
|   | 1      | Count | 7        | 27         | 34     |
|   |        | %     | 2.8%     | 11.2%      | 6.9%   |
|   | 2      | Count | 16       | 30         | 46     |
|   |        | %     | 6.3%     | 12.4%      | 9.3%   |
|   | 3      | Count | 24       | 29         | 53     |
|   |        | %     | 9.5%     | 12.0%      | 10.8%  |
|   | 4      | Count | 15       | 24         | 39     |
|   |        | %     | 6.0%     | 10.0%      | 7.9%   |
|   | 5      | Count | 9        | 14         | 23     |
|   |        | %     | 3.6%     | 5.8%       | 4.7%   |
|   | 5 Plus | Count | 78       | 39         | 117    |
|   |        | %     | 31.0%    | 16.2%      | 23.7%  |
| Total   |        | Count | 252      | 241        | 493    |
|   |        | %     | 100.0%   | 100.0%     | 100.0% |

Figure 24: Previous Visit by Religion



### 5.9 Conference/Exhibitions in KSA

Table 15 gives the frequency distribution of the participants who had attended conferences or exhibitions previously. A majority of the participants (n=264, 53.5%) indicated that they have never attended a conference/exhibition in the KSA before.

The balance (n=229, 46.5%) indicated that they have attended a conference/exhibition in the KSA before. These data need to be read with the data in section 5.1.8 above. In that data, 181 participants said that they had never visited the KSA previously. The statement is applicable irrespective of whether there was a MICE event or not. From Table 19 below, 264 participants have never attended any conference or exhibitions in the KSA. That means, the extra 83 persons travelled to the KSA earlier for some other purpose of visit.

A slightly higher proportion of Non-Muslims had attended a conference/exhibition in KSA previously compared to Muslims.

The frequency distribution of the participants by number of times they had attended conferences or exhibitions previously in the KSA is provided in Table 16 and Figure 26. Out of the people who had previously attended a conference/exhibition in the KSA before, a vast majority (n=170, 74.2%) indicated that they had attended four or less events. The average number of events attended by such people is 3.41 (SD=3.043). At the same time, from section 1.8, those who had visited the KSA four or less times were 352. Thus, out of 352 people visiting the KSA four or less times, 170 had attended MICE events.

These findings prompted the analysis into the characteristics of first time and repeat Muslim and Non-Muslim tourists. The findings from the comparison are discussed in Chapter 6.

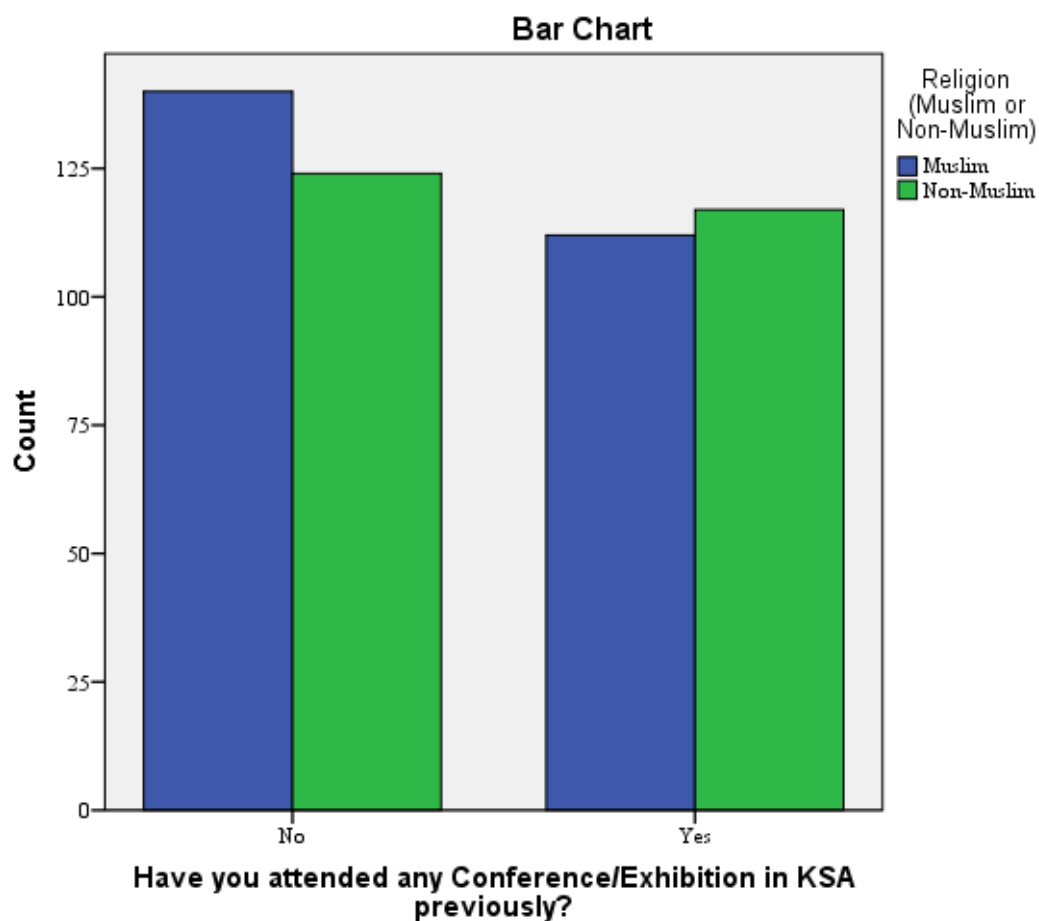
The number of instances of previous attendance of conference/exhibitions by Non-Muslims was towards the lower number of visits in the spectrum, compared to Muslims.

*Table 15: Conference/Exhibitions in KSA by Religion*

|  |    |         | Religion  |            | Total     |
|--|----|---------|-----------|------------|-----------|
|  |    |         | Muslim    | Non-Muslim |           |
| Have you attended any Conference/Exhibition in | No | Count % | 140 55.6% | 124 51.5%  | 264 53.5% |

|                 |     |       |        |        |        |
|-----------------|-----|-------|--------|--------|--------|
| KSA previously? | Yes | Count | 112    | 117    | 229    |
|                 |     | %     | 44.4%  | 48.5%  | 46.5%  |
| Total           |     | Count | 252    | 241    | 493    |
|                 |     | %     | 100.0% | 100.0% | 100.0% |

Figure 25: Conference/Exhibitions in KSA by Religion

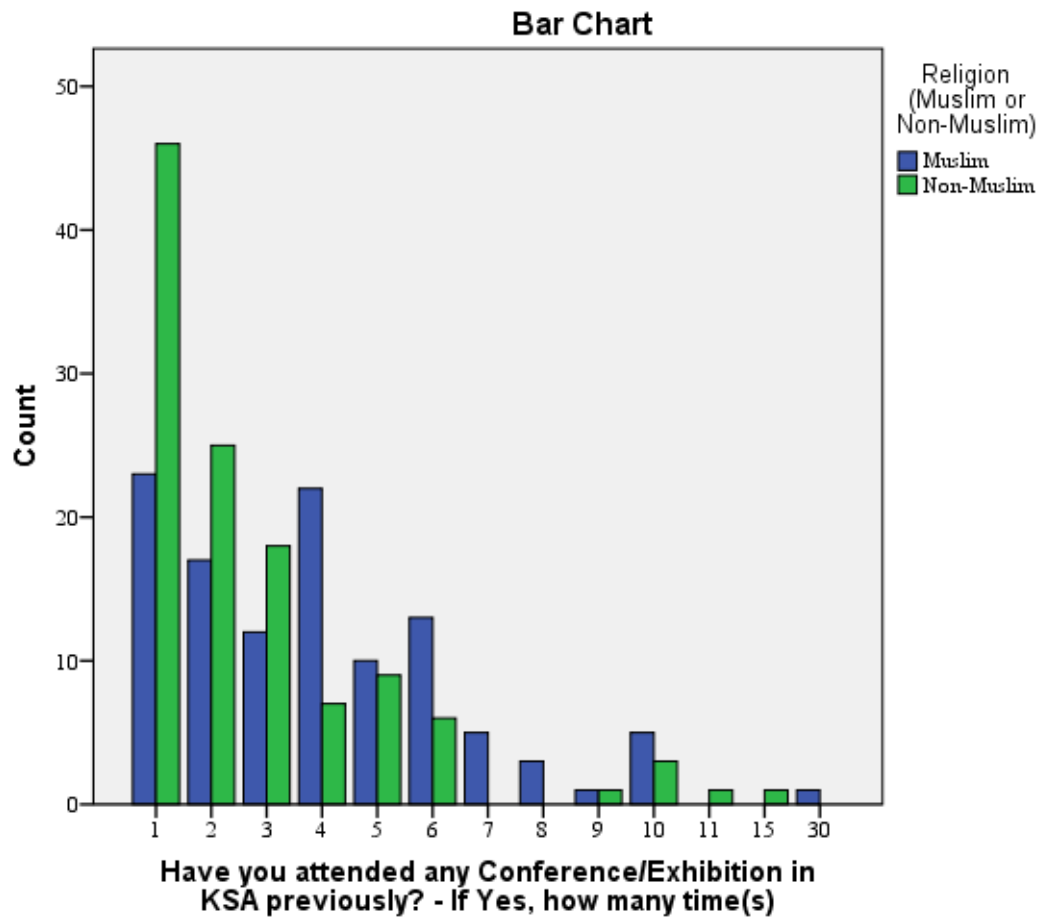


*Table 16: Number of Conference/Exhibitions Attended in KSA by Religion*

|   |    |       | Religion |            | Total  |
|---|----|-------|----------|------------|--------|
|   |    |       | Muslim   | Non-Muslim |        |
| Have you attended any Conference/Exhibition in KSA previously? - If Yes, how many time(s) | 1  | Count | 23       | 46         | 69     |
|   |    | %     | 20.5%    | 39.3%      | 30.1%  |
|   | 2  | Count | 17       | 25         | 42     |
|   |    | %     | 15.2%    | 21.4%      | 18.3%  |
|   | 3  | Count | 12       | 18         | 30     |
|   |    | %     | 10.7%    | 15.4%      | 13.1%  |
|   | 4  | Count | 22       | 7          | 29     |
|   |    | %     | 19.6%    | 6.0%       | 12.7%  |
|   | 5  | Count | 10       | 9          | 19     |
|   |    | %     | 8.9%     | 7.7%       | 8.3%   |
|   | 6  | Count | 13       | 6          | 19     |
|   |    | %     | 11.6%    | 5.1%       | 8.3%   |
|   | 7  | Count | 5        | 0          | 5      |
|   |    | %     | 4.5%     | 0.0%       | 2.2%   |
|   | 8  | Count | 3        | 0          | 3      |
|   |    | %     | 2.7%     | 0.0%       | 1.3%   |
|   | 9  | Count | 1        | 1          | 2      |
|   |    | %     | 0.9%     | 0.9%       | 0.9%   |
|   | 10 | Count | 5        | 3          | 8      |
|   |    | %     | 4.5%     | 2.6%       | 3.5%   |
|   | 11 | Count | 0        | 1          | 1      |
|   |    | %     | 0.0%     | 0.9%       | 0.4%   |
|   | 15 | Count | 0        | 1          | 1      |
|   |    | %     | 0.0%     | 0.9%       | 0.4%   |
|   | 30 | Count | 1        | 0          | 1      |
|   |    | %     | 0.9%     | 0.0%       | 0.4%   |
| Total   |    | Count | 112      | 117        | 229    |
|   |    | %     | 100.0%   | 100.0%     | 100.0% |



Figure 26: Number of Conference/Exhibitions Attended in KSA by Religion



#### 5.10 Hear About Conference/Exhibition

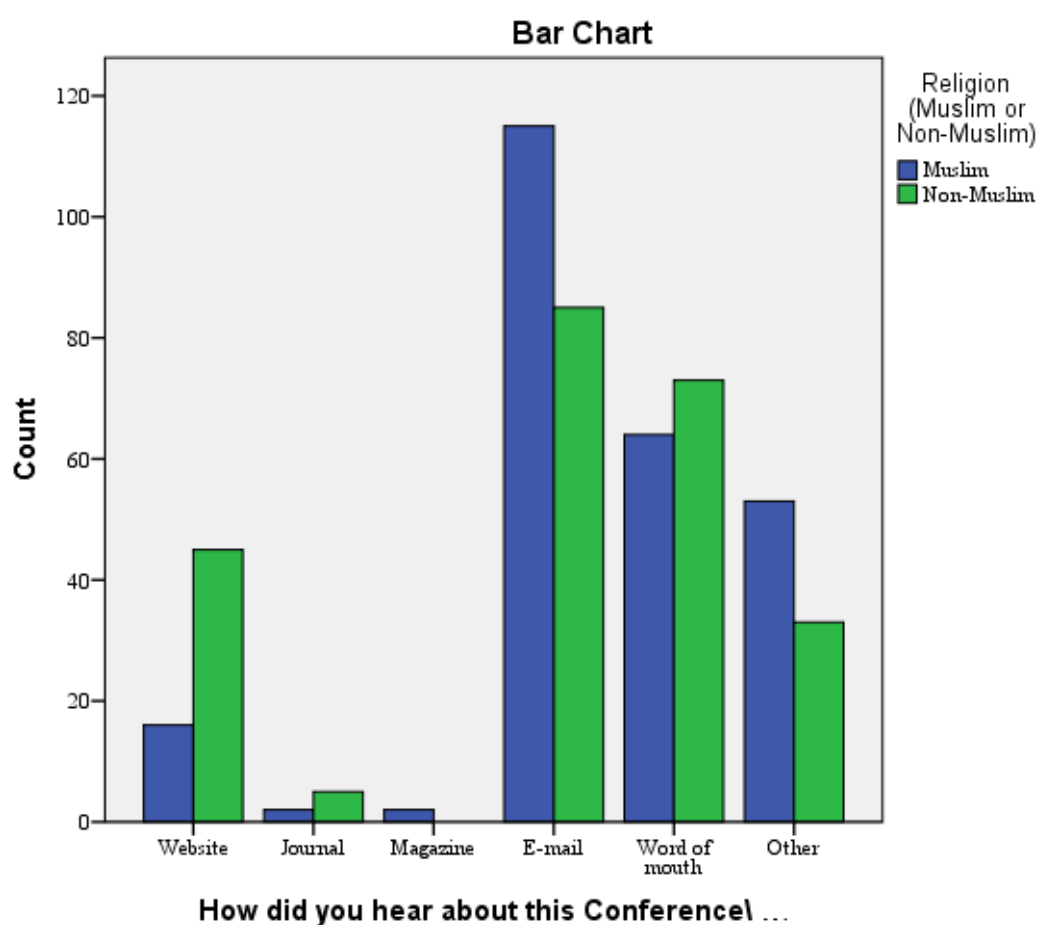
In Table 17 and Figure 27, the frequency distribution of the methods by which participants came to know about the MICE event is presented. The largest group of participants indicated that they heard about the conference/exhibition via E-mail (n=200, 40.6%). The second largest group was participants who heard about the conference/exhibition via word of mouth (n=137, 27.8%). There was a noteworthy 17.4% who heard about the MICE event thorough other methods. MICE events like meetings and conferences organised by professional groups are attended by invitation which is usually via email or personal invitation. Sometimes, the invited person may deputise another person in their place. Then it becomes word of mouth. Thus, both email and word of mouth together make up the majority of information sources.

A higher proportion of Non-Muslims heard about the conference/exhibition through the event website compared to Muslims.

*Table 17: Hear About Conference by Religion*

|   |               |        | Religion |            | Total |
|---|---------------|--------|----------|------------|-------|
|   |               |        | Muslim   | Non-Muslim |       |
| How did you hear about this Conference\ Exhibition? | Website       | Count  | 16       | 45         | 61    |
|   |               | %      | 6.3%     | 18.7%      | 12.4% |
|   | Journal       | Count  | 2        | 5          | 7     |
|   |               | %      | 0.8%     | 2.1%       | 1.4%  |
|   | Magazine      | Count  | 2        | 0          | 2     |
|   |               | %      | 0.8%     | 0.0%       | 0.4%  |
|   | E-mail        | Count  | 115      | 85         | 200   |
|   |               | %      | 45.6%    | 35.3%      | 40.6% |
|   | Word of mouth | Count  | 64       | 73         | 137   |
|   |               | %      | 25.4%    | 30.3%      | 27.8% |
|   | Other         | Count  | 53       | 33         | 86    |
|   |               | %      | 21.0%    | 13.7%      | 17.4% |
| Total   | Count         | 252    | 241      | 493        |       |
|   | %             | 100.0% | 100.0%   | 100.0%     |       |

*Figure 27: Hear About Conference by Religion*



### 5.11 Duration of Stay in KSA

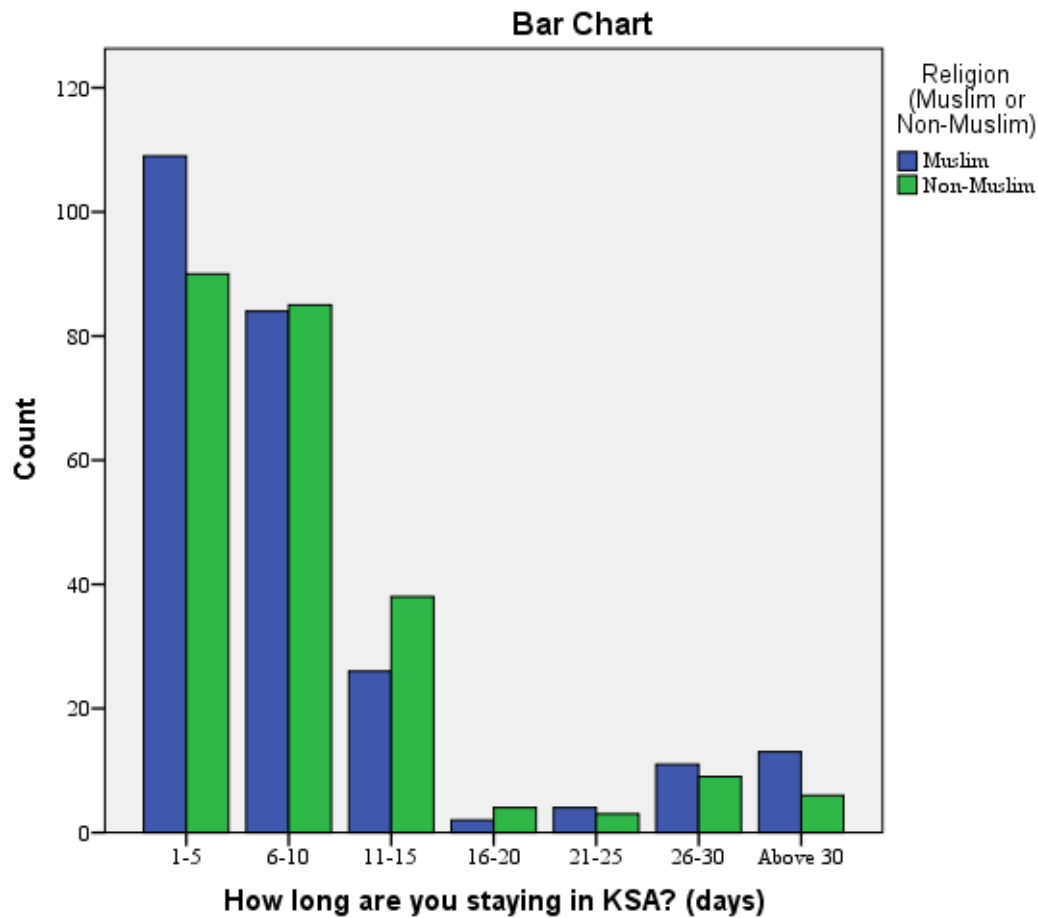
The frequency distribution of average length of stay by the participants is given in Table 18 and Figure 28. The average length of stay in the KSA by participants is 13.66 days (SD=34.491). The largest group were people who stayed in the KSA for between 1 to 10 days (n=368, 74.7%).

The duration of stay of Muslims and Non-Muslims was very similar.

*Table 18: Duration of Stay by Religion*

|   |          |       | Religion |            | Total  |
|---|----------|-------|----------|------------|--------|
|   |          |       | Muslim   | Non-Muslim |        |
| How long are you staying in KSA? (days) | 1-5      | Count | 109      | 90         | 199    |
|   |          | %     | 43.8%    | 38.3%      | 41.1%  |
|   | 6-10     | Count | 84       | 85         | 169    |
|   |          | %     | 33.7%    | 36.2%      | 34.9%  |
|   | 11-15    | Count | 26       | 38         | 64     |
|   |          | %     | 10.4%    | 16.2%      | 13.2%  |
|   | 16-20    | Count | 2        | 4          | 6      |
|   |          | %     | 0.8%     | 1.7%       | 1.2%   |
|   | 21-25    | Count | 4        | 3          | 7      |
|   |          | %     | 1.6%     | 1.3%       | 1.4%   |
|   | 26-30    | Count | 11       | 9          | 20     |
|   |          | %     | 4.4%     | 3.8%       | 4.1%   |
|   | Above 30 | Count | 13       | 6          | 19     |
|   |          | %     | 5.2%     | 2.6%       | 3.9%   |
| Total                                   | Count    |       | 249      | 235        | 484    |
|   | %        |       | 100.0%   | 100.0%     | 100.0% |

Figure 28: Duration of Stay by Religion



### 5.12 Personal Group Size

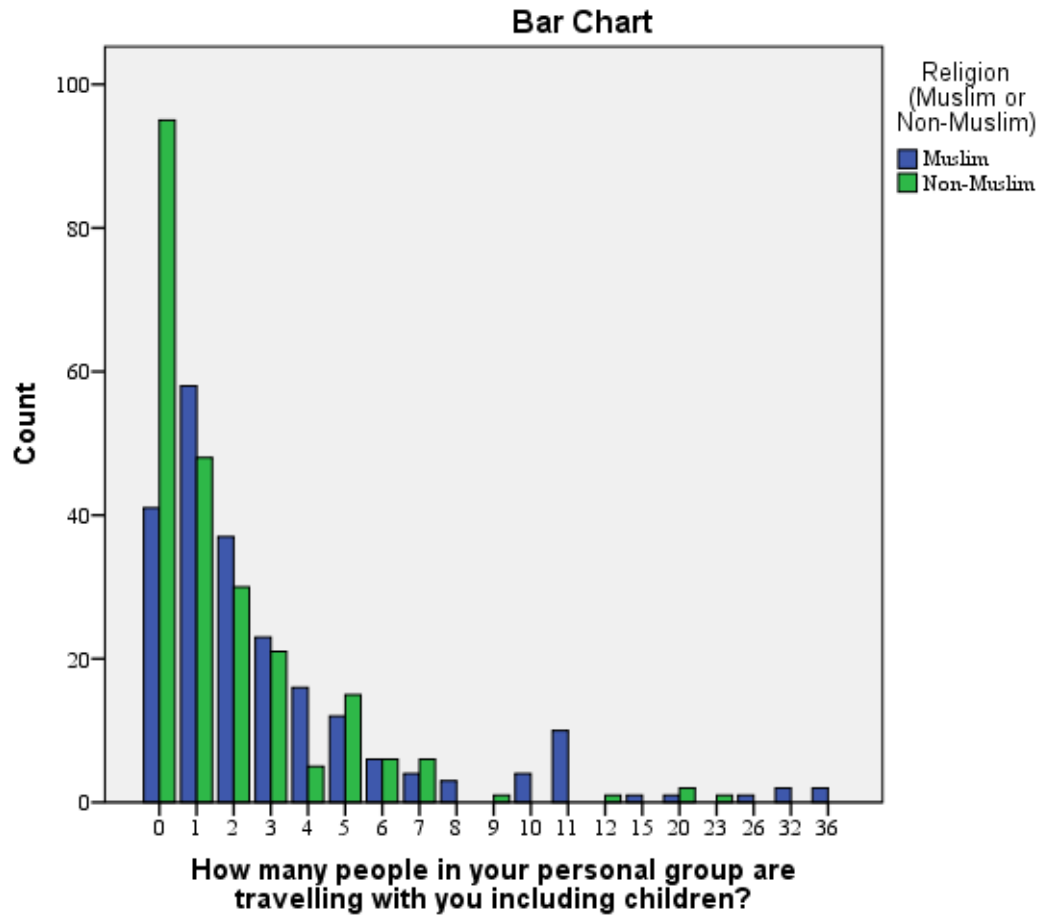
Table 19 and Figure 29 give the frequency distribution of the size of the groups in which participants travelled. A total of 136 participants indicated that they were not travelling with any companions. Almost one-third were travelling with one companion ( $n=106$ , 33.5%) and about one-fifth were travelling with two companions ( $n=67$ , 21.2%). The average group size for the sample was 3.76 people ( $SD=4.49$ ). The results indicate that generally MICE tourists prefer to be alone, with one companion or in small groups.

Compared to the Muslims, a larger proportion of Non-Muslims were travelling without any companions.

Table 19: Personal Group Size by Religion

|  |    | Religion  |            | Total  |
|--|----|-----------|------------|--------|
|  |    | Muslim    | Non-Muslim |        |
| How many people in your personal group are travelling with you including children? | 0  | Count 41  | 95         | 136    |
|  |    | % 18.6%   | 41.1%      | 30.1%  |
|  | 1  | Count 58  | 48         | 106    |
|  |    | % 26.2%   | 20.8%      | 23.5%  |
|  | 2  | Count 37  | 30         | 67     |
|  |    | % 16.7%   | 13.0%      | 14.8%  |
|  | 3  | Count 23  | 21         | 44     |
|  |    | % 10.4%   | 9.1%       | 9.7%   |
|  | 4  | Count 16  | 5          | 21     |
|  |    | % 7.2%    | 2.2%       | 4.6%   |
|  | 5  | Count 12  | 15         | 27     |
|  |    | % 5.4%    | 6.5%       | 6.0%   |
|  | 6  | Count 6   | 6          | 12     |
|  |    | % 2.7%    | 2.6%       | 2.7%   |
|  | 7  | Count 4   | 6          | 10     |
|  |    | % 1.8%    | 2.6%       | 2.2%   |
|  | 8  | Count 3   | 0          | 3      |
|  |    | % 1.4%    | 0.0%       | 0.7%   |
|  | 9  | Count 0   | 1          | 1      |
|  |    | % 0.0%    | 0.4%       | 0.2%   |
|  | 10 | Count 4   | 0          | 4      |
|  |    | % 1.8%    | 0.0%       | 0.9%   |
|  | 11 | Count 10  | 0          | 10     |
|  |    | % 4.5%    | 0.0%       | 2.2%   |
|  | 12 | Count 0   | 1          | 1      |
|  |    | % 0.0%    | 0.4%       | 0.2%   |
|  | 15 | Count 1   | 0          | 1      |
|  |    | % 0.5%    | 0.0%       | 0.2%   |
|  | 20 | Count 1   | 2          | 3      |
|  |    | % 0.5%    | 0.9%       | 0.7%   |
|  | 23 | Count 0   | 1          | 1      |
|  |    | % 0.0%    | 0.4%       | 0.2%   |
|  | 26 | Count 1   | 0          | 1      |
|  |    | % 0.5%    | 0.0%       | 0.2%   |
|  | 32 | Count 2   | 0          | 2      |
|  |    | % 0.9%    | 0.0%       | 0.4%   |
|  | 36 | Count 2   | 0          | 2      |
|  |    | % 0.9%    | 0.0%       | 0.4%   |
| Total  |    | Count 221 | 231        | 452    |
|  |    | % 100.0%  | 100.0%     | 100.0% |

Figure 29: Personal Group Size by Religion



The descriptive analysis has summarised the main demographic and descriptive variables outlining the character and makeup of the sample members. Further discussion of the potential interpretation of the results from this chapter is given in Chapter 9, which provides a discussion of all the quantitative results together.

The following Chapter 6 conducts the next step in the analysis, a t-test comparing the means for the motivations, perceptions and attitudes between the Muslim and non-Muslim groups.

## CHAPTER 6 T-Test Analysis of Means

The first stage of statistical significance analysis is to use the t-test to test the difference between the means of each response to the questionnaire items between the two main groups – the Muslim and non-Muslim.

The test for skewness shows only low skew (refer to Appendix B ) and the sample size is large so that a t-test will be sufficient to determine if the means are significantly different.

However, before conducting the following analyses the correlation between all variables in the questionnaires was checked. It had been expected that some variables would be highly correlated, and therefore measure the same variation. Due to the large number of variables a large sample size was intended to be used (800) which was expected to be sufficient for multi-variate analysis once correlated variables were removed. However, it was of course not possible to predict such correlation.

In fact 10 of the motivation variables had significant correlation above .75 across several variables and this reduced the number of motivation variables to 24 from 34 resulting in an overall variable to case ratio of 1:21. For Perceptions there were five multiple correlations reducing the number of variables from 23 to 18 giving a variable to case ratio of 1:28 while there were no multiple correlations between the attitude variables. The attitude variable to case ratio remained at 1:42.

Consequently, even when halved by dividing the sample into repeat and non-repeat visitors the variable to case ratio always remains at 1:10 or higher.

The 34 motivation variables were reduced to 24 by the removal of:

- Because of the registration and accommodation costs
- To have new travel experiences
- To escape from the routine at home
- To experience a different culture
- To combine leisure with a business trip
- To experience good weather
- Because of a good previous experience
- Because of the friendliness of locals
- For the food and restaurants
- To experience the accommodation facilities

The 23 perception variables were reduced to 18 by the removal of :

- KSA has a high level of technical resources
- KSA has a variety of entertainment activities
- KSA offers many opportunities for sports and adventurous activities
- KSA has a wide selection of restaurants
- KSA has a good network of tourist information

However, there was no significant correlation in either the 12 attitude variables or the 6 behavioural variables and so no removal was required.

The decision to remove variables is totally a judgement, and is subjective. The judgement was based upon what would seem to be a reasonable overlap in the measurement of issues.

## 6.1 T-Test

### 6.1.1 Motivations, Perceptions and Attitudes - Non-Repeat Muslim Tourists and Non-Repeat Non-Muslim Tourists

An independent sample t-test assuming equal variances was conducted to establish if there are statistically significant differences between the motivation, perception and attitude items for the non-repeat Muslim and Non-Muslim tourists. The item means for the two groups are summarised in Appendix B, and the results from the t-test are summarised in the subsequent Table 20 (summarises the different items for the two groups) and Table 21 (summarises the same items for the two groups).

The results of the t-test indicate that there are statistically significant differences between the non-repeat Muslim and Non-Muslim groups for 20 out of the 24 motivation items, and 5 out of 12 attitude items. This implies that the majority of the motivations of the non-repeat Muslim and Non-Muslim groups differ.

With regard to the motivation items that are different between the non-repeat Muslim and Non-Muslim tourists, in all instances, the mean motivation scores are higher for the Muslims compared to the Non-Muslims. This implies that the non-repeat Muslim tourists have stronger motivations for all the different motivation items (Table 20).

With regards to the perception items that are different between the non-repeat Muslim and Non-Muslim tourists, in most instances, the mean perception scores are higher for the Muslims compared to the Non-Muslims with the exception of the items relating to the climate in KSA ('KSA has a good climate') and cost of attractions and



activities ('Attractions and activities are cheap') where the perception scores for Non-Muslims are higher. This implies that the non-repeat Muslim tourists generally have stronger perception for all the different perception items except items relating to climate and cost of attractions and activities (Table 20).

With regards to the attitude items that are different between the non-repeat Muslim and Non-Muslim tourists, in all instances, the mean attitude scores are higher for the Muslims compared to the Non-Muslims. This implies that the non-repeat Muslim tourists have stronger attitudes for all the different attitude items (Table 20).

The motivation, perception and attitude items which are the same between the non-repeat Muslim and Non-Muslim tourists are summarised in Table 21 below. The mean differences are not important in this case as they are not significantly different.

*Table 20: The different items between Muslim and Non-Muslim Non-Repeat Visitors*

*Motivation*

|            |   | t-test for Equality of Means |     |                 |                 |               |
|------------|---|------------------------------|-----|-----------------|-----------------|---------------|
| Category   | Item  | t                            | df  | Sig. (2-tailed) | Mean Difference | SE Difference |
| Motivation | To build new professional relationships   | 4.808                        | 262 | <.001           | .448            | .093          |
| Motivation | To gain new knowledge and skills  | 4.461                        | 262 | <.001           | .382            | .086          |
| Motivation | For my career development   | 2.914                        | 262 | .004            | .243            | .083          |
| Motivation | For social networking opportunities   | 3.287                        | 262 | .001            | .279            | .085          |
| Motivation | For business opportunities  | 3.817                        | 262 | <.001           | .315            | .083          |
| Motivation | To be involved with a professional association  | 3.761                        | 262 | <.001           | .327            | .087          |
| Motivation | To feel part of a global community  | 3.912                        | 262 | <.001           | .348            | .089          |
| Motivation | To improve my peer reputation   | 4.168                        | 262 | <.001           | .378            | .091          |
| Motivation | Because of the conference/exhibition quality  | 3.220                        | 262 | .001            | .252            | .078          |
| Motivation | Interested in the conference/exhibition program   | 3.442                        | 262 | .001            | .267            | .077          |
| Motivation | To hear the well-known speakers   | 3.786                        | 262 | <.001           | .305            | .081          |
| Motivation | To draw up new business contracts   | 5.915                        | 262 | <.001           | .567            | .096          |
| Motivation | To build relationships with exhibitors for future purchases                             | 4.362                        | 262 | <.001           | .343            | .079          |
| Motivation | To obtain up- to-date technical, product, or training information                       | 3.686                        | 262 | <.001           | .287            | .078          |
| Motivation | To acquire certain information (on trends, companies, service, product launching, etc.) | 2.566                        | 262 | .011            | .201            | .078          |
| Motivation | To identify competing products/ service offerings                                       | 2.218                        | 262 | .027            | .173            | .078          |
| Motivation | It is a work requirement  | 3.683                        | 262 | <.001           | .439            | .119          |
| Motivation | Because of the reputation of the event  | 3.523                        | 262 | .001            | .325            | .092          |
| Motivation | Because of the ease of visa application   | 2.629                        | 262 | .009            | .262            | .099          |
| Motivation | Because of the favourable exchange rate   | 4.535                        | 262 | <.001           | .413            | .091          |

*Perception*

|            |  | t-test for Equality of Means |     |                 |                 |               |
|------------|--|------------------------------|-----|-----------------|-----------------|---------------|
| Category   | Item                                   | t                            | df  | Sig. (2-tailed) | Mean Difference | SE Difference |
| Perception | KSA is easy to get to                  | 5.312                        | 262 | <.001           | .440            | .083          |
| Perception | The environment in KSA is very clean   | 5.671                        | 262 | <.001           | .452            | .080          |
| Perception | KSA is a safe and friendly destination | 3.779                        | 262 | <.001           | .285            | .076          |
| Perception | KSA has a good climate                 | -                            | 262 | <.001           | -.329           | .089          |

|            |   | t-test for Equality of Means |     |                 |                 |               |
|------------|---|------------------------------|-----|-----------------|-----------------|---------------|
| Category   | Item  | t                            | df  | Sig. (2-tailed) | Mean Difference | SE Difference |
|            |   | 3.691                        |     |                 |                 |               |
| Perception | KSA is a good place for rest and relaxation           | -3.277                       | 262 | .001            | -.298           | .091          |
| Perception | KSA is good value for money                           | 4.293                        | 262 | <.001           | .406            | .095          |
| Perception | Attractions and activities are cheap                  | -2.363                       | 262 | .019            | -.229           | .097          |
| Perception | KSA has good shopping facilities                      | 2.661                        | 262 | .008            | .204            | .077          |
| Perception | KSA service staff are qualified, helpful and friendly | 2.848                        | 262 | .005            | .209            | .073          |

### *Attitude*

|          |                                 | t-test for Equality of Means |     |                 |                 |               |
|----------|---------------------------------|------------------------------|-----|-----------------|-----------------|---------------|
| Category | Item                            | t                            | df  | Sig. (2-tailed) | Mean Difference | SE Difference |
| Attitude | KSA has friendly people         | 4.609                        | 262 | <.001           | .293            | .064          |
| Attitude | KSA has supportive people       | 5.426                        | 262 | <.001           | .389            | .072          |
| Attitude | KSA has a good image/reputation | 3.846                        | 262 | <.001           | .319            | .083          |
| Attitude | KSA has high quality services   | 2.498                        | 262 | .013            | .185            | .074          |
| Attitude | KSA is safe and secure          | 3.450                        | 262 | .001            | .245            | .071          |

Table 21: The same items between Muslim and Non-Muslim Non-Repeat Visitors

*Motivation*

|            |   | t-test for Equality of Means |     |                 |                 |               |
|------------|---|------------------------------|-----|-----------------|-----------------|---------------|
| Category   | Item  | t                            | df  | Sig. (2-tailed) | Mean Difference | SE Difference |
| Motivation | To present a paper or exhibit a product   | 0.975                        | 262 | .330            | .111            | .114          |
| Motivation | To discuss specific problems/talk to current partners (suppliers, agents, buyers) | 1.815                        | 262 | .071            | .193            | .106          |
| Motivation | Because it is a funded trip by my employer  | 1.376                        | 262 | .170            | .176            | .128          |
| Motivation | For safety and security   | 1.941                        | 262 | .053            | .176            | .091          |

*Perception*

|            |  | t-test for Equality of Means |     |                 |                 |               |
|------------|--|------------------------------|-----|-----------------|-----------------|---------------|
| Category   | Item   | t                            | df  | Sig. (2-tailed) | Mean Difference | SE Difference |
| Perception | KSA has interesting museums/ heritage                                | 0.844                        | 262 | .399            | .074            | .088          |
| Perception | KSA has unique Islamic and Arabic culture                            | 1.939                        | 262 | .054            | .149            | .077          |
| Perception | KSA has rich and beautiful scenery                                   | 0.179                        | 262 | .858            | .014            | .080          |
| Perception | KSA has high quality accommodation facilities                        | 0.862                        | 262 | .390            | .065            | .076          |
| Perception | Communication is not a problem for non-Arabic speaking people in KSA | 1.703                        | 262 | .090            | .141            | .083          |
| Perception | KSA is a fun destination   | 0.307                        | 262 | .759            | -.022           | .071          |
| Perception | KSA is a family oriented destination                                 | 0.292                        | 262 | .770            | .025            | .085          |
| Perception | KSA is a modern/trendy destination                                   | 0.871                        | 262 | .384            | .063            | .072          |
| Perception | KSA is a traditional cultural destination                            | 0.681                        | 262 | .496            | .055            | .081          |

*Attitude*

|          |   | t-test for Equality of Means |     |                 |                 |               |
|----------|---|------------------------------|-----|-----------------|-----------------|---------------|
| Category | Item  | t                            | df  | Sig. (2-tailed) | Mean Difference | SE Difference |
| Attitude | KSA has a strong sense of community                 | 1.103                        | 262 | .271            | .088            | .080          |
| Attitude | KSA has intercultural interaction                   | 0.092                        | 262 | .927            | -.007           | .080          |
| Attitude | KSA has competitive transportation & infrastructure | 0.284                        | 262 | .777            | -.038           | .134          |
| Attitude | KSA is an exciting                                  | 1.354                        | 262 | .177            | .095            | .070          |
| Attitude | KSA is an attractive                                | 0.423                        | 262 | .672            | .029            | .069          |
| Attitude | KSA is up to date                                   | 0.010                        | 262 | .992            | -.001           | .073          |
| Attitude | KSA is a high class                                 | 0.540                        | 262 | .590            | -.038           | .071          |

### 6.1.2 Motivations, Perceptions and Attitudes - Repeat Muslim Tourists and Repeat Non-Muslim Tourists

An independent sample t-test assuming equal variances was conducted to establish if there are statistically significant differences between motivation, perception and attitude items for the repeat Muslim and Non-Muslim tourists. The item means for the two groups are summarised in Appendix B and the results from the t-test are summarised in the subsequent Table 22 (summarises the different items for the two groups) and Table 23 (summarises the same items for the two groups).

The results of the t-test indicate that there are statistically significant differences between the repeat Muslim and Non-Muslim groups for 13 out of the 24 motivation items, 9 out of 18 perception items, and 4 out of 12 attitude items. This implies that the majority of the motivations of the repeat Muslim and Non-Muslim groups differ.

With regards to the motivation items that are different between the repeat Muslim and Non-Muslim tourists, in most instances, the mean motivation scores are higher for the Muslims compared to the Non-Muslims with the exception of the item relating to identifying competing products and services ('To identify competing products/service offerings') where the motivation score for Non-Muslims are higher. This implies that the repeat Muslim tourists generally have stronger motivations for all the different motivation items except item relating to identifying competing products and services (Table 22).

With regard to the perception items that are different between the repeat Muslim and Non-Muslim tourists, in most instances, the mean perception scores are higher for the Non-Muslims compared to the Muslims, with the exception of the items relating to access to the KSA ('KSA is easy to get to') and the cleanliness of the environment in the KSA ('The environment in KSA is very clean') where the perception scores for Muslims are higher. This implies that the repeat Non-Muslim tourists generally have stronger perception for all the different perception items except items relating to access to KSA and the cleanliness of the environment in KSA (Table 22).

With regard to the attitude items that are different between the repeat Muslim and Non-Muslim tourists, in all instances, the mean attitude scores are higher for the Non-Muslims compared to the Muslims. This implies that the repeat Non-Muslim tourists have stronger attitudes for all the different attitude items (Table 22).

The motivation, perception and attitude items which are same between the repeat Muslim and Non-Muslim tourists are summarised in Table 23 below. The mean differences are not important in this case as the mean differences are not significantly different.

*Table 22: The different items between Muslim and Non-Muslim Repeat Visitors*

*Motivation*

| Category   | Item  | t-test for Equality of Means |     |                 |                 |                       |
|------------|---|------------------------------|-----|-----------------|-----------------|-----------------------|
|            |   | t                            | df  | Sig. (2-tailed) | Mean Difference | Std. Error Difference |
| Motivation | To build new professional relationships           | 4.137                        | 227 | <.001           | .379            | .092                  |
| Motivation | To gain new knowledge and skills                  | 3.705                        | 227 | <.001           | .336            | .091                  |
| Motivation | For my career development                         | 2.534                        | 227 | .012            | .257            | .101                  |
| Motivation | For social networking opportunities               | 2.596                        | 227 | .010            | .238            | .092                  |
| Motivation | To be involved with a professional association    | 2.893                        | 227 | .004            | .265            | .092                  |
| Motivation | To feel part of a global community                | 2.031                        | 227 | .043            | .210            | .103                  |
| Motivation | To improve my peer reputation                     | 2.072                        | 227 | .039            | .218            | .105                  |
| Motivation | Because of the conference/exhibition quality      | 2.221                        | 227 | .027            | .198            | .089                  |
| Motivation | Interested in the conference/exhibition program   | 2.013                        | 227 | .045            | .181            | .090                  |
| Motivation | To draw up new business contracts                 | 2.536                        | 227 | .012            | .277            | .109                  |
| Motivation | To identify competing products/ service offerings | -2.203                       | 227 | .029            | -.186           | .085                  |
| Motivation | Because of the reputation of the event            | 3.256                        | 227 | .001            | .293            | .090                  |
| Motivation | Because of the favourable exchange rate           | 2.078                        | 227 | .039            | .207            | .100                  |

*Perception*

| Category   | Item   | t-test for Equality of Means |     |                 |                 |                       |
|------------|--|------------------------------|-----|-----------------|-----------------|-----------------------|
|            |  | t                            | df  | Sig. (2-tailed) | Mean Difference | Std. Error Difference |
| Perception | KSA has interesting museums/ heritage                                | -2.669                       | 227 | .008            | -.251           | .094                  |
| Perception | KSA has rich and beautiful scenery                                   | -2.805                       | 227 | .005            | -.274           | .098                  |
| Perception | KSA has high quality accommodation facilities                        | -1.987                       | 227 | .048            | -.191           | .096                  |
| Perception | Communication is not a problem for non-Arabic speaking people in KSA | -2.224                       | 227 | .027            | -.201           | .090                  |
| Perception | KSA is easy to get to  | 3.005                        | 227 | .003            | .224            | .075                  |
| Perception | The environment in KSA is very clean                                 | 2.072                        | 227 | .039            | .166            | .080                  |
| Perception | KSA has a good climate   | -7.113                       | 227 | <.001           | -.894           | .126                  |
| Perception | KSA is a good place for rest and relaxation                          | -5.656                       | 227 | <.001           | -.722           | .128                  |
| Perception | KSA is a fun destination   | -2.378                       | 227 | .018            | -.269           | .113                  |

### *Attitude*

|          |                               | t-test for Equality of Means |     |                 |                 |                       |
|----------|-------------------------------|------------------------------|-----|-----------------|-----------------|-----------------------|
| Category | Item                          | t                            | df  | Sig. (2-tailed) | Mean Difference | Std. Error Difference |
| Attitude | KSA has high quality services | -2.383                       | 227 | .018            | -.242           | .102                  |
| Attitude | KSA is an attractive          | -2.453                       | 227 | .015            | -.264           | .108                  |
| Attitude | KSA is up to date             | -2.092                       | 227 | .038            | -.229           | .109                  |
| Attitude | KSA is a high class           | -2.926                       | 227 | .004            | -.310           | .106                  |

*Table 23: The same items between Muslim and Non-Muslim Non-Repeat Visitors*

### *Motivation*

|            |   | t-test for Equality of Means |     |                 |                 |                       |
|------------|---|------------------------------|-----|-----------------|-----------------|-----------------------|
| Category   | Item  | t                            | df  | Sig. (2-tailed) | Mean Difference | Std. Error Difference |
| Motivation | For business opportunities  | 1.622                        | 227 | .106            | .152            | .094                  |
| Motivation | To hear the well-known speakers   | 1.584                        | 227 | .115            | .148            | .093                  |
| Motivation | To present a paper or exhibit a product   | -0.323                       | 227 | .747            | -.037           | .115                  |
| Motivation | To discuss specific problems/talk to current partners (suppliers, agents, buyers)       | 0.012                        | 227 | .990            | .001            | .102                  |
| Motivation | To build relationships with exhibitors for future purchases                             | 1.965                        | 227 | .051            | .142            | .072                  |
| Motivation | To obtain up- to-date technical, product, or training information                       | 0.030                        | 227 | .976            | .002            | .074                  |
| Motivation | To acquire certain information (on trends, companies, service, product launching, etc.) | -1.329                       | 227 | .185            | -.097           | .073                  |
| Motivation | It is a work requirement  | -0.828                       | 227 | .409            | -.149           | .180                  |
| Motivation | Because it is a funded trip by my employer  | -0.296                       | 227 | .768            | -.055           | .185                  |
| Motivation | For safety and security   | 0.158                        | 227 | .875            | .015            | .098                  |
| Motivation | Because of the ease of visa application   | -0.017                       | 227 | .986            | -.002           | .120                  |



### *Perception*

| t-test for Equality of Means |   |        |     |                 |                 |                       |
|------------------------------|---|--------|-----|-----------------|-----------------|-----------------------|
| Category                     | Item  | t      | df  | Sig. (2-tailed) | Mean Difference | Std. Error Difference |
| Perception                   | KSA has unique Islamic and Arabic culture             | -0.599 | 227 | .550            | -.049           | .082                  |
| Perception                   | KSA is a safe and friendly destination                | -1.399 | 227 | .163            | -.124           | .088                  |
| Perception                   | KSA is good value for money                           | 1.349  | 227 | .179            | .121            | .090                  |
| Perception                   | Attractions and activities are cheap                  | -1.780 | 227 | .076            | -.227           | .128                  |
| Perception                   | KSA has good shopping facilities                      | -0.077 | 227 | .939            | -.007           | .096                  |
| Perception                   | KSA service staff are qualified, helpful and friendly | 0.975  | 227 | .331            | .094            | .096                  |
| Perception                   | KSA is a family oriented destination                  | 0.010  | 227 | .992            | .001            | .110                  |
| Perception                   | KSA is a modern/trendy destination                    | 0.034  | 227 | .973            | .004            | .110                  |
| Perception                   | KSA is a traditional cultural destination             | -0.999 | 227 | .319            | -.100           | .100                  |

### *Attitude*

| t-test for Equality of Means |   |        |     |                 |                 |                       |
|------------------------------|---|--------|-----|-----------------|-----------------|-----------------------|
| Category                     | Item  | t      | df  | Sig. (2-tailed) | Mean Difference | Std. Error Difference |
| Attitude                     | KSA has friendly people                             | -1.246 | 227 | .214            | -.091           | .073                  |
| Attitude                     | KSA has supportive people                           | -1.614 | 227 | .108            | -.138           | .085                  |
| Attitude                     | KSA has a strong sense of community                 | -0.964 | 227 | .336            | -.090           | .094                  |
| Attitude                     | KSA has intercultural interaction                   | -1.349 | 227 | .179            | -.130           | .097                  |
| Attitude                     | KSA has a good image/reputation                     | 0.387  | 227 | .699            | .042            | .108                  |
| Attitude                     | KSA has competitive transportation & infrastructure | -1.518 | 227 | .130            | -.252           | .166                  |
| Attitude                     | KSA is safe and secure                              | -0.930 | 227 | .353            | -.074           | .079                  |
| Attitude                     | KSA is an exciting                                  | -0.786 | 227 | .432            | -.084           | .106                  |

**In summary** the t-test analysis indicates statistically significant differences between the Muslim and non-Muslim groups for both repeat and new visitors, but in only an overall sense.

Non-repeat Muslim visitors have stronger motivations, perceptions and attitudes toward the various items than non-Muslims. The couple of perceptions that reverse this trend are minor and are related to cost and climate. The cost issue may well relate to the vagaries of the exchange rate.

In the case of motivation, all the mean response scores were above 4.0 for the Muslims and lower for the non-Muslims. That is the motivations are stronger for the Muslims:

- To build new professional relationships
- To gain new knowledge and skills
- For my career development
- For social networking opportunities
- For business opportunities
- To be involved with a professional association
- To feel part of a global community
- To improve my peer reputation
- Because of the conference/exhibition quality
- Interested in the conference/exhibition program
- To hear the well-known speakers
- To draw up new business contracts
- To build relationships with exhibitors for future purchases
- To obtain up- to-date technical, product, or training information
- To acquire certain information (on trends, companies, service, product launching, etc.)
- To identify competing products/ service offerings
- It is a work requirement
- Because of the reputation of the event
- Because of the ease of visa application
- Because of the favourable exchange rate

Consequently, since the objective of the study is to increase non-Muslim attendees these motivations need to be improved for non-Muslim advertising as they are not currently working as strong motivators for the non-Muslim market.

For the perceptions the situation is reversed in most cases, and the non-Muslim group has higher perception differences than Muslims. The previous visit has confirmed a stronger perception of the KSA. This change is also evident in attitudes with the non-Muslim group now having higher attitude scores than the Muslim repeat visitor.

The t-test comparison of means indicates that whilst motivations do not change between visits, perceptions and attitudes do change in the positive direction.

These differences are overall for repeat and non-repeat visitors and not individual to specific issues measured by individual variables. It is not surprising that Muslims have a higher motivation to visit, higher perceptions and attitudes. Nor is it surprising that for repeat visitors the perceptions and attitudes improve after previous visits.

## CHAPTER 7 Exploratory Factor Analysis

The t-test analysis did not find any particularly significant individual variable differences between the repeat and non-repeat visitors. Nor did the analysis say a great deal about the underlying structure of the variable sets. Motivations, perceptions and attitudes are unlikely to be readily defined by one variable at a time. It is more likely that people will have more complex descriptors of each concept made up of several variables combined together.

Consequently, it is a valuable consideration to examine the data set using a Principal Components Analysis (PCA) that is capable of potentially identify such grouped variables. Given the t-test results show no overall difference between repeat and non-repeat visitors there is no reason to continue to divide the data set this way for the identification of structural variables.

The analysis uses a varimax rotation to maximize the difference between the components and loadings are considered significant at .6 or higher. An eigenvalue of one is used to delimit the components to be rotated.

Moreover, given the initial objective of determining the differences in the behavioural intentions of conference attendees, the PCA can be used to reduce the number of variables from the original data set into a smaller number of significant components that can more directly be used to test for causal relationships with behavioural intentions.

### 7.1 Reliability Analysis

Before conducting an exploratory Principal Components Analysis (PCA) it is necessary to check the reliability of the groups of variables. The reliability coefficient for the motivation scale was found to be .924 (Items=34); the reliability coefficient for the perception scale was found to be .944 (Items=23); the reliability coefficient for the attitude scale was found to be .934 (Items=12) and the reliability coefficient for the behavioural intention scale was .873 (Items=3). These results are summarised in Table 24 below. Since all these Cronbach's alphas are greater than 0.7 the items from the scales were deemed fit (reliable) to be used in the analysis.

*Table 24: Reliability Analysis*

| Scale                 | Number of Items (N) | Cronbach's Alpha |
|-----------------------|---------------------|------------------|
| Purpose               | 6                   | .868             |
| Motivation            | 34                  | .924             |
| Perception            | 23                  | .944             |
| Attitude              | 12                  | .934             |
| Behavioural Intention | 3                   | .873             |

The results of the reliability analysis indicate that the items included in the survey are valid, non-repeating and representative of the various aspects of motivation, perception and attitude for the MICE tourism being measured. Therefore, the reliability analysis confirms the validity of the items used in the questionnaire.

## **7.2 Muslim MOTIVATIONS**

To identify the underlying components of the Motivation construct for all the Muslims, all 24 motivation items (reduced from 34 after multi-collinearity was removed in Chapter 4) were analysed by SPSS 23 using principal components analysis. The results for the Bartlett test of sphericity indicates that the overall correlation matrix is significant at  $p = 0.000$  (Pallant, 2011). The KMO test showed a value of 0.883, which is good being above .8 (Tabachnick and Fidell, 2007). The KMO result reveals that the factor analysis is useful when analysing these variables (refer to Table 25).

Table 25: PCA Results of Motivation for the Muslim Group

| Factors and Indicators  | Factor Loadings          |   |                    |             |                      |
|---|--------------------------|---|--------------------|-------------|----------------------|
|   | Professional Development | Knowledge Sharing and Relationship Building | To keep Up-to-date | Convenience | Mandatory Work Trips |
| <b>Professional Development</b>   |                          |   |                    |             |                      |
| To be involved with a professional association  | .916                     |   |                    |             |                      |
| To gain new knowledge and skills  | .913                     |   |                    |             |                      |
| To build new professional relationships   | .894                     |   |                    |             |                      |
| For my career development   | .887                     |   |                    |             |                      |
| For social networking opportunities   | .860                     |   |                    |             |                      |
| Because of the conference/exhibition quality  | .845                     |   |                    |             |                      |
| Interested in the conference/exhibition program   | .788                     |   |                    |             |                      |
| To improve my peer reputation   | .780                     |   |                    |             |                      |
| To feel part of a global community  | .778                     |   |                    |             |                      |
| To hear the well-known speakers   | .751                     |   |                    |             |                      |
| For business opportunities  | .682                     |   |                    |             |                      |
| <b>Knowledge Sharing and Relationship Building</b>                                      |                          |   |                    |             |                      |
| To discuss specific problems/talk to current partners (suppliers, agents, buyers)       |                          | .857  |                    |             |                      |
| To present a paper or exhibit a product   |                          | .814  |                    |             |                      |
| To draw up new business contracts   |                          | .601  |                    |             |                      |
| To build relationships with exhibitors for future purchases                             |                          | .588  |                    |             |                      |
| <b>To Keep Up-to-date</b>   |                          |   |                    |             |                      |
| To identify competing products/service offerings  |                          |   | .876               |             |                      |
| To acquire certain information (on trends, companies, service, product launching, etc.) |                          |   | .813               |             |                      |
| To obtain up-to-date technical, product, or training information                        |                          |   | .608               |             |                      |
| <b>Convenience</b>  |                          |   |                    |             |                      |
| Because of the favourable exchange rate   |                          |   |                    | .889        |                      |
| Because of the reputation of the event  |                          |   |                    | .820        |                      |
| Because of ease of visa application   |                          |   |                    | .756        |                      |
| For safety and security   |                          |   |                    | .601        |                      |
| <b>Mandatory Work Trip</b>  |                          |   |                    |             |                      |
| It is a work requirement  |                          |   |                    |             | .893                 |
| Because it is a funded trip by my employer  |                          |   |                    |             | .880                 |
| <b>Eigenvalues</b>  | 11.80                    | 2.439                                       | 2.037              | 1.50        | 1.10                 |
| <b>Variance explained %</b>   | 35.69                    | 12.91                                       | 10.99              | 10.80       | 8.17                 |
| <b>Cumulative variance explained %</b>  |                          |   |                    |             | 78.57                |

The component explaining the largest variance – Professional Development - consisted of eleven variables. The first component explains 36% of the variance. The second component – Knowledge Sharing and Relationship Building – is described by four variables and explained 13% of the variance. The other three factors, namely, To Keep Up-to-date, Convenience, and Mandatory Work Trip cumulatively explained 30% of the variance. Overall there is a strong explanation of 79% of the variance.

The results suggest that Muslim MICE tourists were attracted to Saudi Arabia by five motivation factors related to seeking professional development, relationship building and sharing knowledge, keeping up-to-date, just because it was convenient, and due to mandatory work requirements.

### **7.3 Non-MUSLIM MOTIVATIONS**

To identify the underlying components of the Motivation construct for all the non-Muslims who were visiting the KSA for the first time, all 24 motivation items were analysed in SPSS 23 using principal components analysis. The results for the Bartlett test of sphericity indicates that the overall correlation matrix is significant at  $p = 0.000$  (Pallant, 2011). The KMO test showed a value of 0.911, which is good being above .8 (Tabachnick and Fidell, 2007). The KMO result reveals that the factor analysis is useful when analysing these variables (refer to Table 26).

Table 26: PCA Results of Motivation for the Non- Muslim Group

| Factors and Indicators  | Factor Loadings          |   |             |               |                     |
|---|--------------------------|---|-------------|---------------|---------------------|
|   | Professional Development | To Keep Up-to date and Gain New Relationships | Convenience | Event Quality | Mandatory Work Trip |
| <b>Professional Development</b>   |                          |   |             |               |                     |
| To improve my peer reputation   | .870                     |   |             |               |                     |
| To build new professional relationships   | .866                     |   |             |               |                     |
| To feel part of a global community  | .865                     |   |             |               |                     |
| For social networking opportunities   | .860                     |   |             |               |                     |
| To be involved with a professional association  | .837                     |   |             |               |                     |
| To gain new knowledge and skills  | .825                     |   |             |               |                     |
| For my career development   | .739                     |   |             |               |                     |
| For business opportunities  | .666                     |   |             |               |                     |
| <b>To Keep Up-to date and Gain New Relationships</b>                                    |                          |   |             |               |                     |
| To obtain up- to-date technical, product, or training information                       |                          | .869  |             |               |                     |
| To build relationships with exhibitors for future purchases                             |                          | .843  |             |               |                     |
| To acquire certain information (on trends, companies, service, product launching, etc.) |                          | .837  |             |               |                     |
| To discuss specific problems/talk to current partners (suppliers, agents, buyers)       |                          | .805  |             |               |                     |
| To draw up new business contracts   |                          | .686  |             |               |                     |
| To identify competing products, service offerings                                       |                          |   |             |               |                     |
| To present a paper or exhibit a product   |                          |   |             |               |                     |
| <b>Convenience</b>  |                          |   |             |               |                     |
| Because of the favourable exchange rate   |                          |   | .893        |               |                     |
| Because of the ease of visa application   |                          |   | .887        |               |                     |
| For safety and security   |                          |   | .690        |               |                     |
| Because of the reputation of the event  |                          |   | .637        |               |                     |
| <b>Quality</b>  |                          |   |             |               |                     |
| To hear well known speakers   |                          |   |             |               | .898                |
| Interested in the conference/exhibition program   |                          |   |             |               | .898                |
| Because of the conference/exhibition quality  |                          |   |             |               | .728                |
| <b>Mandatory Work Trip</b>  |                          |   |             |               |                     |
| It is a work requirement  |                          |   |             |               |                     |
| Because it is a funded trip by my employer  |                          |   |             |               |                     |
| Eigenvalue  | 12.34                    | 2.85  | 1.89        | 1.43          | 1.04                |
| Variance Explained %  | 28.88                    | 22.27   | 12.35       | 9.85          | 8.11                |
| Cumulative Variance Explained %   |                          |   |             |               | 81.45               |



The component explaining the largest variance – Professional Development - consisted of eight variables. The first component - Professional Development - explains 29% of the variance. The second component – To Keep Up-to-date and Gain New Relationships – is described by five variables. This factor explained 22% of the variance. The other three factors, namely, Convenience, Event Quality and Mandatory Work Trip cumulatively explained 30% of the variance.

The difference between motivations for the Muslim and non-Muslim visitors is to gain new relationships (which is less surprising for the Muslim visitors may well have already been able to do that), and the quality of the event. Convenience is important for both cultural groups.

#### **7.4 MUSLIM Perceptions**

To identify the underlying components of the Perception construct for all the Muslims, all 18 perception items were analysed in SPSS 23 using principal components analysis. The results for the Bartlett test of sphericity indicates that the overall correlation matrix is significant at  $p = 0.000$  (Pallant, 2011). The KMO test showed a value of 0.879, which is good being above .8 (Tabachnick and Fidell, 2007). The KMO result reveals that the factor analysis is useful when analysing these variables (refer to Table 27).

*Table 27: PCA Results of Perception for the Muslim Group*

| Factors and Indicators   | Factor Loadings                 |                        |                                    |                      |
|--|---------------------------------|------------------------|------------------------------------|----------------------|
|  | Suitable Climate for Relaxation | Something for Everyone | Good Heritage, Scenery and Quality | Clean and Accessible |
| <b>Quality, Traditional Beautiful Destination</b>                    |                                 |                        |                                    |                      |
| KSA service staff are qualified, helpful and friendly                | .796                            |                        |                                    |                      |
| KSA is a traditional cultural destination                            | .790                            |                        |                                    |                      |
| KSA is a family oriented destination                                 | .773                            |                        |                                    |                      |
| KSA has good shopping facilities                                     | .772                            |                        |                                    |                      |
| KSA is a modern trendy destination                                   | .709                            |                        |                                    |                      |
| KSA has high quality accommodation facilities                        | .598                            |                        |                                    |                      |
| KSA has rich and beautiful scenery                                   | .556                            |                        |                                    |                      |
| <b>A Place to Enjoy and Relax</b>                                    |                                 |                        |                                    |                      |
| KSA has a good climate   |                                 | .870                   |                                    |                      |
| KSA is a good place for rest and relaxation                          |                                 | .855                   |                                    |                      |
| KSA is a fun destination   |                                 | .653                   |                                    |                      |
| <b>Good Heritage, Culture</b>  |                                 |                        |                                    |                      |
| KSA has unique Islamic and Arabic culture                            |                                 |                        | .828                               |                      |
| KSA has interesting museums and heritage                             |                                 |                        | .807                               |                      |
| <b>Clean and Accessible</b>  |                                 |                        |                                    |                      |
| The environment in KSA is very clean                                 |                                 |                        |                                    | .863                 |
| Communication is not a problem for non-Arabic speaking people in KSA |                                 |                        |                                    | .862                 |
| Eigenvalue   | 8.14                            | 1.75                   | 1.31                               | 1.05                 |
| Variance Explained %   | 26.39                           | 16.18                  | 13.44                              | 11.99                |
| Cumulative Variance Explained %                                      |                                 |                        |                                    | 68.00                |

The Muslim perceptions are of an enjoyable, quality destination with an Islamic culture which is accessible, and has a clean and beautiful environment.

The component explaining the largest variance – Quality, Traditional Beautiful destination - consists of seven variables. The first component explains 26% of the variance. The second component – A Place to Enjoy and Relax – is described by three variables. This factor explained 16% of the variance. The other two factors, namely, Good Heritage, Culture and Clean and Accessible cumulatively explain 25% of the variance. The overall level of explained variance is quite high at 68%.

The results suggest that Muslim MICE tourists are attracted to Saudi Arabia as a destination, and hold quite high positive perceptions of the destination for themselves and their families.

### **7.5 Non-MUSLIM PERCEPTIONS**

To identify the underlying components of the Perception construct for non-Muslims all 18 perception items were analysed in SPSS 23 using principal components analysis. The results for the Bartlett test of sphericity indicates that the overall correlation matrix is significant at  $p = 0.000$  (Pallant, 2011). The KMO test showed a value of 0.938, which is good being above .8 (Tabachnick and Fidell, 2007). The KMO result reveals that the factor analysis is useful when analysing these variables (refer to Table 28).

*Table 28: PCA Results of Perception for the Non-Muslim Group*

| Factors and Indicators   | Something<br>for Everyone | Traditional,<br>Convenient,<br>Clean and<br>Safe |
|--|---------------------------|--|
| <b>Something for Everyone</b>  |                           |  |
| KSA is a modern/trendy destination                                   | .773                      |  |
| KSA is a good place for rest and relaxation                          | .766                      |  |
| Attractions and activities are cheap                                 | .761                      |  |
| KSA is a fun destination   | .760                      |  |
| KSA is a family oriented destination                                 | .752                      |  |
| KSA is a traditional cultural destination                            | .729                      |  |
| KSA has good shopping facilities                                     | .703                      |  |
| KSA has a good climate   | .691                      |  |
| KSA service staff are qualified, helpful and friendly                | .679                      |  |
| KSA has rich and beautiful scenery                                   | .589                      |  |
| <b>Traditional, Convenient, Clean and Safe</b>                       |                           |  |
| KSA has a unique Islamic and Arabic culture                          |                           | .857   |
| KSA is easy to get to  |                           | .810   |
| The environment in KSA is very clean                                 |                           | .800   |
| KSA has interesting museums/heritage                                 |                           | .767   |
| KSA is a safe and friendly destination                               |                           | .759   |
| Communication is not a problem for non-Arabic speaking people in KSA |                           | .695   |
| KSA is good value for money  |                           | .649   |
| KSA has high quality accommodation facilities                        |                           | .608   |
| Eigenvalue   | 10.65                     | 1.55   |
| Variance Explained %   | 35.99                     | 31.80  |
| Cumulative Variance Explained %                                      |                           | 67.74  |

There are only two components. The component explaining the largest variance – Something for Everyone - consisted of ten variables. The first component explains 36% of the variance. The second component – Traditional, Convenient, Clean and Safe – is described by eight variables. This factor explained 32% of the variance.

The results suggest that the non-Muslim MICE tourists were attracted to Saudi Arabia by just two perception factors of having something for the whole family to relax and enjoy and a convenient Islamic destination which is safe, interesting and good value.

The main difference between the Muslim and non-Muslim travellers for perceptions is that the Muslim tourist can classify the perceptions into more distinct groups than the non-Muslim, identifying the distinction between tradition and quality from relaxation and culture from cleanliness and accessibility. The Muslim visitor also places more importance on tradition than the non-Muslim visitor.

### **7.5 Muslim Attitudes**

To identify the underlying components of the Attitude construct for the Muslims, all 12 attitude items were analysed in SPSS 23 using principal components analysis. The results for the Bartlett test of sphericity indicates that the overall correlation matrix is significant at  $p = 0.000$  (Pallant, 2011). The KMO test showed a value of 0.913, which is good being above .8 (Tabachnick and Fidell, 2007). The KMO result reveals that the factor analysis is useful when analysing these variables (refer to Table 29).

*Table 29: PCA Results of Attitude for the Muslim Group*

| Factors and Indicators                              | Factor Loadings                                  |                 |
|---|--|-----------------|
|   | Friendly,<br>Supportive,<br>Safe and<br>Exciting | High<br>Quality |
| <b>Friendly, Supportive, Safe and Exciting</b>      |  |                 |
| KSA has a strong sense of community                 | .854   |                 |
| KSA has friendly people                             | .824   |                 |
| KSA has supportive people                           | .795   |                 |
| KSA has intercultural interaction                   | .777   |                 |
| KSA has a good image/reputation                     | .690   |                 |
| KSA is an attractive destination                    | .655   |                 |
| KSA is an exciting destination                      | .648   |                 |
| KSA is safe and secure                              | .642   |                 |
| <b>Modern, Quality</b>                              |  |                 |
| KSA has competitive transportation & infrastructure |  | .791            |
| KSA is a high class                                 |  | .791            |
| KSA is up to date                                   |  | .702            |
| KSA has high quality services                       |  | .666            |
| KSA is an attractive destination                    |  | .610            |
| KSA is safe and secure                              |  | .585            |
| Eigenvalue  | 7.38   | 1.07            |
| Variance Explained %                                | 42.12  | 28.27           |
| Cumulative Variance Explained %                     |  | 70.39           |

The component explaining the largest variance – Friendly, Supportive, Safe and Exciting - consisted of eight variables. The first component explains 42% of the variance. The second component – Modern, Quality – is described by six variables. This factor explained 28% of the variance. There is an overlap in the variable loadings with two complex variables loading on both components – KSA is an attractive destination and KSA is safe and secure with the higher loadings on the first component.

The results suggest that Muslim MICE tourists were attracted to Saudi Arabia by two attitude factors of the Saudi people/community being generally friendly and the presence of a supportive environment and quality of services.

## 7.6 Non-MUSLIM ATTITUDES

To identify the underlying components of the Attitude construct for the non-Muslims, all 12 attitude items were analysed in SPSS 23 using principal components analysis.

The results for the Bartlett test of sphericity indicates that the overall correlation matrix is significant at  $p = 0.000$  (Pallant, 2011). The KMO test showed a value of 0.894, which is good being above .8 (Tabachnick and Fidell, 2007). The KMO result reveals that the factor analysis is useful when analysing these variables (refer to Table 30).

*Table 30: PCA Results of Attitude for the Non-Muslim Group*

| Factors and Indicators                              | Factor Loadings               |                           |
|---|-------------------------------|---------------------------|
|   | Friendly, Supportive and Safe | High Quality and Exciting |
| <b>Friendly, Supportive and Safe</b>                |                               |                           |
| KSA has friendly people                             | .896                          |                           |
| KSA has a strong sense of community                 | .841                          |                           |
| KSA has supportive people                           | .836                          |                           |
| KSA is safe and secure                              | .726                          |                           |
| KSA has inter cultural interaction                  | .709                          |                           |
| KSA has a good image/reputation                     | .644                          |                           |
| <b>High Quality and Exciting</b>                    |                               |                           |
| KSA has competitive transportation & infrastructure |                               | .845                      |
| KSA is up to date                                   |                               | .786                      |
| KSA is a high class                                 |                               | .763                      |
| KSA is an attractive destination                    |                               | .752                      |
| KSA is an exciting                                  |                               | .749                      |
| KSA has high quality services                       |                               | .648                      |
| Eigenvalue  | 7.82                          | 1.23                      |
| Variance Explained %                                | 41.70                         | 33.72                     |
| Cumulative Variance Explained %                     |                               | 75.41                     |

The component explaining the largest variance – Friendly, Supportive and Safe - consisted of six variables. The first component explains 42% of the variance. The second component – High Quality and Exciting – is also described by six variables. This factor explained 34% of the variance.

The results suggest that the non-Muslim MICE tourists were attracted to Saudi Arabia by two attitude factors of the Saudi people/community being generally friendly, and the presence of a supportive environment, and quality services.

There is very little difference in the attitudes between the Muslim and non-Muslim cultural groups. Attitudes which the literature review described as more entrenched in culture, and more difficult to change than perceptions, are surprisingly similar between the two cultures.

## 7.7 Differences between the Muslim and non-Muslim visitors

### 7.7.1 Motivations

The primary motivation for both Muslims and non-Muslims is Professional Development.

The secondary motivation for Muslims is knowledge sharing and relationship building and this differs somewhat for the non-Muslims for whom up-dating technically and with products is also part of relationship building. The Muslim attendee separates out keeping up-to date as a third component.

Both groups consider convenience important, and a little more so for the non-Muslim, who also distinguishes quality as a component.

Not surprisingly the mandatory nature of the travel is rated by both Muslims and non-Muslims.

### 7.7.2 Perceptions

Perceptions differ more than motivations between the Muslim and non-Muslim visitors. This is not surprising as the motivations largely relate to a business event shared by all, but perceptions are derived from different cultures.

The Muslim visitor perceives there is something for everyone including the family and the location is traditional. The non-Muslim sees the destination as safe, friendly, clean and with a good environment.

The non-Muslims place less importance on tradition and more upon the fun aspects of the travel, but also include family.

The Muslim visitor distinguishes out heritage and culture from accessibility and cleanliness, but the non-Muslim tourist does not see this and places these issues together with being friendly and safe.

### 7.7.3 Attitudes

It is interesting that attitudes of Muslims and non-Muslims were not different. The Literature Review had suggested that attitudes are difficult to change compared to perceptions. This is a surprising outcome as it was hypothesised and expected that attitudes would be quite different between Muslims and non-Muslims. All groups have the primary attitude that the KSA has friendly, supportive people, living in a strong sense of community with intercultural interaction. The secondary attitude is



one of high quality and an exciting destination, although the Muslim group puts exciting into the first dimension.

### 7.8 Conclusion

The PCA results have put together the relevant groups of variables within motivation, perception and attitudes for the Muslim and non-Muslim attendees of MICE events in the KSA.

It was hypothesised that the two cultural groups belonging to differing religions would exhibit differences in their motivation to visit, perceptions of the KSA and their attitudes toward the KSA. However, there is no huge difference. The differences that do arise focus upon perceptions with only very small differences in motivation and very little in attitudes.

Perceptions are the more flexible cultural concept which can be changed. On the other hand, attitudes are more culturally entrenched and hence not easily changed. Consequently, this finding is quite positive in terms of the KSA being in a position to attract both Muslim and non-Muslim visitors. Marketing and changed environments may be easier to focus upon in changing perceptions.

## CHAPTER 8 Stepwise Causal Analysis

The conceptual model and hypotheses are extended in Chapter 3 to state that there will be meaningful causal relationships between the significant variables in the analysis of motivations, perceptions and attitudes.

It is hypothesized that particular variables may be isolated that are the main causes of positive and negative motivations, perceptions and attitudes. The study aims take this further to state that once isolated these causes may well inform marketing strategies to enhance arrivals to MICE events, in particular for non-Muslim attendees.

In Chapter Five the variables have been divided by an exploratory factor analysis into the major structural components that link sets of variables together, and thereby summarize the variables into their major components. At the same time this reduces the number of variables that may be considered causal into the major components.

### 8.1 Method of Analysis

This chapter will take the first two highest explained variance components and use the grouped variables in these components to test for causality. In order to do this an assumption will be made that any relationship is linear and linear regression analysis will determine whether causal variables are there to be distinguished from the larger body of variables. It is unlikely that a non-linear regression would be very meaningful in developing the search for causal variables. The range of Likert scale measures which is limited to a scale of 1 to 5 is insufficient to show a non-linear pattern of relationship that could be meaningfully interpreted.

In undertaking a linear regression the issue arises about the order in which to introduce the variables into a linear regression equation, which must be a multiple regression due to the fact that the components will not be described adequately by one variable. The equation in its general form is :

$$Y_i = b_0 + b_1 X_1 + b_2 X_2 + \dots + b_n X_n + e_i$$

where:

$Y_i$  is the dependent variable (either intended to visit in the future, will provide word of mouth recommendations, have emotional feelings toward the event) for case  $i$ .

$b_0$  to  $b_n$  are the regression coefficients determined in the analysis.

$X_1$  to  $X_n$  are the independent variables loaded on each relevant component for case  $i$ .

$e_i$  is the residual error or difference between the observed and estimated dependent variable for case  $i$ .

In the analysis the first variable entered will have the first opportunity to account for the maximum variance in the dependent variable. The second variable entered will have the variance remaining after the first variable is entered, to allow for further explanation and so forth.

One way to address the issue of the variable order would be to use the component loadings to determine the order of variable entry into the regression equation, with the highest loading the first variable entered. An alternative method is to use Stepwise regression. The advantage of stepwise regression is that it is certain the most powerful variable which can explain the most variance is used first. The highest component loading variable is the one closest to the latent dimension and this is likely to be, but not certain to be, the most powerful explanatory linear variable.

In order to decide which variable explains the most variance the analysis of variance  $F$  statistic is used. The model used here is the straight forward procedure whereby the program computes the  $t$  statistic, squares it to obtain the  $F$  remove statistic. The  $F$  critical value is set at .05. It then computes the  $t$ -statistic that its coefficient would have if it were the next variable to be added, squares it and compares it to the threshold  $F=.05$  to enter. At each step the program automatically enters the variable with the highest  $F$  to enter statistic, or removes the variable with the lowest  $F$  to enter statistic. When there are no variables left to enter whose  $F$ -to-enter statistics are

above the threshold of .05, it checks to see whether the *F*-to-remove statistics of any variables added previously have fallen *below* the *F*-to-remove threshold of .05. If so, it removes the worst of them, and then tries to continue. It finally stops when no variables, either in or out of the model, have *F*-statistics on the wrong side of their respective thresholds.

The difficulty with this procedure is that there is no guarantee that the best set of variables have been derived as the causal measures. Consequently, a manual check of the variables is needed. In some cases but not in this case theory may imply re-examining the analysis. Here the  $R^2$  value of explained variance has been checked to see that it increases as the stepping process continues, and the variables removed at each step are checked manually.

Although the procedure has some weaknesses the intention in this study is not to measure the strength of each causal relationship or to determine which variables have the higher level of cause relative to others, but merely to categorize (describe) a variable as causal. As such the regression analysis is exploratory and not a final arbitrator on the strength of each variable, and the procedure is more valid in that sense.

The highest validity test for the results would be to retest the model on another data sample to check for consistency in the results, but this is beyond the capacity of this study, and again less relevant in the exploratory nature of the analysis.

## 8.2 Results from Analysis

The analysis is divided between Muslim and non-Muslim attendees as done previously. The behavioural intentions tested for cause are the three variables :

1. I am willing to attend KSA conference/ exhibition in future.
2. I look forward to telling people about this conference/ exhibition destination when I get home.
3. I feel emotionally attached to this conference/ exhibition destination.

### 8.2.1 Factor One

The results from the analysis for the first factor derived from the PCA analysis in Chapter 7 is given in Tables 31 to 33, with each of the three dependent variables given in sequence.

The tables provide the F statistic which by definition is significant, the  $R^2$  which increases in each set of variables (aiding in the validity of the analysis steps) and the Beta statistic and its t test statistic which signifies the direction of the relationship – positive or negative and the significance of the t statistic.

#### 8.2.1.1 Future Visit

The results for the question of a willingness to visit in future are given in Table 31 below. Note that not all the Muslim variables have a positive relationship. In the case of perceptions the Muslim group do not consider that the KSA has a good climate, or interesting museums/heritage. They are primarily motivated to attend by the list of speakers, they also have positive perceptions that are inclusive of the culture, shopping and safety; and their attitudes that might induce them to return are a combination of culture and excitement.

The non-Muslim results are different. They are more influenced to return by motivations of direct business contacts, they perceive the KSA as culture and religious bound, and their attitudes are based on image and friendly people.

*Table 31: Stepwise Regression results for the dependent variable of Future Visit with the independent variables given in Factor One of the PCA analysis*

| FACTOR 1        | FUTURE VISIT                              | F     | Sig | R <sup>2</sup> | B    | t     | Sig. |
|-----------------|---|-------|-----|----------------|------|-------|------|
| <b>Religion</b> | <b>Motivation</b>                         |       | .   |                |      |       |      |
| Muslim          | To hear the well-known speakers           | 5.16  | .02 | .02            | .14  | 2.27  | .02  |
|                 |   |       |     |                |      |       |      |
| Non-Muslim      | To draw up new business contracts         | 54.57 | .00 | .18            | .32  | 4.97  | .00  |
|                 | To build new professional relationships   | 34.27 | .00 | .22            | .22  | 3.40  | .00  |
|                 | <b>Perceptions</b>                        |       |     |                |      |       |      |
| Muslim          | KSA is a traditional cultural destination | 62.94 | .03 | .20            | .33  | 4.57  | .00  |
|                 | KSA has good shopping facilities          | 38.03 | .00 | .23            | .14  | 2.15  | .03  |
|                 | KSA has a good climate                    | 27.84 | .00 | .24            | -.19 | -2.90 | .00  |
|                 | KSA is a safe and friendly destination    | 23.82 | .00 | .27            | .20  | 2.95  | .00  |
|                 | KSA has unique Islamic and Arabic culture | 20.36 | .00 | .28            | .27  | 3.32  | .00  |
|                 | KSA has interesting museums/heritage      | 18.32 | .00 | .29            | -.21 | -2.46 | .02  |
|                 |   |       |     |                |      |       |      |

|            |   |       |     |     |     |      |     |
|------------|---|-------|-----|-----|-----|------|-----|
| Non-Muslim | KSA has unique Islamic/Arabic culture     | 61.05 | .00 | .18 | .37 | 5.83 | .00 |
|            | KSA is a traditional cultural destination | 37.49 | .00 | .20 | .16 | 2.56 | .01 |
|            | <b>Attitudes</b>                          |       |     |     |     |      |     |
| Muslim     | KSA is an exciting destination            | 61.05 | .00 | .19 | .28 | 3.90 | .00 |
|            | KSA has cultural interaction              | 37.49 | .00 | .23 | .25 | 3.38 | .00 |
|            |   |       |     |     |     |      |     |
| Non-Muslim | KSA has a good image/reputation           | 59.13 | .00 | .20 | .30 | 4.38 | .00 |
|            | KSA has friendly people                   | 39.18 | .00 | .24 | .27 | 3.95 | .00 |

#### 8.2.1.2 Word of Mouth

Table 32 below provides the results for the factor one word-of-mouth dependent variable.

The causal variables for a desire to talk of their experiences on returning home are also not all positive and more extensively so when compared with willingness to return. The Muslim perceptions are the same negatives as with future visit, they are unimpressed by the museums/heritage and the climate. However the non-Muslim are unimpressed in their perceptions of the quality of the accommodation and that the destination is cheap.

Muslim attitudes are also negative in regard to image, while the non-Muslim does not share the attitude that the people are supportive.

The positive motivations are very similar to the future visit results with the Muslims focused upon the speakers, and the non-Muslim on the direct business issues. Similarly the perceptions are similar to the future visit results for both the Muslims and non-Muslims. The non-Muslims add the issue of the cleanliness of the KSA. The attitudes are similar to the future visit intention.

*Table 32: Stepwise Regression results for the dependent variable of Word-of-Mouth with the independent variables given in Factor One of the PCA analysis*

| FACTOR 1        | WOM                                       | F     | Sig. | R <sup>2</sup> | B   | t    | Sig. |
|-----------------|---|-------|------|----------------|-----|------|------|
| <b>Religion</b> | <b>Motivation</b>                         |       | .    |                |     |      |      |
| Muslim          | To hear well known speakers               | 12.48 | .00  | .04            | .22 | 3.53 | .00  |
|                 |   |       |      |                |     |      |      |
| Non-Muslim      | To draw up new business contracts         | 43.31 | .00  | .15            | .29 | 4.01 | .00  |
|                 | To feel part of a global community        | 27.03 | .00  | .18            | .20 | 3.04 | .00  |
|                 | <b>Perceptions</b>                        |       |      |                |     |      |      |
| Muslim          | KSA is a traditional cultural destination | 9.18  | .00  | .19            | .29 | 4.01 | .00  |
|                 | KSA has good shopping facilities          | 37.35 | .00  | .23            | .15 | 2.30 | .02  |
|                 | KSA has unique Islamic and Arabic         | 28.00 | .00  | .24            | .31 | 3.84 | .00  |

|            |   |       |     |     |      |       |     |
|------------|---|-------|-----|-----|------|-------|-----|
|            | culture                                       |       |     |     |      |       |     |
|            | KSA has interesting museums/heritage          | 23.80 | .00 | .27 | -.25 | -2.93 | .00 |
|            | KSA is a safe and friendly destination        | 21.40 | .00 | .29 | .24  | 3.57  | .00 |
|            | KSA has a good climate                        | 19.40 | .00 | .31 | -.17 | -2.64 | .01 |
|            |   |       |     |     |      |       |     |
| Non-Muslim | The environment in KSA is very clean          | 58.18 | .00 | .18 | .48  | 5.91  | .00 |
|            | Attractions and activities are cheap          | 31.60 | .00 | .20 | -.12 | -1.67 | .01 |
|            | KSA has unique Islamic and Arabic culture     | 23.70 | .00 | .22 | .26  | 3.35  | .00 |
|            | KSA has high quality accommodation facilities | 20.05 | .00 | .24 | -.24 | -2.68 | .01 |
|            |   |       |     |     |      |       |     |
|            | <b>Attitudes</b>                              |       |     |     |      |       |     |
| Muslim     | KSA is an exciting destination                | 58.33 | .00 | .19 | .30  | 4.07  | .00 |
|            | KSA has a strong sense of community           | 36.41 | .00 | .22 | .31  | 4.01  | .00 |
|            | KSA has a good image/reputation               | 26.21 | .00 | .23 | -.15 | -2.17 | .03 |
|            |   |       |     |     |      |       |     |
| Non-Muslim | KSA has a good image/reputation               | 43.28 | .00 | .15 | .30  | 4.32  | .00 |
|            | KSA has friendly people                       | 24.79 | .00 | .17 | .34  | 3.22  | .00 |
|            | KSA has supportive people                     | 18.43 | .00 | .18 | -.22 | -2.21 | .03 |

Consequently, the word of mouth intention positively follows the future visit intention with similar causal variables, but the negative causal variables are more extensive and potentially more dangerous to future travel because negative word-of-mouth could be more damaging than suggested future visits.

#### 8.2.1.3 Emotive feelings

An attempt is made to extend the behavioural intention to include the concept of loyalty by including an attitudinal loyalty variable. Table 33 below provides the results for the emotive feelings dependent variable.

*Table 33: Stepwise Regression results for the dependent variable of Emotive Feelings with the independent variables given in Factor One of the PCA analysis*

| FACTOR 1        | Emotion   | F     | Sig | R <sup>2</sup> | B   | t    | Sig. |
|-----------------|---|-------|-----|----------------|-----|------|------|
| <b>Religion</b> | <b>Motivation</b>                                     |       |     |                |     |      |      |
| Muslim          | No Result   |       |     |                |     |      |      |
|                 |   |       |     |                |     |      |      |
| Non-Muslim      | For business opportunities                            | 29.45 | .00 | .11            | .33 | 3.40 | .00  |
|                 |   |       |     |                |     |      |      |
|                 | <b>Perceptions</b>                                    |       |     |                |     |      |      |
| Muslim          | KSA service staff are qualified, helpful and friendly | 75.66 | .00 | .23            | .25 | 3.50 | .00  |
|                 | KSA is a modern trendy destination                    | 49.00 | .00 | .28            | .19 | 2.30 | .02  |
|                 | KSA is a family oriented destination                  | 34.69 | .00 | .29            | .18 | 2.15 | .03  |
|                 |   |       |     |                |     |      |      |
| Non-Muslim      | KSA is a fun destination                              | 43.70 | .00 | .15            | .39 | 6.61 | .00  |
|                 |   |       |     |                |     |      |      |
|                 | <b>Attitudes</b>                                      |       |     |                |     |      |      |

|            |                                     |        |     |     |     |      |     |
|------------|-------------------------------------|--------|-----|-----|-----|------|-----|
| Muslim     | KSA has a strong sense of community | 100.16 | .00 | .28 | .33 | 4.64 | .00 |
|            | KSA is an exciting destination      | 65.68  | .00 | .34 | .32 | 4.75 | .00 |
|            |                                     |        |     |     |     |      |     |
| Non-Muslim | KSA has a good image/reputation     | 54.47  | .00 | .18 | .31 | 4.37 | .00 |
|            | KSA is an attractive destination    | 31.94  | .00 | .21 | .20 | 2.80 | .01 |

The overall results are weaker for this variable in terms of the number of causal variables. This is not surprising in that the intention of this study is to increase the attendance to events in the KSA, particularly of non-Muslim tourists but also all tourists. It follows that if attendance is in need of additional marketing, but loyalty already exists there is a potential conflict in logic. If there were high causal impacts on loyalty then it may not be necessary to improve the attendance in the first place.

However, the Muslim attendees do show some attitudinal loyalty based on perceptions and attitudes that are different to the future visit and word of mouth results. They perceive the quality of the staff, family orientation and trendy destination aspects as engendering positive emotions and have positive attitudes related to a sense of community and destination excitement.

The non-Muslim results are far more limited in terms of motivations and perceptions, while attitudes are based on image and attractiveness which is not greatly different from the future visit and word of mouth intentions.

### 8.2.2 Factor Two

The results from the analysis for the second factor derived from the PCA analysis in Chapter 7 is given in Tables 34 to 36, with each of the three dependent variables given in sequence.

The tables provide the F statistic which by definition is significant, the  $R^2$  which increases in each set of variables and the Beta statistic and its t test statistic which signifies the direction of the relationship – positive or negative and the significance of the t statistic.

By definition the results of these causal analyses are somewhat less important than Factor One. However, both factors one and two together do explain a large proportion of the variance as explained in Chapter 5.

#### 8.2.2.1 Future Visit



The results for Factor Two willingness to visit in future are given in Table 34 below. Again the  $R^2$  increases with successive regression steps. There are two negative variables both of which are non-Muslim. Non-Muslim attendees do not perceive that the KSA has high quality accommodation and have a negative attitude to the transportation infrastructure.

The Muslim results are more positive and show a motive to build new business relationships, they perceive the destination as a fun destination and hold the attitude it is a fun destination.

The non-Muslim positive views are similar motives to Factor One focused upon personnel business relationships as motives. The positive perceptions include the cleanliness of the KSA, the unique culture and lack of concern about communication. The non-Muslim attitudes are that the KSA is exciting with high quality services (although this does not extend to the accommodation facilities).

*Table 34: Stepwise Regression results for the dependent variable of Future Visit with the independent variables given in Factor Two of the PCA analysis*

| <b>FACTOR 2</b> | <b>FUTURE VISIT</b>  |       |      |       |      |       |      |
|-----------------|--|-------|------|-------|------|-------|------|
| <b>Religion</b> | <b>Motivation</b>  | F     | Sig. | $R^2$ | B    | t     | Sig. |
| Muslim          | To build relationships with exhibitors for future purchases          | 10.20 | .00  | .04   | .20  | 3.19  | .00  |
|                 |  |       |      |       |      |       |      |
| Non-Muslim      | To draw up new business contracts                                    | 54.57 | .00  | .18   | .37  | 5.88  | .00  |
|                 | To identify new products/service offerings                           | 30.44 | .00  | .20   | .15  | 2.31  | .00  |
|                 | <b>Perceptions</b>   |       |      |       |      |       |      |
| Muslim          | KSA is a fun destination   | 15.34 | .00  | .05   | .24  | 3.92  | .00  |
|                 |  |       |      |       |      |       |      |
| Non-Muslim      | The environment in KSA is very clean                                 | 80.62 | .00  | .25   | .37  | 4.176 | .00  |
|                 | KSA has unique Islamic and Arabic culture                            | 44.44 | .00  | .27   | .24  | 3.26  | .00  |
|                 | KSA has high quality accommodation facilities                        | 33.14 | .00  | .29   | -.25 | -3.23 | .00  |
|                 | Communication is not a problem for non-Arabic speaking people in KSA | 27.24 | .00  | .30   | .21  | 2.65  | .01  |
|                 | <b>Attitudes</b>   |       |      |       |      |       |      |
| Muslim          | KSA is an exciting destination                                       | 61.05 | .00  | .19   | .44  | 7.81  | .00  |
|                 |  |       |      |       |      |       |      |
| Non-Muslim      | KSA has high quality services  | 39.89 | .00  | .14   | .28  | 3.04  | .00  |
|                 | KSA has competitive transportation and infrastructure                | 26.86 | .00  | .18   | -.31 | -4.50 | .00  |
|                 | KSA is an exciting destination                                       | 23.86 | .00  | .22   | .34  | 3.61  | .00  |

#### 8.2.2.2 Word of Mouth

There are two negative results in Table 35 below. Both are non-Muslim and one is the perception of high quality accommodation facilities, and the other the attitude that the KSA has competitive transportation. These results are the same as for Future Visit above.

The positive Muslim results are exactly the same as for Future Visit. They are also similar for the non-Muslim sample with the emphasis on cleanliness and the unique culture as perceptions and exciting as an attitude.

*Table 35: Stepwise Regression results for the dependent variable of Word of Mouth with the independent variables given in Factor Two of the PCA analysis*

| <b>FACTOR 2</b> | <b>WOM</b>  |          |             |                      |          |          |             |
|-----------------|---|----------|-------------|----------------------|----------|----------|-------------|
| <b>Religion</b> | <b>Motivation</b>   | <b>F</b> | <b>Sig.</b> | <b>R<sup>2</sup></b> | <b>B</b> | <b>t</b> | <b>Sig.</b> |
| Muslim          | To build relationships with exhibitors for future purchases | 8.38     | .00         | .03                  | .18      | 2.89     | .00         |
|                 |   |          |             |                      |          |          |             |
| Non-Muslim      | To draw up new business contracts                           | 43.31    | .00         | .15                  | .39      | 6.58     | .00         |
|                 | <b>Perceptions</b>  |          |             |                      |          |          |             |
| Muslim          | KSA is a fun destination                                    | 16.46    | .00         | .06                  | .25      | 4.06     | .00         |
|                 |   |          |             |                      |          |          |             |
| Non-Muslim      | The environment is very clean                               | 53.18    | .00         | .18                  | .46      | 5.68     | .00         |
|                 | KSA has high quality accommodation facilities               | 30.98    | .00         | .20                  | -.31     | -3.83    | .00         |
|                 | KSA has unique Islamic and Arabic culture                   | 25.61    | .00         | .24                  | .27      | 3.47     | .00         |
|                 | <b>Attitudes</b>  |          |             |                      |          |          |             |
| Muslim          | KSA is an exciting destination                              | 58.33    | .00         | .19                  | .44      | 7.64     | .00         |
|                 |   |          |             |                      |          |          |             |
| Non-Muslim      | KSA is an exciting destination                              | 19.36    | .00         | .07                  | .47      | 6.46     | .00         |
|                 | KSA has competitive transportation and infrastructure       | 21.76    | .00         | .15                  | -.34     | -4.73    | .00         |

#### 8.2.2.3 Emotive Feelings

The results for Factor Two emotive feelings are given in Table 36 below. As with the results from Factor One the outcome is less informative and as stated earlier possibly because loyalty is yet to be widely achieved in the marketplace.

There are no negative results.

The positive Muslim results focus upon a fun restful place with the attitudes that the KSA is an exciting and modern place. The non-Muslim positive results remain

consistent with previous motivations to further personal business, a clean environment perspective and attitude the KSA is modern.

*Table 36: Stepwise Regression results for the dependent variable of Emotive Feelings with the independent variables given in Factor Two of the PCA analysis*

| <b>FACTOR 2</b> | <b>Emotion</b>                                   |       |      |                |     |      |      |
|-----------------|--|-------|------|----------------|-----|------|------|
| <b>Religion</b> | <b>Motivation</b>                                | F     | Sig. | R <sup>2</sup> | B   | t    | Sig. |
| Muslim          | No Result  |       |      |                |     |      |      |
|                 |  |       |      |                |     |      |      |
| Non-Muslim      | To identify competing products/service offerings | 22.28 | .00  | .08            | .23 | 3.35 | .00  |
|                 | To draw up new business contracts                | 14.48 | .00  | .10            | .17 | 2.49 | .01  |
|                 | <b>Perceptions</b>                               |       |      |                |     |      |      |
| Muslim          | KSA is a fun destination                         | 38.37 | .00  | .13            | .26 | 3.43 | .00  |
|                 | KSA is a good place for rest and relaxation      | 22.13 | .00  | .14            | .17 | 2.29 | .02  |
|                 |  |       |      |                |     |      |      |
| Non-Muslim      | The environment in KSA is very clean             | 48.50 | .00  | .17            | .41 | 6.96 | .00  |
|                 | <b>Attitudes</b>                                 |       |      |                |     |      |      |
| Muslim          | KSA is an exciting destination                   | 99.00 | .00  | .28            | .31 | 3.75 | .00  |
|                 | KSA has high quality services                    | 56.08 | .00  | .31            | .15 | 2.11 | .04  |
|                 | KSA is up to date                                | 39.32 | .00  | .31            | .18 | 2.08 | .04  |
|                 |  |       |      |                |     |      |      |
| Non-Muslim      | KSA is up to date                                | 45.63 | .00  | .16            | .40 | 6.76 | .00  |

### 8.3 Conclusion

The stepwise regression procedure is carefully used taking into account its weaknesses as a method to derive causal variables. It is used to develop an informed direction to a strategy for developing greater attendance at MICE events in the KSA. The results do distinguish causal measures for motivation, perception and attitudes that differ between the two cultural groups and are also positive and negative in nature.

The strategy is based upon behavioural intention which is defined primarily to measure the intention to re-visit the destination and to spread word-of-mouth. The behavioural intention is extended to some degree toward attitudinal loyalty as well, by incorporating a measure of emotive feelings.

The analysis is focussed upon the variables defined by the Principal Components Analysis (PCA) in Chapter 7. The PCA provides both a structure to the variable selection, whilst also summarising the variables to a shorter and potentially more meaningful group of variables for analysis by the stepwise regression procedure.

From the analyses the negative issues that may cause problems with behavioural intentions for Muslims are quite limited. They include the perception that the climate in KSA is not good, and the museums/heritage are not interesting. For non-Muslims there is a perception that the destination is expensive and that the accommodation facilities are not of high quality. The non-Muslim negative perceptions are significant issues and probably more significant than the Muslim negative issues, although in both cases the negative outcomes are causal not only for future visit but also word-of-mouth.

The positive issues given need also to be considered because they provide strategic points for re-enforcement in a marketing strategy. For the Muslims the motivations to revisit and provide WOM are limited and relate largely to the quality of the MICE speakers and building relationships. However, the perceptions are more extensive and are based around the culture of the destination, extending to perceptions of friendliness, fun, safety and good shopping. Attitudes are that the KSA is an exciting destination.

For non-Muslims the motivations are more focussed upon inter-personal business contacts including establishing new business and examining competing services and products. The quality of the speakers is not mentioned. The perceptions as with the Muslims are more wide ranging. They include that the traditional culture is dominant, but interestingly also that the environment is clean and to a lesser degree that there will be no language barrier to English. Non-Muslims also have an attitude that is quite positive, and possibly unexpected, that the people are friendly and supportive. Moreover they see the destination has a good image, is modern and attractive, and exciting.

Many of the issues that are drawn out from the causal analysis could provide significant direction to future marketing. The analysis is used in an exploratory manner and not as a method to derive specific measures of significant causal

relationships. As such the variable identified in both a positive and negative direction are intended to be interpreted broadly as the most significant issues that could affect the behavioural intentions of both Muslim and non-Muslim attendees.

## **CHAPTER 9 - Discussion and Conclusion**

### **9.1 INTRODUCTION**

The main purpose of this chapter is to review and discuss the findings from the analysis and to conclude upon the original aims of the study as outlined in Chapter One.

This chapter begins with a summary of the research and key findings. A discussion is then begun as to whether the aims of the thesis have been achieved. Contributions of the research are then discussed, covering both theoretical and practical implications. This is followed by the limitations of the research and recommendations for further research. The last section presents a final conclusion to the overall study.

This work investigated the destination decision making processes of new and repeat Muslim and non-Muslim MICE tourists to the KSA. Traditionally, the majority of MICE tourists in the KSA were internal and from the neighbouring GCC countries. Attracting Muslims and non-Muslims from other countries is essential to obtain significant economic returns from MICE tourism. However, there is a dearth of research in this area and specifically about how to attract more MICE tourists to the KSA.

More non-Muslims from major MICE markets of Europe and America need to be attracted to the KSA using suitable strategies. But this cannot be done unless the destination decision making process of the non-Muslims is known. It is possible that the destination decision making process of non-Muslim MICE tourists is different from that of Muslims. If these differences are known, the changes to be made in the current strategies and policies of the government to attract more non-Muslims into MICE destinations of the KSA can be identified and implemented.

It is generally assumed, and specifically hypothesised, that Muslim and non-Muslim participants will have differing motivation, perceptions and attitudes toward the KSA, and this will lead to differing behavioural intent. However, it is also expected that these differences will be tempered by experience, so that repeat visitors will have greater knowledge of the KSA, and consequently this will temper their motivations, perceptions and attitudes relative to new attendees.

Identification of these differences is anticipated to lead to the identification of possible changes in policies and strategies for the KSA government, and its agencies, to consider in marketing MICE business in the KSA. The discussions of the findings obtained in this work are directed towards this ultimate study aim.

## **9.2 Summary of the Research and Key Findings**

### **9.2.1 Demographic and Basic Tourist Profile**

The demographic and basic tourist profile provides very valuable information about the characteristics of a typical MICE tourist. This information can be utilised to formulate more effective and targeted initiatives to develop MICE tourism. The key findings from the basic demographic and tourist profile are discussed below from the perspective of how they can be used to develop MICE tourism in the KSA.

It was found that about two-thirds of the respondents were males. The gender splits for the Muslim and Non-Muslim attendees was very similar. Any policies or initiatives which are formulated to develop MICE tourism in the KSA should factor in this information and either predominantly market to male tourists, or look at the current business ratios between males and females and raise the question of why more females do not attend. If generally most MICE attendees are male, and there is no evidence of this, then marketing should take this male focus into account. However, if as is likely, the KSA attracts fewer females then the KSA marketing might need to examine how this can be overcome. Obviously the traditional Muslim role of women may be an influence reducing female participation by non-Muslims, and given there is no intent to suggest a change in this regard, there needs to potentially be greater focus of the motivations for female participation.

In addition, this kind of motivation could include greater exposure to life in a traditional Muslim country, and the social and educational benefits of such travel. There may also be a need to know more about Muslim female attendees, who they are, their interest, their traditions and benefits of contact and inter-activity between female participants. Moreover, there might be some MICE events dominated by females, possibly in early education, women affairs and in medical roles. A greater effort could be made to attract these types of events.

The country or origin of the respondents and the nationality profile of the respondents are very similar. This provides valuable information about the current trends in where the MICE tourists come from. India and China together accounted for about one-third of the participants and the total visitors from USA, Japan, Hong Kong and the Western countries, which constitute the major MICE market, at about 25%.

The largest group of Muslims by country of residence was from India (23.8%) and the largest group of Non-Muslims by country of residence was from China (23.2%). The largest group of Muslims by world region of residence was from the Middle-East (42.5%) and the largest group of Non-Muslims by world region of residence was from Europe (31.1%).

Given the size of North America it is under-represented compared with Europe. There is scope to focus upon expanding the North American market. While at the same time maintenance of the markets in Europe, China, USA, Japan, Hong Kong and other Western countries constitute the main countries that need to be targeted by the KSA for the attraction of more tourists.

Whilst most of the respondents heard about the conference via emails or word of mouth, one of the noteworthy trends was that more non-Muslims heard about the conference through the event website. This demonstrates the need for having multilingual options on event websites, especially for targeting non-Muslim tourists from non-English speaking countries like China.

One of the noteworthy trends with regard to the age profile of the respondents was that a larger proportion of Non-Muslims were associated with older age groups compared to Muslims. This might be indicative of more older and experienced non-Muslims being nominated to participate in the MICE events. This leaves a growing and large youth market open for investigation. There are numerous ways to encourage the youth market such as targeting youth based MICE activities like internet gaming and technology, offering youth accomplishment awards for upcoming executives, and providing youth scholarships for MICE attendance.

It was also observed that in general the respondents had medium to high levels of education. The Muslim and Non-Muslim attendees exhibited very similar educational profiles. With respect to the income of the respondents, it was observed that a



majority of the respondents belonged to middle and high income groups. A higher proportion of non-Muslims were associated with higher levels of income compared to Muslims. This might be indicative of more experienced and professionally established non-Muslims being nominated to participate in the MICE event by their companies and also the fact that many non-Muslims come from developing states. This possibly leaves open the opportunity to fund attendance from developing countries and also to relate this to targeting the youth market.

With regards to the frequency of previous visits, about one-third of the participants were in KSA for the first time. Muslims were associated with the higher end of the number of visits spectrum, compared to non-Muslims. This implies that behavioural loyalty via repeat visits are already a significant outcome from current MICE events. It also suggests that much of the current MICE provision is successful and should not be overly changed.

With regard to the number of companions that the Muslims and non-Muslims are travelling with, it was observed that a larger proportion of non-Muslims were travelling without any companions. This could mean that Muslims are more inclined to travel with family or friends, while non-Muslims were travelling alone or with colleagues. This may also relate to the higher number of male attendees. There is a significant market in accompanying persons and this market is there to be expanded. Marketing directed to suggest attractive and welcoming activities for partners might be a first step in expanding this market.

## **9.2.2 T-test comparisons between the Muslim and non-Muslim study groups**

### **9.2.2.1 Motivations non-Repeat Attendees**

In the case of new visitors, significant differences between Muslims and non-Muslims were observed for mean response scores of 20 items of motivation (from 24), 9 items of perception (from 18) and 5 items of attitude (from 12). This implies there is a significant difference in motivations between the non-repeat Muslim and non-Muslim groups. However, in the case of motivation, all the mean response scores were above 4.0 for the Muslims and lower for the non-Muslims. That is the motivations are stronger for the Muslims with regard to the following issues:

To build new professional relationships  
To gain new knowledge and skills  
For my career development

- For social networking opportunities
- For business opportunities
- To be involved with a professional association
- To feel part of a global community
- To improve my peer reputation
- Because of the conference/exhibition quality
- Interested in the conference/exhibition program
- To hear the well-known speakers
- To draw up new business contracts
- To build relationships with exhibitors for future purchases
- To obtain up- to-date technical, product, or training information
- To acquire certain information (on trends, companies, service, product launching, etc.)
- To identify competing products/ service offerings
- It is a work requirement
- Because of the reputation of the event
- Because of the ease of visa application
- Because of the favourable exchange rate

Consequently, since the objective of the study is to increase non-Muslim attendees these motivations need to be improved for non-Muslim advertising as they are not currently working as strong motivators for the non-Muslim market.

#### 9.2.2.2 Perceptions Non-repeat Attendees

In the case of repeat visitors perceptions also differed significantly. The exceptions were 'KSA has a good climate' and 'Attractions and activities are cheap' where the perceptions were not different. Muslims had stronger perceptions with regard to issues such as:

- KSA is easy to get to
- The environment in KSA is very clean
- KSA is a safe and friendly destination
- KSA has a good climate
- KSA is a good place for rest and relaxation
- KSA is good value for money
- Attractions and activities are cheap
- KSA has good shopping facilities
- KSA service staff are qualified, helpful and friendly

Therefore, again as the objective is to attract more non-Muslims these issues need to be emphasized in marketing to the non-Muslim market.

#### 9.2.2.3 Attitudes Non-repeat Attendees

In regard to new visitors attitudes there are significant differences between Muslims and non-Muslims with five attitudes stronger for the Muslim group. Consequently, the issues are :

- KSA has friendly people
- KSA has supportive people
- KSA has a good image/reputation
- KSA has high quality services
- KSA is safe and secure

These issues need to be strengthened to attract more non-Muslim attendees. However, as discussed previously it is difficult to change attitudes and marketing may influence motivations and perceptions but not attitudes. Still given the nature of the issues listed, it may still be possible to exert advertising influences that portray the KSA as providing the issues outlined.

#### 9.2.2.4 Motivations of Repeat Attendees

It could be argued that repeat visitors do not need to be followed as they already have shown some degree of loyalty to the KSA. However, for the non-Muslim market it still remains important to maintain their interest. In most cases the Muslim repeat visitor is more highly motivated than the non-Muslim visitor with the exception of 'To identify competing products/service offerings' where both groups have the same motivation.

So the issues for maintaining the non-Muslim market which are not working as well as the Muslim market are:

- To build new professional relationships
- To gain new knowledge and skills
- For my career development
- For social networking opportunities
- To be involved with a professional association
- To feel part of a global community
- To improve my peer reputation
- Because of the conference/exhibition quality
- Interested in the conference/exhibition program
- To draw up new business contracts
- To identify competing products/ service offerings
- Because of the reputation of the event
- Because of the favourable exchange rate

#### 9.2.2.5 Perceptions of Repeat Attendees

The situation with perceptions is different to motivations for the repeat visitors. Unlike motivations the repeat non-Muslim visitors have developed higher perceptions than the Muslim group. There are two exceptions where both groups have the same perception : 'KSA is easy to get to' and 'The environment in KSA is very clean'.

In regard to increasing non-Muslim attendance the focus is upon two perceptions that non-Muslims have not improved over Muslims by repeat visiting :

KSA is good value for money  
KSA service staff are qualified, helpful and friendly

These two perceptions may be less easy to change in order to improve non-Muslim visits, and given the already positive perceptions held by non-Muslims, this may not be as important as maintaining the other positive perceptions.

#### 9.2.2.6 Attitudes of Repeat Attendees

It is interesting that the culturally determined attitudes towards the KSA are higher already for the non-Muslim repeat visitor. So maintenance of existing attitudes is all that is required to attract further repeat visits.

Overall, there are differences between Muslim and non-Muslim attendees found in the t-test analysis, and some differences between the repeat and non-repeat visitors. However, there is far less direction to future marketing from the differences generated by experience of previous travel.

### 9.3 Factor Analysis

Although the strategic issues for developing advertising and planning activities for attracting new MICE attendees are identified from the t-tests, there is a question of whether these individual items can be summarised into more conceptual or structural issues. However, as the t-test analysis did not emphasize the difference between repeat and non-repeat visitors it is decided to conduct the structural analysis on the total sample without dividing it between repeat and non-repeat visitors. Although, the division between the Muslim and non-Muslim cultures remains.

The structural patterns of the subscale responses were analysed for the single purpose of attempting further clarity, by identifying a smaller number of main variables within each concept of motivations, perceptions and attitudes. As such the

analysis is exploratory and may or may not add to the findings from the t-test, but will enhance the next analysis of behavioural intent by reducing the variable set to the most influential measures.

The common and the unique features of the Muslim and non-Muslim groups are discussed below for motivations, perceptions and attitudes of the respondents. A special focus is given to the insights which could be used to promote MICE tourism in the KSA.

The primary motivation for both Muslims and non-Muslims is Professional Development. The secondary motivation for both groups is relationship building and knowledge sharing. Quality of the event is an expected motivation for the non-Muslim visitor. These motivations should be highlighted when marketing KSA as a MICE destination.

The factor analysis also found some other motivations like mandatory nature of the trip, and Convenience which includes a favourable exchange rate, reputation of the event and ease of visa entry as important motivations for to both Muslim and non-Muslim participants. Ease of travel to and from the KSA is another area which should be emphasized with the promoters of MICE events in the KSA, and this complements the findings from the demographic analysis that the central world regional location is advantageous.

The perceptions differ more than motivations between the Muslim and non-Muslim visitors. This is not surprising as the motivations largely relate to a business event shared by all, but perceptions are derived from different cultures. Some of the perceptions for the non-Muslims were that KSA is safe, friendly, clean and with a good environment, it offers good relaxation and wide range of options for everyone, the scenery, accommodation, and shopping is good. The Muslim visitor perceives there is something for everyone including the family and is traditional. Furthermore, the Muslim visitor considers the climate to be good. These are positive perceptions and attempts should be made by the relevant KSA authorities to maintain these positive perceptions.

It was interesting to note that the attitudes of Muslims and non-Muslims were not different. The common set of primary attitudes for both groups were that the KSA has friendly, supportive people, living in a strong sense of community with

intercultural interaction. The secondary attitude was that the KSA is a high quality and exciting destination. These findings are more reassuring in nature as the literature review suggests that attitudes are difficult to influence compared to perceptions. This is also complementary to the t-test findings on attitudes.

It was expected that the Muslim and non-Muslim respondents would be very different in terms of motivations, perceptions and attitudes. However, it was found that the differences are not overly great in a structural sense. Most differences were seen in perceptions, smaller differences in motivation and none in attitudes. This is good news for the KSA under the argument already discussed in the literature review that perceptions are the more flexible cultural concept which can be changed through marketing. This puts the KSA in an advantageous position to attract both Muslim and non-Muslim visitors through appropriate marketing strategies.

#### **9.4 Behavioural Intentions of Muslim and Non-Muslim Visitors**

The PCA analysis itself has been less helpful in developing the strategic directions for behavioural intent. This is to be expected because it derives the structural content of the data, but does not draw out particularly meaningful individual motivations, perceptions and attitudes. It is the components themselves as a combination of variables that are drawn out in the structural analysis at a broader level of investigation.

Another step in the analysis is needed to draw the relationship between individual variables and the behavioural intent. This is the final step in the conceptual model derived in Chapter 3. In order to achieve this outcome a stepwise regression is used to draw out specific causal relationships. The PCA analysis had the secondary objective of identifying the most important variables underlying the structure of the data set. These variables are then used as the summary variables for the stepwise regression.

The stepwise regression like the PCA is exploratory. There is no intent to measure specific strengths of individual potential causes of behavioural intent, but rather to group the variables that have particular causal significance for interpretation in order to further develop a marketing strategy.

The stepwise regression further confirms that there are differences between the two cultural groupings of Muslim and non-Muslim, in terms of their motivations, perceptions and attitudes that influence their behavioural intent.

Muslim attendees have quite limited negative perceptions that the climate is not good in the KSA and the museums and heritage are not interesting. Both of these perceptions may be difficult to counter due to their basic content which is not easily manipulated.

Non-Muslims have more important negative perceptions that need to be countered in marketing of the KSA. Non-Muslims perceive the KSA is expensive and that the accommodation facilities are not of high quality. It would be relatively easy to counter the issue of accommodation quality which is known to be high, while expensive brings in the question of relative exchange values between currencies and hence source markets and is an individualised issue.

Re-enforcement is needed on the positive issues. For the Muslim group there needs to be a greater expansion of the positive motivations beyond the basics of the speakers and relationship building at the MICE events, more advertising of a wider range of benefits is needed. The Muslim perceptions may need re-enforcement but are most likely less directive of marketing because they relate to the fundamental nature of the cultural aspects of the KSA. The attitude that the KSA is exciting opens up numerous marketing potential for re-enforcement but needs more detail as to what the definition of 'excitement' is.

The motivations for non-Muslim attendees focus on personal business relationships and this can be readily expanded to suggest significant wide business opportunities for foreign direct investment and building business profitability. The perceptions need re-enforcement that there is no language barrier and there is a clean and fresh environment to experience. Environment aspects may be particularly important to the Chinese, who have their own environment problems, and a wide range of attendees who are concerned about the environment generally. Additionally, the modern facilities and lack of a language barrier need to be emphasized.

## 9.5 Conclusion on the Aims and Objectives of the Study

This study set out to explore the cultural issues related to the development of a MICE sector in the GCC and specifically by example the most traditional Middle Eastern market of Saudi Arabia. The aim of the research set out to determine the motivations, perceptions and attitudes of Muslim and non-Muslim MICE participants toward attending MICE events in general in a Muslim environment, and to determine what aspects are important drivers upon which to focus on to increase tourism from both groups; with an emphasis upon expanding the MICE marketplace.

This opens an opportunity to evaluate attendees future behavioural intentions to attend other MICE events in the Middle East, or whether they would recommend attendance to others.

It was found that it is possible to determine issues that impact on MICE participants' experience, and they may be manipulated to engender positive experiences, and strategies could be developed to attract participants of both cultural groupings.

The analysis developed three general hypotheses:

The motivations of Muslim & Non- Muslim attendees are significantly different.

The perceptions of Muslim & Non- Muslim attendees are significantly different.

The attitudes of Muslim & Non- Muslim attendees are significantly different.

So the analysis started under the assumption that Muslim and non-Muslim participants would have very different motivations, perceptions and attitudes. These hypotheses are supported in the analysis discussion above.

A further 12 hypotheses recognised a potential difference between repeat and non-repeat visitors but these hypotheses were not strongly supported. The conclusion in the results is that marketing separately to these two groups is not necessary.

Overall, significant differences were found and quite specific issues found that could be the main drivers to attracting attendees to the KSA and in particular more non-Muslim attendees. The conceptual model developed to examine MICE tourism in a specific Muslim/non-Muslim setting was found to be supported, as different positive and negative issues were found that can be used to drive further marketing of MICE tourism in this context.



## **9.6 Contributions of the Research**

This study has made significant contributions to literature, and there are also a number of issues which can be applied in practice to promote MICE tourism in the KSA. The theoretical and practical contributions of this work are summarised below.

### **9.6.1 Theoretical Implications**

This is a first of its kind study which has surveyed a large sample of MICE tourists in a middle-eastern country. The research has provided detailed insights into the demographic and tourist profile of the typical MICE tourist. More importantly, the research looked into the motivations, perceptions and attitudes of the different kinds of MICE tourists and also the association of these constructs with the behavioural intentions of the different groups. Several statistically significant findings have been obtained from this study based upon the development of an original conceptual framework. These findings will advance the literature in this domain.

### **9.6.2 Practical Implications**

In addition to the theoretical contributions of this research, there are a number of practical implications of this work. These can be adapted by the stakeholder in the KSA MICE industry (e.g. government and policy makers, MICE event organisers, tourism providers, transportation services, accommodation services, and marketing agencies) to promote the MICE industry and attract more tourists, especially from the highly sought after non-Muslim markets. The key findings from this research have been translated into actionable recommendations for the stakeholder of the MICE industry in the KSA.

## **9.7 Limitations of the Research**

This work involved only participants already attending MICE events and as such the destination decision in favour of the KSA was already made. It could be argued, especially in regard to attracting more non-Muslim attendees, that it would be better to also sample MICE attendees outside of the KSA to determine their perceptions and attitudes to the KSA as a MICE destination.

Although the assumption was made that repeat visitors had potentially changed their motivations, perceptions and attitudes as a result of destination experience, this aspect was not measured. There was no attempt to measure the concepts before and separately after attending a KSA MICE event. Issues that have direct evidence

of changing as a result of experience could be a more defined and narrower set of marketing issues and objectives than those found in this study.

Although the KSA is a very good example of the Arabic Middle East it maybe that the research needed to include MICE events elsewhere, and the assumption that the findings are more widely applicable to the Arabic Middle East may not be completely valid.

### **9.8 Directions for Further Research**

Future research should address the limitations of this work listed above and move further on. The research openings to directly further this study include a wider sample of MICE events outside the Middle East but related to the motivations, perceptions and attitudes to the Middle East and in particular to a Muslim destination. Additionally, there is more room to study changes in perceptions and attitudes before and after a MICE event.

However, possibly the more urgent priority is for experimenting with various strategies and policies to motivate significantly large numbers of Western non-Muslims to MICE events in the KSA. Future research could attempt to test the effectiveness of the various strategies suggested in this study, to promote MICE tourism in the Middle East.

## 9.9 Conclusion

The aim of this study was to compare the cultural influence of Muslims and non-Muslims on motivation, perception and attitude as the destination decision making factors in favour of the KSA as a MICE destination. It is believed that the findings from a study of this nature can help provide insight which can in turn promote MICE tourism in the KSA.

A research framework was proposed to address the aims of this study. The research context was set in the KSA as representative of a middle eastern Muslim developing economy. The methods used and the results of this study can be a forerunner for many more studies in Muslim countries for the development of MICE attendance.

The KSA is highly traditional with Islamic culture as the state religion and determinant of the laws of the land. The influence of Islamic culture is observable in every individual, and the social, political and religious life of the people. At the same time, the KSA has all the modern facilities which sophisticated tourist desires.

Falling oil prices can lead the country to economic stagnation. Hence the KSA is implementing strategies to diversify its economy away from oil. MICE tourism is one of the methods of diversification away from an oil economy.

Foreign MICE tourists in large numbers attend conventions and other MICE events and stay on for visits to important tourist destinations and leisure activities. They spend a large amount of money on such visits. To attract more visitors to the country, marketing strategies need to be devised. However, to devise suitable policies and strategies, it is necessary to understand how tourists, especially those who attend MICE events, make their destination choices.

A detailed review of the literature reveals the availability of many consumer decision making, tourist decision making and MICE destination decision making models. All of them are partially applicable to the study conditions. However, all are predictive in nature, whereas the intention of this study was to assess the current status. Also, almost none of them consider culture as a factor influencing destination decisions. The major focus of this study is cultural differences expressed through the differences between Muslims and non-Muslims. Thus, the need for a different MICE destination decision making model applicable to this study area was developed and was used as the basis of this study.

The critical review of literature also revealed motivation, perception and attitude as the three important dimensions of destination decision making. Destination image formed by perceptions and its influence on attitude are important in determining behavioural intentions. The experiences gained by repeated visits can change perceptions and less easily the attitude about the destination for a favourable or unfavourable behavioural intention. These aspects, as affected by Muslim or non-Muslim culture were covered in the proposed framework.

The quantitative method of questionnaire survey was used. Scales and items were selected based on published works on similar surveys and discussions with experts. Muslim and non-Muslim participants at 10 MICE events at various venues during November 2014 to February 2015 were sampled. A sample size of 493 was obtained for this study. Cronbach Alpha was used to test the reliability of the survey. The analysis of data consisted of descriptive statistics of demographic data, previous visits data and motivation, perception and attitude data. Student t-tests were done to compare between mean differences between groups. Exploratory Factor Analysis using the method of Principal Component Analysis was used to extract factors from the subscales. These sub-scales were then used in a stepwise regression analysis to develop specific directions in marketing to improve the behavioural intent of attendees.

The results of the analysis of the data collected for this study provided useful insights about the demographic profile of the MICE tourist. Additionally, it was found that strategies to improve motivations, perceptions and attitudes of potential tourists can translate to an increase in MICE tourism to the KSA. Some recommendations to promote MICE tourism have been provided.

No study is without limitations. This study was done only on participants attending MICE events in the KSA. Hence, the destination decision in favour of the KSA has already been made. There is no way of assessing the motivations, perceptions and attitudes of MICE attendees toward visiting the KSA initially. Changes in perception or attitude before and after attending the event were also not assessed.

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## APPENDICES

### Appendix A Questionnaire

SCHOOL OF INTERNATIONAL BUSINESS

FOOTSCRAY PARK CAMPUS  
BALLARAT ROAD  
FOOTSCRAY  
PO BOX 14428 MELBOURNE  
VICTORIA 8001 AUSTRALIA  
PHONE +61 3 9919 4430  
FAX +61 3 9919 4931  
[www.vu.edu.au](http://www.vu.edu.au)

**Dear Participant,**

The College of Business, Victoria University, is conducting a research survey of development multicultural MICE tourism in the Middle East: the case of Saudi Arabia. The aim of this study is to find out more about MICE participant motivations, perceptions, and attitudes toward Saudi Arabia as a MICE tourism destination. We very much appreciate your participation in this research, and all responses will be treated confidentially. Thank you.

Yours sincerely,

Mr. Khaled Altareri  
(Researcher) College of Business  
Victoria University, Melbourne, Australia

VICTORIA UNIVERSITY ABN 83776954731 CRICOS Provider No. 00124K



**SECTION A: YOUR CURRENT & FUTURE VISIT****1. How many times have you visited KSA previously?**

☐ 0   ☐ 1   ☐ 2   ☐ 3   ☐ 4   ☐ 5   ☐ 5+

**2. Have you attended any conference/Exhibition in KSA previously?**

☐ Yes  
☐ No

If Yes, how many time(s) .....

**3. How long are you staying in KSA?**

.....day(s)

**4. How many people in your personal group are travelling with you including children?**

.....

**5. How did you hear about this Conference\ Exhibition?**

☐ Website   ☐ Journal   ☐ Magazine  
☐ E-mail   ☐ Word of mouth   ☐ Other (please specify) .....

**6. How important to you consider each of these motivations in attending this Conference/ Exhibition? (Please circle a number from 1 to 5)**

| Statements  | Not<br>Important<br>at All | Somewhat<br>Important | Moderately<br>Important | Very<br>Important | Extremely<br>Important |
|---|----------------------------|-----------------------|-------------------------|-------------------|------------------------|
| To build new professional relationships             | 1                          | 2                     | 3                       | 4                 | 5                      |
| To gain new knowledge and skills                    | 1                          | 2                     | 3                       | 4                 | 5                      |
| For my career development                           | 1                          | 2                     | 3                       | 4                 | 5                      |
| For social networking opportunities                 | 1                          | 2                     | 3                       | 4                 | 5                      |
| For business opportunities                          | 1                          | 2                     | 3                       | 4                 | 5                      |
| To be involved with a professional association      | 1                          | 2                     | 3                       | 4                 | 5                      |
| To feel part of a global community                  | 1                          | 2                     | 3                       | 4                 | 5                      |
| To improve my peer reputation                       | 1                          | 2                     | 3                       | 4                 | 5                      |
| Because of the registration and accommodation costs | 1                          | 2                     | 3                       | 4                 | 5                      |
| Because of the conference/exhibition quality        | 1                          | 2                     | 3                       | 4                 | 5                      |
| Interested in the conference/exhibition program     | 1                          | 2                     | 3                       | 4                 | 5                      |
| To hear the well-known speakers                     | 1                          | 2                     | 3                       | 4                 | 5                      |

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| To present a paper or exhibit a product   | 1 | 2 | 3 | 4 | 5 |
| To discuss specific problems/talk to current partners (suppliers, agents, buyers)       | 1 | 2 | 3 | 4 | 5 |
| To draw up new business contracts   | 1 | 2 | 3 | 4 | 5 |
| To build relationships with exhibitors for future purchases                             | 1 | 2 | 3 | 4 | 5 |
| To obtain up- to-date technical, product, or training information                       | 1 | 2 | 3 | 4 | 5 |
| To acquire certain information (on trends, companies, service, product launching, etc.) | 1 | 2 | 3 | 4 | 5 |
| To identify competing products/ service offerings                                       | 1 | 2 | 3 | 4 | 5 |
| To have new travel experiences  | 1 | 2 | 3 | 4 | 5 |
| To escape from the routine at home  | 1 | 2 | 3 | 4 | 5 |
| To experience a different culture   | 1 | 2 | 3 | 4 | 5 |
| To combine leisure with a business trip   | 1 | 2 | 3 | 4 | 5 |
| It is a work requirement  | 1 | 2 | 3 | 4 | 5 |
| Because it is a funded trip by my employer  | 1 | 2 | 3 | 4 | 5 |
| To experience good weather  | 1 | 2 | 3 | 4 | 5 |
| Because of a good previous experience   | 1 | 2 | 3 | 4 | 5 |
| For safety and security   | 1 | 2 | 3 | 4 | 5 |
| Because of the friendliness of locals   | 1 | 2 | 3 | 4 | 5 |
| For the food and restaurants  | 1 | 2 | 3 | 4 | 5 |
| To experience the accommodation facilities  | 1 | 2 | 3 | 4 | 5 |
| Because of the reputation of the event  | 1 | 2 | 3 | 4 | 5 |
| Because of the ease of visa application   | 1 | 2 | 3 | 4 | 5 |
| Because of the favourable exchange rate   | 1 | 2 | 3 | 4 | 5 |

**7. Please indicate your perceptions of Saudi Arabia “KSA” as a Conference/ Exhibition destination.**

| Statements   | Strongly disagree | Disagree | Undecided | Agree | Strongly agree |
|--|-------------------|----------|-----------|-------|----------------|
| KSA has interesting museums/ heritage                                | 1                 | 2        | 3         | 4     | 5              |
| KSA has unique Islamic and Arabic culture                            | 1                 | 2        | 3         | 4     | 5              |
| KSA has rich and beautiful scenery                                   | 1                 | 2        | 3         | 4     | 5              |
| KSA has high quality accommodation facilities                        | 1                 | 2        | 3         | 4     | 5              |
| KSA has a high level of technological resources                      | 1                 | 2        | 3         | 4     | 5              |
| Communication is not a problem for non-Arabic speaking people in KSA | 1                 | 2        | 3         | 4     | 5              |
| KSA is easy to get to  | 1                 | 2        | 3         | 4     | 5              |
| The environment in KSA is very clean                                 | 1                 | 2        | 3         | 4     | 5              |
| KSA is a safe and friendly destination                               | 1                 | 2        | 3         | 4     | 5              |
| KSA has a good climate   | 1                 | 2        | 3         | 4     | 5              |
| KSA is a good place for rest and relaxation                          | 1                 | 2        | 3         | 4     | 5              |
| KSA is good value for money  | 1                 | 2        | 3         | 4     | 5              |
| Attractions and activities are cheap                                 | 1                 | 2        | 3         | 4     | 5              |
| KSA has a variety of entertainment                                   | 1                 | 2        | 3         | 4     | 5              |

activities

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| KSA offers many opportunities for sports and adventurous activities | 1 | 2 | 3 | 4 | 5 |
| KSA has good shopping facilities                                    | 1 | 2 | 3 | 4 | 5 |
| KSA has a wide selection of restaurants                             | 1 | 2 | 3 | 4 | 5 |
| KSA service staff are qualified, helpful and friendly               | 1 | 2 | 3 | 4 | 5 |
| KSA has a good network of tourist information                       | 1 | 2 | 3 | 4 | 5 |
| KSA is a fun destination  | 1 | 2 | 3 | 4 | 5 |
| KSA is a family oriented destination                                | 1 | 2 | 3 | 4 | 5 |
| KSA is a modern/trendy destination                                  | 1 | 2 | 3 | 4 | 5 |
| KSA is a traditional cultural destination                           | 1 | 2 | 3 | 4 | 5 |

**8 Please indicate to what extent you agree with the following statements in regard to attending this Conference/ Exhibition.**

**As a Conference/ Exhibition destination:**

Strongly disagree      Disagree      Undecided      Agree      Strongly agree

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| KSA has friendly people  | 1 | 2 | 3 | 4 | 5 |
| KSA has supportive people  | 1 | 2 | 3 | 4 | 5 |
| KSA has a strong sense of community  | 1 | 2 | 3 | 4 | 5 |
| KSA has intercultural interaction  | 1 | 2 | 3 | 4 | 5 |
| KSA has a good image/reputation  | 1 | 2 | 3 | 4 | 5 |
| KSA has competitive transportation & infrastructure  | 1 | 2 | 3 | 4 | 5 |
| KSA has high quality services  | 1 | 2 | 3 | 4 | 5 |
| KSA is safe and secure   | 1 | 2 | 3 | 4 | 5 |
| KSA is an exciting   | 1 | 2 | 3 | 4 | 5 |
| KSA is an attractive   | 1 | 2 | 3 | 4 | 5 |
| KSA is up to date  | 1 | 2 | 3 | 4 | 5 |
| KSA is a high class  | 1 | 2 | 3 | 4 | 5 |
| I feel emotionally attached to this Conference/ Exhibition destination                         | 1 | 2 | 3 | 4 | 5 |
| I am willing to attend KSA Conference/ Exhibition in future                                    | 1 | 2 | 3 | 4 | 5 |
| I look forward to telling people about this Conference/ Exhibition destination when I get home | 1 | 2 | 3 | 4 | 5 |

## SECTION B: YOURSELF

### 9. Please indicate your gender:

- ☐ Male  
☐ Female

### 10. Please indicate your country of residence:

.....

### 11. Please indicate your nationality:

.....

### 12. Please indicate your religion group:

- ☐ Muslim  
☐ Non- Muslim

### 13. Please indicate your age group

- ☐ 20-29  
☐ 30-39  
☐ 40-49  
☐ 50-59  
☐ 60 or over

### 14. Please indicate your highest level of education

- |   |  |
|---|--|
| <input type="checkbox"/> Primary school       | <input type="checkbox"/> Bachelor degree           |
| <input type="checkbox"/> Secondary school     | <input type="checkbox"/> Master or Doctoral degree |
| <input type="checkbox"/> Vocational education | <input type="checkbox"/> Other.....                |

### 15. Your annual gross income group

- |  |   |
|--|---|
| <input type="checkbox"/> Less than U\$20,000 | <input type="checkbox"/> 60,001-80,000 U\$  |
| <input type="checkbox"/> 20,001-40,000 U\$   | <input type="checkbox"/> 80,001-100,000 U\$ |
| <input type="checkbox"/> 40,001-60,000 U\$   | <input type="checkbox"/> 100,001 U\$+       |

## Questionnaire in Arabic

1 كم مرة قمت بزيارة المملكة العربية السعودية سابقاً؟

☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 5+

2 هل قمت بزيارة أي مؤتمر / معرض في المملكة العربية السعودية سابقاً؟

☐ نعم

☐ لا

إذا كانت الإجابة بنعم حدد عدد الزيارات .....

3 كم مدة إقامتك في الزيارة الحالية للمملكة العربية السعودية؟

.....

4 كم عدد الأشخاص المرافقين لك في الزيارة من العائلة بمن فيهم الأطفال؟

.....

5 ما مدى أهمية كل من هذه الأنشطة بالإضافة لزيارة هذا المؤتمر / المعرض ؟

.....

.....

.....

6 ما مدى أهمية كل من هذه الأنشطة بالإضافة لزيارة هذا المؤتمر / المعرض ؟

(يرجى وضع دائرة على الرقم الذي تختاره بجانب كل عبارة من العبارات التالية)

| شديد<br>الأهمية | مهم | محايد | غير مهم | غير مهم<br>على<br>الأطلاق |                         |
|-----------------|-----|-------|---------|---------------------------|-------------------------|
| ٥               | ٤   | ٣     | ٢       | ١                         | قضاء عطلّة              |
| ٥               | ٤   | ٣     | ٢       | ١                         | أعمال تجارية أخرى       |
| ٥               | ٤   | ٣     | ٢       | ١                         | التسوق                  |
| ٥               | ٤   | ٣     | ٢       | ١                         | مشاهدة معالم المدينة    |
| ٥               | ٤   | ٣     | ٢       | ١                         | الفعاليات الثقافية      |
| ٥               | ٤   | ٣     | ٢       | ١                         | زيارة الأقارب والأصدقاء |

7 ما مدى أهمية كل من هذه الدوافع كمحفز لك لزيارة هذا المؤتمر /المعرض ؟ (يرجى وضع دائرة على الرقم الذي تختاره بجانب كل عبارة من العبارات التالية)

| غير مهم على الإطلاق | غير مهم | محايد | مهم | شديد الأهمية | 8<br>الرجاء<br>إيضاح<br>مدى<br>تصور<br>ك<br>الخاص<br>ص<br>عن<br>المملكة<br>العربية<br>السعودية<br>كوجهة<br>لسياد<br>ة<br>المؤتمر<br>رات<br>والمعا<br>رض؟<br><br>(يرجى<br>وضع<br>دائرة<br>على<br>الرقم<br>الذي<br>تختاره<br>بجانب<br>كل<br>عبارة<br>من<br>العبارات<br>التالية) |
|---------------------|---------|-------|-----|--------------|---|
| ١                   | ٢       | ٣     | ٤   | ٥            | بناء علاقات مهنية جديدة   |
| ١                   | ٢       | ٣     | ٤   | ٥            | إكتساب المعرفة والمهارات الجديدة  |
| ١                   | ٢       | ٣     | ٤   | ٥            | تطوير وظيفي   |
| ١                   | ٢       | ٣     | ٤   | ٥            | تواصل اجتماعي   |
| ١                   | ٢       | ٣     | ٤   | ٥            | أكتشاف فرص تجارية   |
| ١                   | ٢       | ٣     | ٤   | ٥            | مشاركة مع الجمعيات المهنية  |
| ١                   | ٢       | ٣     | ٤   | ٥            | شعور كجزء من المجتمع العالمي  |
| ١                   | ٢       | ٣     | ٤   | ٥            | بناء سمعة   |
| ١                   | ٢       | ٣     | ٤   | ٥            | جودة المؤتمر/ المعرض  |
| ١                   | ٢       | ٣     | ٤   | ٥            | برنامج المؤتمر/ المعرض  |
| ١                   | ٢       | ٣     | ٤   | ٥            | سماع متحدثين معروفين  |
| ١                   | ٢       | ٣     | ٤   | ٥            | تقديم ورقة علمية أو عرض منتج  |
| ١                   | ٢       | ٣     | ٤   | ٥            | مناقشة مشاكل معينة / التحدث مع الشركاء الحاليين (موردين وكلاء عملاء)  |
| ١                   | ٢       | ٣     | ٤   | ٥            | توقيع عقود تجارية جديدة   |
| ١                   | ٢       | ٣     | ٤   | ٥            | بناء علاقات مع المعارضين لعملية شراء في المستقبل  |
| ١                   | ٢       | ٣     | ٤   | ٥            | الحصول على معلومات حديثة عن منتج، تدريب أو معلومات فنية   |
| ١                   | ٢       | ٣     | ٤   | ٥            | الحصول على معلومات معينة ( اتجاه السوق الشركات الخدمات، إطلاق منتجات) التعرف على المنتجات المنافسة / الخدمات المقدمة  |
| ١                   | ٢       | ٣     | ٤   | ٥            | حضورى هو من متطلبات العمل   |
| ١                   | ٢       | ٣     | ٤   | ٥            | حضورى بتمويل من صاحب العمل  |
| ١                   | ٢       | ٣     | ٤   | ٥            | الأمن والسلامة  |
| ١                   | ٢       | ٣     | ٤   | ٥            | سمعة الفعالية   |
| ١                   | ٢       | ٣     | ٤   | ٥            | سهولة الحصول على تأشيرة الزيارة   |
| ١                   | ٢       | ٣     | ٤   | ٥            | ملائمة أسعار الصرف  |

| لا أوافق بشدة | لا أوافق | محايد | أوافق | أوافق بشدة |  |
|---------------|----------|-------|-------|------------|--|
| ١             | ٢        | ٣     | ٤     | ٥          | السعودية لديها متاحف وتراث مثيرة للأهتمام                    |
| ١             | ٢        | ٣     | ٤     | ٥          | السعودية لديها ثقافة إسلامية وعربية فريدة                    |
| ١             | ٢        | ٣     | ٤     | ٥          | السعودية غنية بمناظر طبيعية جميلة                            |
| ١             | ٢        | ٣     | ٤     | ٥          | السعودية لديها مرافق إقامة بجودة عالية                       |
| ١             | ٢        | ٣     | ٤     | ٥          | التواصل ليس مشكلة بالنسبة لغير الناطقين بالعربية في السعودية |
| ١             | ٢        | ٣     | ٤     | ٥          | الوصول سهل الى السعودية                                      |
| ١             | ٢        | ٣     | ٤     | ٥          | البيئة في السعودية نظيفة جدا                                 |

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| ٥ | ٤ | ٣ | ٢ | ١ | السعودية وجهة آمنة ولطيفة                   |
| ٥ | ٤ | ٣ | ٢ | ١ | السعودية لديها مناخ جيد                     |
| ٥ | ٤ | ٣ | ٢ | ١ | السعودية مكان جيد للراحة والاسترخاء         |
| ٥ | ٤ | ٣ | ٢ | ١ | القيمة المضافة مقابل المال جيدة في السعودية |
| ٥ | ٤ | ٣ | ٢ | ١ | المعالم والأنشطة السياحية رخيصة في السعودية |
| ٥ | ٤ | ٣ | ٢ | ١ | السعودية لديها مرافق تسوق جيدة              |
| ٥ | ٤ | ٣ | ٢ | ١ | موظفي الخدمة في السعودية مؤهلون ومتعاونون   |
| ٥ | ٤ | ٣ | ٢ | ١ | السعودية هي وجهة ممتعة                      |
| ٥ | ٤ | ٣ | ٢ | ١ | السعودية هي وجهة عائلية                     |
| ٥ | ٤ | ٣ | ٢ | ١ | السعودية هي وجهة حديثة وعصرية               |
| ٥ | ٤ | ٣ | ٢ | ١ | السعودية هي وجهة ثقافية تقليدية             |

9 يرجى الإشارة إلى أي مدى تتفق مع العبارات التالية فيما يتعلق بحضورك هذا المؤتمر / للمعارض.

(يرجى وضع دائرة على الرقم الذي تختاره بجانب كل عبارة من العبارات التالية)

| أوافق بشدة | أوافق | محايد | لا أوافق | لا أوافق بشدة |  |
|------------|-------|-------|----------|---------------|--|
| ٥          | ٤     | ٣     | ٢        | ١             | شعب السعودية ودود  |
| ٥          | ٤     | ٣     | ٢        | ١             | شعب السعودية داعمين ومتعاونين  |
| ٥          | ٤     | ٣     | ٢        | ١             | السعودية لديها شعور قوي تجاه المجتمع   |
| ٥          | ٤     | ٣     | ٢        | ١             | السعودية لديها تفاعل مع مختلف الثقافات   |
| ٥          | ٤     | ٣     | ٢        | ١             | السعودية لديها صورة و سمعة جيدة  |
| ٥          | ٤     | ٣     | ٢        | ١             | السعودية لديها وسائل نقل وبنية تحتية تنافسية   |
| ٥          | ٤     | ٣     | ٢        | ١             | السعودية لديها خدمات عالية الجودة  |
| ٥          | ٤     | ٣     | ٢        | ١             | السعودية وجهة آمنة   |
| ٥          | ٤     | ٣     | ٢        | ١             | السعودية وجهة مثيرة  |
| ٥          | ٤     | ٣     | ٢        | ١             | السعودية وجهة جذابة  |
| ٥          | ٤     | ٣     | ٢        | ١             | السعودية وجهة مواكبة ومتجددة   |
| ٥          | ٤     | ٣     | ٢        | ١             | السعودية وجهة راقية وعالية المستوى   |
| ٥          | ٤     | ٣     | ٢        | ١             | أعتبر نفسي بأني عميل على قدر كبير من الولاء لمعارض ومؤتمرات السعودية                   |
| ٥          | ٤     | ٣     | ٢        | ١             | أتطلع إلى الحديث وإخبار الناس عن السعودية كوجهة للمعارض والمؤتمرات عندما أعود إلى بلدي |
| ٥          | ٤     | ٣     | ٢        | ١             | أرغب وأتطلع لحضور المعارض والمؤتمرات   |

الجزء الثاني / معلومات شخصية

10- الجنس

☐ أنثى ☐ ذكر

11- بلد الإقامة

.....

12 - بلد الإقامة

.....

13 - الديانة

☐ غير مسلم ☐ مسلم

14 - العمر

☐ 29-20  
☐ 39-30  
☐ 49-40  
☐ 59-50  
☐ سنة فأكثر 60

15- المستوى التعليمي

☐ الابتدائي ☐ تعليم مهني أو فني  
☐ المتوسط ☐ جامعي  
☐ الثانوي ☐ ماجستير أو دكتوراه  
أخرى (يرجى تحديدها .....)

16- الدخل الإجمالي السنوي بالريال السعودي

☐ 300000 225001 ☐ أقل من 75000  
☐ 375000 300001 ☐ 150000 75001



☐ أكثر من 375001

☐ 225000 150001

### **ANY QUERIES?**

Any queries about your participation in this project may be directed to the researcher (Mr. Khaled Altareri: Email: [khaled.altareri@vu.edu.au](mailto:khaled.altareri@vu.edu.au)). If you have any queries or complaints about the way you have been treated, you may contact the Secretary, Victoria University Human Research Ethics Committee, Victoria University, PO Box 14428 MCMC, Melbourne, 8001 (telephone no: +61396884710).

## Appendix B the Means Standard Deviations and Skewness

### Motivations Descriptive Statistics

| Descriptive Statistics  |           |           |                |           |            |
|---|-----------|-----------|----------------|-----------|------------|
|   | N         | Mean      | Std. Deviation | Skewness  |            |
|   | Statistic | Statistic | Statistic      | Statistic | Std. Error |
| To build new professional relationships   | 493       | 4.45      | .755           | -1.533    | .110       |
| To gain new knowledge and skills  | 493       | 4.49      | .712           | -1.499    | .110       |
| For my career development   | 493       | 4.49      | .729           | -1.465    | .110       |
| For social networking opportunities   | 493       | 4.46      | .702           | -1.261    | .110       |
| For business opportunities  | 493       | 4.47      | .697           | -1.139    | .110       |
| To be involved with a professional association                                    | 493       | 4.45      | .713           | -1.311    | .110       |
| To feel part of a global community  | 493       | 4.39      | .762           | -1.214    | .110       |
| To improve my peer reputation   | 493       | 4.39      | .778           | -1.354    | .110       |
| Because of the conference/exhibition quality                                      | 493       | 4.51      | .661           | -1.077    | .110       |
| Interested in the conference/exhibition program                                   | 493       | 4.52      | .661           | -1.250    | .110       |
| To hear the well-known speakers   | 493       | 4.53      | .688           | -1.487    | .110       |
| To present a paper or exhibit a product   | 493       | 4.28      | .900           | -1.025    | .110       |
| To discuss specific problems/talk to current partners (suppliers, agents, buyers) | 493       | 4.32      | .830           | -.909     | .110       |
| To draw up new business contracts   | 493       | 4.34      | .830           | -.985     | .110       |
| To build relationships with exhibitors for future purchases                       | 493       | 4.56      | .614           | -1.305    | .110       |
| To obtain up- to-date technical, product, or training information                 | 493       | 4.58      | .612           | -1.423    | .110       |

|   |     |      |       |        |      |
|---|-----|------|-------|--------|------|
| To acquire certain information (on trends, companies, service, product launching, etc.) | 493 | 4.49 | .607  | -.971  | .110 |
| To identify competing products/ service offerings                                       | 493 | 4.46 | .644  | -1.187 | .110 |
| It is a work requirement  | 493 | 3.95 | 1.184 | -1.126 | .110 |
| Because it is a funded trip by my employer  | 493 | 3.78 | 1.239 | -.887  | .110 |
| For safety and security   | 493 | 3.97 | .758  | -.928  | .110 |
| Because of the reputation of the event  | 493 | 4.11 | .751  | -.363  | .110 |
| Because of the ease of visa application   | 493 | 3.89 | .893  | -.661  | .110 |
| Because of the favourable exchange rate   | 493 | 4.01 | .821  | -.464  | .110 |
| Valid N (list wise)   | 493 |      |       |        |      |

### Perceptions Descriptive Statistics

| Descriptive Statistics   |           |           |                |           |            |
|--|-----------|-----------|----------------|-----------|------------|
|  | N         | Mean      | Std. Deviation | Skewness  |            |
|  | Statistic | Statistic | Statistic      | Statistic | Std. Error |
| KSA has interesting museums/ heritage                                | 493       | 3.90      | .730           | -.039     | .110       |
| KSA has unique Islamic and Arabic culture                            | 493       | 4.11      | .641           | -.101     | .110       |
| KSA has rich and beautiful scenery                                   | 493       | 3.71      | .727           | .261      | .110       |
| KSA has high quality accommodation facilities                        | 493       | 3.73      | .729           | .217      | .110       |
| Communication is not a problem for non-Arabic speaking people in KSA | 493       | 3.98      | .714           | -.540     | .110       |
| KSA is easy to get to  | 493       | 4.35      | .669           | -.663     | .110       |
| The environment in KSA is very clean                                 | 493       | 4.17      | .685           | -.390     | .110       |
| KSA is a safe and friendly destination                               | 493       | 3.93      | .686           | -.172     | .110       |
| KSA has a good climate   | 493       | 3.32      | .917           | .058      | .110       |
| KSA is a good place for rest and relaxation                          | 493       | 3.27      | .913           | .141      | .110       |

|   |     |      |      |       |      |
|---|-----|------|------|-------|------|
| KSA is good value for money                           | 493 | 3.99 | .821 | -.243 | .110 |
| Attractions and activities are cheap                  | 493 | 3.41 | .951 | .162  | .110 |
| KSA has good shopping facilities                      | 493 | 3.68 | .750 | .243  | .110 |
| KSA service staff are qualified, helpful and friendly | 493 | 3.62 | .727 | .141  | .110 |
| KSA is a fun destination                              | 493 | 3.27 | .742 | .486  | .110 |
| KSA is a family oriented destination                  | 493 | 3.63 | .839 | .274  | .110 |
| KSA is a modern/trendy destination                    | 493 | 3.44 | .743 | .386  | .110 |
| KSA is a traditional cultural destination             | 493 | 3.61 | .755 | .402  | .110 |
| Valid N (list wise)                                   | 493 |      |      |       |      |

#### Attitudes Descriptive Statistics

| Descriptive Statistics                              |           |           |                |           |            |
|---|-----------|-----------|----------------|-----------|------------|
|   | N         | Mean      | Std. Deviation | Skewness  |            |
|   | Statistic | Statistic | Statistic      | Statistic | Std. Error |
| KSA has friendly people                             | 493       | 3.97      | .560           | -.638     | .110       |
| KSA has supportive people                           | 493       | 3.82      | .664           | -.367     | .110       |
| KSA has a strong sense of community                 | 493       | 3.68      | .714           | -.018     | .110       |
| KSA has intercultural interaction                   | 493       | 3.55      | .733           | .261      | .110       |
| KSA has a good image/reputation                     | 493       | 3.85      | .759           | -1.109    | .110       |
| KSA has competitive transportation & infrastructure | 493       | 2.50      | 1.175          | .158      | .110       |
| KSA has high quality services                       | 493       | 3.50      | .706           | .098      | .110       |
| KSA is safe and secure                              | 493       | 3.84      | .642           | .015      | .110       |
| KSA is an exciting destination                      | 493       | 3.44      | .726           | .400      | .110       |
| KSA is an attractive destination                    | 493       | 3.33      | .723           | .671      | .110       |
| KSA is up to date                                   | 493       | 3.37      | .736           | .473      | .110       |

|                                    |     |      |      |      |      |
|------------------------------------|-----|------|------|------|------|
| KSA is a high class<br>destination | 493 | 3.34 | .713 | .656 | .110 |
| Valid N (list wise)                | 493 |      |      |      |      |

## APPENDIX C Stepwise Regression Outputs FACTOR ONE

Behavioural Intention – Willing to Attend in Future

**MUSLIM**

### Motivations

**Variables Entered/Removed**

| Model | Variables Entered               | Variables Removed | Method  |
|-------|---------------------------------|-------------------|---|
| 1     | To hear the well-known speakers |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .142 <sup>a</sup> | .020     | .016              | .719                       | 1.401         |

**Anova**

| Model |            | Sum of Squares | df  | Mean Square | F     | Sig.              |
|-------|------------|----------------|-----|-------------|-------|-------------------|
| 1     | Regression | 2.671          | 1   | 2.671       | 5.162 | .024 <sup>b</sup> |
|       | Residual   | 129.329        | 250 | .517        |       |                   |
|       | Total      | 132.000        | 251 |             |       |                   |

b. Predictors: To hear the well-known speakers

**Coefficients**

| Model |                                 | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|---------------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                                 | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)                      | 3.225                       | .344       |                           | 9.373 | .000 |
|       | To hear the well-known speakers | .167                        | .073       | .142                      | 2.272 | .024 |

## Perceptions

**Variables Entered/Removed**

| Model | Variables Entered                         | Variables Removed | Method  |
|-------|---|-------------------|---|
| 1     | KSA has unique Islamic and Arabic culture |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 2     | KSA is a traditional cultural destination |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|------|----------|-------------------|----------------------------|---------------|
| 1     | .425 | .181     | .177              | .771                       |               |
| 2     | .450 | .203     | .196              | .762                       | 1.733         |

**Anova**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 26.548         | 1   | 26.548      | 62.938 | .000 |
|       | Residual   | 105.452        | 250 | .422        |        |      |
|       | Total      | 132.000        | 251 |             |        |      |
| 2     | Regression | 30.887         | 2   | 15.444      | 38.032 | .000 |
|       | Residual   | 101.113        | 249 | .406        |        |      |
|       | Total      | 132.000        | 251 |             |        |      |
| 3     | Regression | 33.251         | 3   | 11.084      | 27.836 | .000 |
|       | Residual   | 98.749         | 248 | .398        |        |      |
|       | Total      | 132.000        | 251 |             |        |      |
| 4     | Regression | 36.745         | 4   | 9.186       | 23.821 | .000 |
|       | Residual   | 95.255         | 247 | .386        |        |      |
|       | Total      | 132.000        | 251 |             |        |      |
| 5     | Regression | 38.633         | 5   | 7.727       | 20.358 | .000 |
|       | Residual   | 93.367         | 246 | .380        |        |      |
|       | Total      | 132.000        | 251 |             |        |      |
| 6     | Regression | 40.885         | 6   | 6.814       | 18.323 | .000 |
|       | Residual   | 91.115         | 245 | .372        |        |      |
|       | Total      | 132.000        | 251 |             |        |      |

### Coefficients

| Model |   | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|---|-----------------------------|------------|---------------------------|--------|------|
|       |   | B                           | Std. Error | Beta                      |        |      |
|       |   |                             |            |                           |        |      |
| 6     | (Constant)  | 1.243                       | .319       |                           | 3.894  | .000 |
|       | P23Please indicate your KSA is a traditional cultural destination | .335                        | .073       | .328                      | 4.571  | .000 |
|       | KSA has good shopping facilities                                  | .143                        | .066       | .144                      | 2.147  | .033 |
|       | KSA has a good climate  | -.146                       | .050       | -.187                     | -2.898 | .004 |
|       | KSA is a safe and friendly destination                            | .214                        | .072       | .197                      | 2.949  | .004 |
|       | KSA has unique Islamic and Arabic culture                         | .350                        | .105       | .273                      | 3.322  | .001 |
|       | KSA has interesting museums/ heritage                             | -.214                       | .087       | -.210                     | -2.461 | .015 |

## Attitudes

### Variables Entered/Removed

| Model | Variables Entered                 | Variables Removed | Method  |
|-------|-----------------------------------|-------------------|---|
| 1     | KSA is an exciting destination    |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 2     | KSA has intercultural interaction |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

### Model Summary

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|------|----------|-------------------|----------------------------|---------------|
| 1     | .443 | .196     | .193              | .651                       |               |
| 2     | .481 | .231     | .225              | .638                       | 1.580         |



**Anova**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 25.906         | 1   | 25.906      | 61.045 | .000 |
|       | Residual   | 106.094        | 250 | .424        |        |      |
|       | Total      | 132.000        | 251 |             |        |      |
| 2     | Regression | 30.550         | 2   | 15.275      | 37.491 | .000 |
|       | Residual   | 101.450        | 249 | .407        |        |      |
|       | Total      | 132.000        | 251 |             |        |      |

**Coefficients**

| Model |                                   | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|-----------------------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                                   |                             |            |                           |        |      |
|       |                                   | B                           | Std. Error | Beta                      |        |      |
| 2     | (Constant)                        | 2.189                       | .213       |                           | 10.279 | .000 |
|       | KSA is an exciting                | .286                        | .073       | .284                      | 3.903  | .000 |
|       | KSA has intercultural interaction | .236                        | .070       | .246                      | 3.376  | .001 |

## NON-MUSLIM

### Behavioural Intention – Willing to Attend in Future

#### Motivations

**Variables Entered/Removed**

| Model | Variables Entered                       | Variables Removed | Method  |
|-------|---|-------------------|---|
| 1     | To draw up new business contracts       |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 2     | To build new professional relationships |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|------|----------|-------------------|----------------------------|---------------|
| 1     | .431 | .186     | .182              | .768                       |               |
| 2     | .473 | .224     | .217              | .752                       | 1.881         |

**Anova**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 32.224         | 1   | 32.224      | 54.574 | .000 |
|       | Residual   | 141.121        | 239 | .590        |        |      |
|       | Total      | 173.344        | 240 |             |        |      |
| 2     | Regression | 38.763         | 2   | 19.381      | 34.275 | .000 |
|       | Residual   | 134.582        | 238 | .565        |        |      |
|       | Total      | 173.344        | 240 |             |        |      |

**Coefficients**

| Model |   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|---|-----------------------------|------------|---------------------------|-------|------|
|       |   | B                           | Std. Error | Beta                      |       |      |
|       |   |                             |            |                           |       |      |
| 2     | (Constant)                              | 1.522                       | .288       |                           | 5.282 | .000 |
|       | To draw up new business contracts       | .298                        | .060       | .324                      | 4.971 | .000 |
|       | To build new professional relationships | .243                        | .072       | .222                      | 3.401 | .001 |

## Perceptions

**Variables Entered/Removed**

| Model | Variables Entered                         | Variables Removed | Method  |
|-------|---|-------------------|---|
| 1     | KSA has unique Islamic and Arabic culture |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 2     | KSA is a traditional cultural destination |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|------|----------|-------------------|----------------------------|---------------|
| 1     | .425 | .181     | .177              | .771                       |               |
| 2     | .450 | .203     | .196              | .762                       | 1.733         |

**Anova**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 25.906         | 1   | 25.906      | 61.045 | .000 |
|       | Residual   | 106.094        | 250 | .424        |        |      |
|       | Total      | 132.000        | 251 |             |        |      |
| 2     | Regression | 30.550         | 2   | 15.275      | 37.491 | .000 |
|       | Residual   | 101.450        | 249 | .407        |        |      |
|       | Total      | 132.000        | 251 |             |        |      |

**Coefficients**

| Model |   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|---|-----------------------------|------------|---------------------------|-------|------|
|       |   | B                           | Std. Error | Beta                      |       |      |
|       |   |                             |            |                           |       |      |
| 2     | (Constant)                                | 1.381                       | .313       |                           | 4.405 | .000 |
|       | KSA has unique Islamic and Arabic culture | .436                        | .075       | .365                      | 5.832 | .000 |
|       | KSA is a traditional cultural destination | .170                        | .066       | .160                      | 2.557 | .011 |

## Attitudes

**Variables Entered/Removed**

| Model | Variables Entered               | Variables Removed | Method  |
|-------|---------------------------------|-------------------|---|
| 1     | KSA has a good image/reputation |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 2     | KSA has friendly people         |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|------|----------|-------------------|----------------------------|---------------|
| 1     | .445 | .198     | .195              | .763                       |               |
| 2     | .498 | .248     | .241              | .740                       | 1.752         |

**Anova**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 34.382         | 1   | 34.382      | 59.133 | .000 |
|       | Residual   | 138.962        | 239 | .581        |        |      |
|       | Total      | 173.344        | 240 |             |        |      |
| 2     | Regression | 42.940         | 2   | 21.470      | 39.184 | .000 |
|       | Residual   | 130.405        | 238 | .548        |        |      |
|       | Total      | 173.344        | 240 |             |        |      |

**Coefficients**

|   |                                 | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|---|---------------------------------|-----------------------------|------------|---------------------------|-------|------|
|   |                                 | B                           | Std. Error | Beta                      |       |      |
| 1 | (Constant)                      | 2.104                       | .223       |                           | 9.416 | .000 |
|   | KSA has a good image/reputation | .297                        | .068       | .296                      | 4.378 | .000 |
|   | KSA has friendly people         | .369                        | .093       | .268                      | 3.952 | .000 |

## Behavioural Intention – Looking Forward to Telling People (WOM)

### MUSLIM Motivations

**Variables Entered/Removed**

| Model | Variables Entered               | Variables Removed | Method  |
|-------|---------------------------------|-------------------|---|
| 1     | To hear the well-known speakers |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|------|----------|-------------------|----------------------------|---------------|
| 1     | .218 | .048     | .044              | .682                       | 1.434         |

**Anova**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 5.796          | 1   | 5.796       | 12.477 | .000 |
|       | Residual   | 116.140        | 250 | .465        |        |      |
|       | Total      | 121.937        | 251 |             |        |      |

**Coefficients**

| Model |                                 | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|---------------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                                 | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)                      | 2.842                       | .326       |                           | 8.718 | .000 |
|       | To hear the well-known speakers | .246                        | .070       | .218                      | 3.532 | .000 |

## Perceptions

**Variables Entered/Removed**

| Model | Variables Entered                         | Variables Removed | Method  |
|-------|---|-------------------|---|
| 1     | KSA is a traditional cultural destination |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 2     | KSA has good shopping facilities          |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 3     | KSA has unique Islamic and Arabic culture |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 4     | KSA has interesting museums/ heritage     |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 5     | KSA is a safe and friendly destination    |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 6     | KSA has a good climate                    |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|------|----------|-------------------|----------------------------|---------------|
| 1     | .437 | .191     | .188              | .628                       |               |
| 2     | .480 | .231     | .225              | .614                       |               |
| 3     | .503 | .253     | .244              | .606                       |               |
| 4     | .528 | .278     | .267              | .597                       |               |
| 5     | .550 | .303     | .288              | .588                       |               |
| 6     | .567 | .322     | .305              | .581                       | 1.602         |

**Anova**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 23.338         | 1   | 23.338      | 59.175 | .000 |
|       | Residual   | 98.598         | 250 | .394        |        |      |
|       | Total      | 121.937        | 251 |             |        |      |
| 2     | Regression | 28.136         | 2   | 14.068      | 37.345 | .000 |
|       | Residual   | 93.800         | 249 | .377        |        |      |
|       | Total      | 121.937        | 251 |             |        |      |
| 3     | Regression | 30.839         | 3   | 10.280      | 27.985 | .000 |
|       | Residual   | 91.097         | 248 | .367        |        |      |
|       | Total      | 121.937        | 251 |             |        |      |
| 4     | Regression | 33.956         | 4   | 8.489       | 23.832 | .000 |
|       | Residual   | 87.980         | 247 | .356        |        |      |
|       | Total      | 121.937        | 251 |             |        |      |
| 5     | Regression | 36.906         | 5   | 7.381       | 21.354 | .000 |
|       | Residual   | 85.031         | 246 | .346        |        |      |
|       | Total      | 121.937        | 251 |             |        |      |
| 6     | Regression | 39.258         | 6   | 6.543       | 19.389 | .000 |
|       | Residual   | 82.678         | 245 | .337        |        |      |
|       | Total      | 121.937        | 251 |             |        |      |

**Coefficients**

| Model |   | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|---|-----------------------------|------------|---------------------------|--------|------|
|       |   | B                           | Std. Error | Beta                      |        |      |
|       |   |                             |            |                           |        |      |
| 6     | (Constant)                                | 1.193                       | .304       |                           | 3.925  | .000 |
|       | KSA is a traditional cultural destination | .280                        | .070       | .285                      | 4.010  | .000 |
|       | KSA has good shopping facilities          | .145                        | .063       | .153                      | 2.296  | .023 |
|       | KSA has unique Islamic and Arabic culture | .385                        | .100       | .313                      | 3.838  | .000 |
|       | KSA has interesting museums/ heritage     | -.243                       | .083       | -.248                     | -2.932 | .004 |
|       | KSA is a safe and friendly destination    | .246                        | .069       | .237                      | 3.568  | .000 |
|       | KSA has a good climate                    | -.127                       | .048       | -.169                     | -2.640 | .009 |

## Behavioural Intention – Looking Forward to Telling People (WOM)

## NON-MUSLIM

### Motivations

**Variables Entered/Removed**

| Model | Variables Entered                     | Variables Removed | Method  |
|-------|---------------------------------------|-------------------|---|
| 1     | How To draw up new business contracts |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 2     | To feel part of a global community    |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|------|----------|-------------------|----------------------------|---------------|
| 1     | .392 | .153     | .150              | .759                       |               |
| 2     | .430 | .185     | .178              | .746                       | 1.722         |

**Anova**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 24.932         | 1   | 24.932      | 43.306 | .000 |
|       | Residual   | 137.599        | 239 | .576        |        |      |
|       | Total      | 162.531        | 240 |             |        |      |
| 2     | Regression | 30.082         | 2   | 15.041      | 27.027 | .000 |
|       | Residual   | 132.449        | 238 | .557        |        |      |
|       | Total      | 162.531        | 240 |             |        |      |



### Coefficients

| Model |                                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|------------------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                                    | B                           | Std. Error | Beta                      |       |      |
|       |                                    |                             |            |                           |       |      |
| 2     | (Constant)                         | 1.724                       | .291       |                           | 5.930 | .000 |
|       | To draw up new business contracts  | .260                        | .060       | .292                      | 4.363 | .000 |
|       | To feel part of a global community | .222                        | .073       | .204                      | 3.042 | .003 |

## Perceptions

### Variables Entered/Removed

| Model | Variables Entered                             | Variables Removed | Method  |
|-------|---|-------------------|---|
| 1     | The environment in KSA is very clean          |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 2     | Attractions and activities are cheap          |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 3     | KSA has unique Islamic and Arabic culture     |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 4     | KSA has high quality accommodation facilities |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

### Model Summary

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|------|----------|-------------------|----------------------------|---------------|
| 1     | .427 | .182     | .179              | .746                       |               |
| 2     | .458 | .210     | .203              | .735                       |               |
| 3     | .480 | .231     | .221              | .726                       |               |
| 4     | .504 | .254     | .241              | .717                       | 1.691         |

**Anova**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 29.583         | 1   | 29.583      | 53.182 | .000 |
|       | Residual   | 132.948        | 239 | .556        |        |      |
|       | Total      | 162.531        | 240 |             |        |      |
| 2     | Regression | 34.104         | 2   | 17.052      | 31.601 | .000 |
|       | Residual   | 128.427        | 238 | .540        |        |      |
|       | Total      | 162.531        | 240 |             |        |      |
| 3     | Regression | 37.512         | 3   | 12.504      | 23.704 | .000 |
|       | Residual   | 125.019        | 237 | .528        |        |      |
|       | Total      | 162.531        | 240 |             |        |      |
| 4     | Regression | 41.216         | 4   | 10.304      | 20.045 | .000 |
|       | Residual   | 121.315        | 236 | .514        |        |      |
|       | Total      | 162.531        | 240 |             |        |      |

**Coefficients**

| Model |   | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|---|-----------------------------|------------|---------------------------|--------|------|
|       |   | B                           | Std. Error | Beta                      |        |      |
|       |   |                             |            |                           |        |      |
| 4     | (Constant)                                    | 1.627                       | .301       |                           | 5.410  | .000 |
|       | The environment in KSA is very clean          | .565                        | .096       | .483                      | 5.910  | .000 |
|       | Attractions and activities are cheap          | -.107                       | .064       | -.123                     | -1.665 | .097 |
|       | KSA has unique Islamic and Arabic culture     | .302                        | .090       | .261                      | 3.353  | .001 |
|       | KSA has high quality accommodation facilities | -.269                       | .100       | -.240                     | -2.684 | .008 |

## Attitudes

**Variables Entered/Removed**

| Model | Variables Entered               | Variables Removed | Method  |
|-------|---------------------------------|-------------------|---|
| 1     | KSA has a good image/reputation |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 2     | KSA has friendly people         |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 3     | KSA has supportive people       |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|------|----------|-------------------|----------------------------|---------------|
| 1     | .392 | .153     | .150              | .759                       |               |
| 2     | .415 | .172     | .165              | .752                       |               |
| 3     | .435 | .189     | .179              | .746                       | 1.648         |

**Anova**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 24.921         | 1   | 24.921      | 43.283 | .000 |
|       | Residual   | 137.610        | 239 | .576        |        |      |
|       | Total      | 162.531        | 240 |             |        |      |
| 2     | Regression | 28.021         | 2   | 14.010      | 24.790 | .000 |
|       | Residual   | 134.510        | 238 | .565        |        |      |
|       | Total      | 162.531        | 240 |             |        |      |
| 3     | Regression | 30.742         | 3   | 10.247      | 18.428 | .000 |
|       | Residual   | 131.789        | 237 | .556        |        |      |
|       | Total      | 162.531        | 240 |             |        |      |

**Coefficients**

| Model |                                 | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|---------------------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                                 | B                           | Std. Error | Beta                      |        |      |
|       |                                 |                             |            |                           |        |      |
| 3     | (Constant)                      | 1.818                       | .314       |                           | 5.787  | .000 |
|       | KSA has a good image/reputation | .295                        | .068       | .304                      | 4.317  | .000 |
|       | KSA has friendly people         | .460                        | .143       | .344                      | 3.220  | .001 |
|       | KSA has supportive people       | -.263                       | .119       | -.223                     | -2.212 | .028 |

**Behavioural Intention – Feel Emotionally Attached (Emotion)****MUSLIM****Motivations****No Result****Perceptions****Variables Entered/Removed**

| Model | Variables Entered                                     | Variables Removed | Method  |
|-------|---|-------------------|---|
| 1     | KSA service staff are qualified, helpful and friendly |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 2     | KSA is a modern/trendy destination                    |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 3     | KSA is a family oriented destination                  |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .482 | .232     | .229              | .658                       |
| 2     | .531 | .282     | .277              | .637                       |
| 3     | .544 | .296     | .287              | .633                       |

### ANOVA

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 32.756         | 1   | 32.756      | 75.655 | .000 |
|       | Residual   | 108.240        | 250 | .433        |        |      |
|       | Total      | 140.996        | 251 |             |        |      |
| 2     | Regression | 39.817         | 2   | 19.908      | 48.995 | .000 |
|       | Residual   | 101.179        | 249 | .406        |        |      |
|       | Total      | 140.996        | 251 |             |        |      |
| 3     | Regression | 41.673         | 3   | 13.891      | 34.685 | .000 |
|       | Residual   | 99.323         | 248 | .400        |        |      |
|       | Total      | 140.996        | 251 |             |        |      |

### Coefficients

| Model |   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|---|-----------------------------|------------|---------------------------|-------|------|
|       |   |                             |            |                           |       |      |
|       |   | B                           | Std. Error | Beta                      |       |      |
| 3     | (Constant)  | 1.308                       | .221       |                           | 5.917 | .000 |
|       | KSA service staff are qualified, helpful and friendly | .261                        | .075       | .252                      | 3.495 | .001 |
|       | KSA is a modern/trendy destination                    | .191                        | .083       | .189                      | 2.303 | .022 |
|       | KSA is a family oriented destination                  | .159                        | .074       | .177                      | 2.153 | .032 |

## Attitudes

### Variables Entered/Removed

| Model | Variables Entered                   | Variables Removed | Method  |
|-------|-------------------------------------|-------------------|---|
| 1     | KSA has a strong sense of community |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 2     | KSA is an exciting                  |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .535 | .286     | .283              | .635                       |
| 2     | .588 | .345     | .340              | .609                       |

**ANOVA**

| Model |            | Sum of Squares | df  | Mean Square | F       | Sig. |
|-------|------------|----------------|-----|-------------|---------|------|
| 1     | Regression | 40.329         | 1   | 40.329      | 100.156 | .000 |
|       | Residual   | 100.667        | 250 | .403        |         |      |
|       | Total      | 140.996        | 251 |             |         |      |
| 2     | Regression | 48.696         | 2   | 24.348      | 65.683  | .000 |
|       | Residual   | 92.300         | 249 | .371        |         |      |
|       | Total      | 140.996        | 251 |             |         |      |

**Coefficients**

| Model |                                     | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|-------------------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                                     |                             |            |                           |       |      |
|       |                                     | B                           | Std. Error | Beta                      |       |      |
| 2     | (Constant)                          | 1.123                       | .212       |                           | 5.311 | .000 |
|       | KSA has a strong sense of community | .336                        | .069       | .327                      | 4.844 | .000 |
|       | KSA is an exciting                  | .334                        | .070       | .320                      | 4.751 | .000 |

## NON-MUSLIM Motivations

**Variables Entered/Removed**

| Model | Variables Entered          | Variables Removed | Method  |
|-------|----------------------------|-------------------|---|
| 1     | For business opportunities |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .331 | .110     | .106              | .645                       |

#### ANOVA

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 12.266         | 1   | 12.266      | 29.452 | .000 |
|       | Residual   | 99.535         | 239 | .416        |        |      |
|       | Total      | 111.801        | 240 |             |        |      |

#### Coefficients

| Model |                            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|----------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                            | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)                 | 1.627                       | .244       |                           | 6.681 | .000 |
|       | For business opportunities | .299                        | .055       | .331                      | 5.427 | .000 |

## Perceptions

#### Variables Entered/Removed

| Model | Variables Entered        | Variables Removed | Method  |
|-------|--------------------------|-------------------|---|
| 1     | KSA is a fun destination |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

#### Model Summary

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .393 | .155     | .151              | .629                       |

#### ANOVA

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 17.283         | 1   | 17.283      | 43.701 | .000 |
|       | Residual   | 94.518         | 239 | .395        |        |      |
|       | Total      | 111.801        | 240 |             |        |      |

### Coefficients

| Model                    | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|--------------------------|-----------------------------|------------|---------------------------|-------|------|
|                          | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)             | 1.641                       | .199       |                           | 8.242 | .000 |
| KSA is a fun destination | .385                        | .058       | .393                      | 6.611 | .000 |

## Attitudes

### Variables Entered/Removed

| Model | Variables Entered               | Variables Removed | Method  |
|-------|---------------------------------|-------------------|---|
| 1     | KSA has a good image/reputation |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 2     | KSA is an attractive            |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

### Model Summary

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .431 | .186     | .182              | .617                       |
| 2     | .460 | .212     | .205              | .609                       |

### ANOVA

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 20.750         | 1   | 20.750      | 54.468 | .000 |
|       | Residual   | 91.050         | 239 | .381        |        |      |
|       | Total      | 111.801        | 240 |             |        |      |
| 2     | Regression | 23.655         | 2   | 11.828      | 31.936 | .000 |
|       | Residual   | 88.145         | 238 | .370        |        |      |
|       | Total      | 111.801        | 240 |             |        |      |

### Coefficients



| Model |                                 | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|---------------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                                 | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)                      | 1.627                       | .181       |                           | 8.997 | .000 |
|       | KSA has a good image/reputation | .347                        | .047       | .431                      | 7.380 | .000 |
| 2     | (Constant)                      | 1.359                       | .202       |                           | 6.718 | .000 |
|       | KSA has a good image/reputation | .251                        | .058       | .312                      | 4.371 | .000 |
|       | KSA is an attractive            | .184                        | .066       | .200                      | 2.801 | .006 |

## APPENDIX D Stepwise Regression Outputs FACTOR TWO

Behavioural Intention – Willing to Attend in Future

**MUSLIM**

### Motivations

**Variables Entered/Removed**

| Model | Variables Entered   | Variables Removed | Method  |
|-------|---|-------------------|---|
| 1     | To build relationships with exhibitors for future purchases |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .198 | .039     | .035              | .712                       |

**ANOVA**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 5.175          | 1   | 5.175       | 10.202 | .002 |
|       | Residual   | 126.825        | 250 | .507        |        |      |
|       | Total      | 132.000        | 251 |             |        |      |

**Coefficients**

| Model |   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|---|-----------------------------|------------|---------------------------|-------|------|
|       |   | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)  | 2.654                       | .424       |                           | 6.260 | .000 |
|       | To build relationships with exhibitors for future purchases | .288                        | .090       | .198                      | 3.194 | .002 |

## Perceptions

**Variables Entered/Removed**

| Model | Variables Entered        | Variables Removed | Method  |
|-------|--------------------------|-------------------|---|
| 1     | KSA is a fun destination |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .240 | .058     | .054              | .705                       |

**ANOVA**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 7.632          | 1   | 7.632       | 15.341 | .000 |
|       | Residual   | 124.368        | 250 | .497        |        |      |
|       | Total      | 132.000        | 251 |             |        |      |

**Coefficients**

| Model |                          | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|--------------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                          | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)               | 3.283                       | .188       |                           | 17.427 | .000 |
|       | KSA is a fun destination | .224                        | .057       | .240                      | 3.917  | .000 |

## Attitudes

**Variables Entered/Removed**

| Model | Variables Entered  | Variables Removed | Method  |
|-------|--------------------|-------------------|---|
| 1     | KSA is an exciting |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .443 | .196     | .193              | .651                       |

**ANOVA**

| Model        | Sum of Squares | df  | Mean Square | F      | Sig. |
|--------------|----------------|-----|-------------|--------|------|
| 1 Regression | 25.906         | 1   | 25.906      | 61.045 | .000 |
| Residual     | 106.094        | 250 | .424        |        |      |
| Total        | 132.000        | 251 |             |        |      |

**Coefficients**

| Model |                    | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|--------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                    | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)         | 2.467                       | .200       |                           | 12.305 | .000 |
|       | KSA is an exciting | .447                        | .057       | .443                      | 7.813  | .000 |

## NON-MUSLIM

### Motivations

**Variables Entered/Removed**

| Model | Variables Entered                                 | Variables Removed | Method  |
|-------|---|-------------------|---|
| 1     | To draw up new business contracts                 |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 2     | To identify competing products/ service offerings |                   |   |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .431 | .186     | .182              | .768                       |
| 2     | .451 | .204     | .197              | .762                       |

#### ANOVA

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 32.224         | 1   | 32.224      | 54.574 | .000 |
|       | Residual   | 141.121        | 239 | .590        |        |      |
|       | Total      | 173.344        | 240 |             |        |      |
| 2     | Regression | 35.313         | 2   | 17.656      | 30.444 | .000 |
|       | Residual   | 138.032        | 238 | .580        |        |      |
|       | Total      | 173.344        | 240 |             |        |      |

#### Coefficients

| Model |   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|---|-----------------------------|------------|---------------------------|-------|------|
|       |   | B                           | Std. Error | Beta                      |       |      |
|       |   |                             |            |                           |       |      |
| 2     | (Constant)  | 1.540                       | .346       |                           | 4.445 | .000 |
|       | To draw up new business contracts                 | .342                        | .058       | .372                      | 5.879 | .000 |
|       | To identify competing products/ service offerings | .187                        | .081       | .146                      | 2.308 | .022 |

## Perceptions

| Variables Entered/Removed |  |                   |   |
|---------------------------|--|-------------------|---|
| Model                     | Variables Entered  | Variables Removed | Method  |
| 1                         | The environment in KSA is very clean                                 |                   | Stepwise (Criteria: Probability-of-F-to-enter $\leq$ .050, Probability-of-F-to-remove $\geq$ .100). |
| 2                         | KSA has unique Islamic and Arabic culture                            |                   | Stepwise (Criteria: Probability-of-F-to-enter $\leq$ .050, Probability-of-F-to-remove $\geq$ .100). |
| 3                         | KSA has high quality accommodation facilities                        |                   | Stepwise (Criteria: Probability-of-F-to-enter $\leq$ .050, Probability-of-F-to-remove $\geq$ .100). |
| 4                         | Communication is not a problem for non-Arabic speaking people in KSA |                   | Stepwise (Criteria: Probability-of-F-to-enter $\leq$ .050, Probability-of-F-to-remove $\geq$ .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .502 | .252     | .249              | .736                       |
| 2     | .521 | .272     | .266              | .728                       |
| 3     | .544 | .296     | .287              | .718                       |
| 4     | .562 | .316     | .304              | .709                       |

**ANOVA**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 43.722         | 1   | 43.722      | 80.615 | .000 |
|       | Residual   | 129.623        | 239 | .542        |        |      |
|       | Total      | 173.344        | 240 |             |        |      |
| 2     | Regression | 47.133         | 2   | 23.566      | 44.440 | .000 |
|       | Residual   | 126.212        | 238 | .530        |        |      |
|       | Total      | 173.344        | 240 |             |        |      |
| 3     | Regression | 51.231         | 3   | 17.077      | 33.143 | .000 |
|       | Residual   | 122.114        | 237 | .515        |        |      |
|       | Total      | 173.344        | 240 |             |        |      |
| 4     | Regression | 54.749         | 4   | 13.687      | 27.237 | .000 |
|       | Residual   | 118.595        | 236 | .503        |        |      |
|       | Total      | 173.344        | 240 |             |        |      |

**Coefficients**

| Model |  | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|--|-----------------------------|------------|---------------------------|--------|------|
|       |  | B                           | Std. Error | Beta                      |        |      |
|       |  |                             |            |                           |        |      |
| 4     | (Constant)   | .994                        | .302       |                           | 3.294  | .001 |
|       | The environment in KSA is very clean                                 | .445                        | .107       | .368                      | 4.166  | .000 |
|       | KSA has unique Islamic and Arabic culture                            | .290                        | .089       | .243                      | 3.263  | .001 |
|       | KSA has high quality accommodation facilities                        | -.290                       | .090       | -.250                     | -3.234 | .001 |
|       | Communication is not a problem for non-Arabic speaking people in KSA | .226                        | .085       | .205                      | 2.646  | .009 |

## Attitudes

**Variables Entered/Removed**

| Model | Variables Entered                                   | Variables Removed | Method  |
|-------|---|-------------------|---|
| 1     | KSA has high quality services                       |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 2     | KSA has competitive transportation & infrastructure |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 3     | KSA is an exciting                                  |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .378 | .143     | .139              | .788                       |
| 2     | .429 | .184     | .177              | .771                       |
| 3     | .476 | .227     | .217              | .752                       |

**ANOVA**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 24.794         | 1   | 24.794      | 39.891 | .000 |
|       | Residual   | 148.550        | 239 | .622        |        |      |
|       | Total      | 173.344        | 240 |             |        |      |
| 2     | Regression | 31.923         | 2   | 15.961      | 26.862 | .000 |
|       | Residual   | 141.422        | 238 | .594        |        |      |
|       | Total      | 173.344        | 240 |             |        |      |
| 3     | Regression | 39.301         | 3   | 13.100      | 23.163 | .000 |
|       | Residual   | 134.043        | 237 | .566        |        |      |
|       | Total      | 173.344        | 240 |             |        |      |



#### Coefficients

| Model |   | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|---|-----------------------------|------------|---------------------------|--------|------|
|       |   | B                           | Std. Error | Beta                      |        |      |
|       |   |                             |            |                           |        |      |
| 3     | (Constant)  | 1.839                       | .257       |                           | 7.156  | .000 |
|       | KSA has high quality services                       | .328                        | .108       | .275                      | 3.041  | .003 |
|       | KSA has competitive transportation & infrastructure | -.220                       | .049       | -.314                     | -4.500 | .000 |
|       | KSA is an exciting                                  | .394                        | .109       | .341                      | 3.612  | .000 |

#### Behavioural Intention – Looking Forward to Telling People (WOM)

### MUSLIM

### Motivations

#### Variables Entered/Removed

| Model | Variables Entered   | Variables Removed | Method  |
|-------|---|-------------------|---|
| 1     | To build relationships with exhibitors for future purchases |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

#### Model Summary

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .180 | .032     | .029              | .687                       |

**ANOVA**

| Model |            | Sum of Squares | df  | Mean Square | F     | Sig. |
|-------|------------|----------------|-----|-------------|-------|------|
| 1     | Regression | 3.952          | 1   | 3.952       | 8.375 | .004 |
|       | Residual   | 117.984        | 250 | .472        |       |      |
|       | Total      | 121.937        | 251 |             |       |      |

**Coefficients**

|       |   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|---|-----------------------------|------------|---------------------------|-------|------|
| Model |   | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)  | 2.808                       | .409       |                           | 6.867 | .000 |
|       | To build relationships with exhibitors for future purchases | .251                        | .087       | .180                      | 2.894 | .004 |

**Perceptions****Variables Entered/Removed**

| Model | Variables Entered        | Variables Removed | Method  |
|-------|--------------------------|-------------------|---|
| 1     | KSA is a fun destination |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .249 | .062     | .058              | .676                       |

**ANOVA**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 7.532          | 1   | 7.532       | 16.460 | .000 |
|       | Residual   | 114.404        | 250 | .458        |        |      |
|       | Total      | 121.937        | 251 |             |        |      |

### Coefficients

| Model |                          | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|--------------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                          | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)               | 3.272                       | .181       |                           | 18.108 | .000 |
|       | KSA is a fun destination | .223                        | .055       | .249                      | 4.057  | .000 |

## Attitudes

### Variables Entered/Removed

| Model | Variables Entered              | Variables Removed | Method  |
|-------|--------------------------------|-------------------|---|
| 1     | KSA is an exciting destination |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

### Model Summary

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .435 | .189     | .186              | .629                       |

### ANOVA

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 23.068         | 1   | 23.068      | 58.328 | .000 |
|       | Residual   | 98.869         | 250 | .395        |        |      |
|       | Total      | 121.937        | 251 |             |        |      |

### Coefficients

| Model |                                | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|--------------------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                                | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)                     | 2.537                       | .194       |                           | 13.111 | .000 |
|       | KSA is an exciting destination | .421                        | .055       | .435                      | 7.637  | .000 |

## NON-MUSLIM Motivations

**Variables Entered/Removed**

| Model | Variables Entered                 | Variables Removed | Method  |
|-------|-----------------------------------|-------------------|---|
| 1     | To draw up new business contracts |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .392 | .153     | .150              | .759                       |

**ANOVA**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 24.932         | 1   | 24.932      | 43.306 | .000 |
|       | Residual   | 137.599        | 239 | .576        |        |      |
|       | Total      | 162.531        | 240 |             |        |      |

**Coefficients**

| Model |                                   | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|-----------------------------------|-----------------------------|------------|---------------------------|--------|------|
|       |                                   | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant)                        | 2.303                       | .223       |                           | 10.307 | .000 |
|       | To draw up new business contracts | .348                        | .053       | .392                      | 6.581  | .000 |

## Perceptions

**Variables Entered/Removed**

| Model | Variables Entered                             | Variables Removed | Method  |
|-------|---|-------------------|---|
| 1     | The environment in KSA is very clean          |                   | Stepwise (Criteria: Probability-of-F-to-enter $\leq$ .050, Probability-of-F-to-remove $\geq$ .100). |
| 2     | KSA has high quality accommodation facilities |                   | Stepwise (Criteria: Probability-of-F-to-enter $\leq$ .050, Probability-of-F-to-remove $\geq$ .100). |
| 3     | KSA has unique Islamic and Arabic culture     |                   | Stepwise (Criteria: Probability-of-F-to-enter $\leq$ .050, Probability-of-F-to-remove $\geq$ .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .427 | .182     | .179              | .746                       |
| 2     | .454 | .207     | .200              | .736                       |
| 3     | .495 | .245     | .235              | .720                       |

**ANOVA**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 29.583         | 1   | 29.583      | 53.182 | .000 |
|       | Residual   | 132.948        | 239 | .556        |        |      |
|       | Total      | 162.531        | 240 |             |        |      |
| 2     | Regression | 33.568         | 2   | 16.784      | 30.975 | .000 |
|       | Residual   | 128.963        | 238 | .542        |        |      |
|       | Total      | 162.531        | 240 |             |        |      |
| 3     | Regression | 39.791         | 3   | 13.264      | 25.611 | .000 |
|       | Residual   | 122.741        | 237 | .518        |        |      |
|       | Total      | 162.531        | 240 |             |        |      |

### Coefficients

| Model |   | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|---|-----------------------------|------------|---------------------------|--------|------|
|       |   | B                           | Std. Error | Beta                      |        |      |
|       |   |                             |            |                           |        |      |
| 3     | (Constant)                                    | 1.607                       | .302       |                           | 5.327  | .000 |
|       | The environment in KSA is very clean          | .535                        | .094       | .458                      | 5.680  | .000 |
|       | KSA has high quality accommodation facilities | -.344                       | .090       | -.307                     | -3.832 | .000 |
|       | KSA has unique Islamic and Arabic culture     | .312                        | .090       | .270                      | 3.466  | .001 |

## Attitudes

### Variables Entered/Removed

| Model | Variables Entered                                   | Variables Removed | Method  |
|-------|---|-------------------|---|
| 1     | KSA is an exciting destination                      |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 2     | KSA has competitive transportation & infrastructure |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

### Model Summary

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .274 | .075     | .071              | .793                       |
| 2     | .393 | .155     | .147              | .760                       |

**ANOVA**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 12.188         | 1   | 12.188      | 19.375 | .000 |
|       | Residual   | 150.343        | 239 | .629        |        |      |
|       | Total      | 162.531        | 240 |             |        |      |
| 2     | Regression | 25.124         | 2   | 12.562      | 21.759 | .000 |
|       | Residual   | 137.407        | 238 | .577        |        |      |
|       | Total      | 162.531        | 240 |             |        |      |

**Coefficients**

| Model |   | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|---|-----------------------------|------------|---------------------------|--------|------|
|       |   |                             |            |                           |        |      |
|       |   | B                           | Std. Error | Beta                      |        |      |
| 2     | (Constant)  | 2.538                       | .237       |                           | 10.711 | .000 |
|       | KSA is an exciting destination                      | .522                        | .081       | .466                      | 6.462  | .000 |
|       | KSA has competitive transportation & infrastructure | -.232                       | .049       | -.341                     | -4.734 | .000 |

## Behavioural Intention – Feel Emotionally Attached (Emotion)

### MUSLIM

### Motivations

### No Result

### Perceptions

**Variables Entered/Removed**

| Model | Variables Entered                           | Variables Removed | Method  |
|-------|---|-------------------|---|
| 1     | KSA is a fun destination                    |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 2     | KSA is a good place for rest and relaxation |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

**Model Summary**

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .365 | .133     | .130              | .699                       |
| 2     | .388 | .151     | .144              | .693                       |

**ANOVA**

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 18.759         | 1   | 18.759      | 38.366 | .000 |
|       | Residual   | 122.237        | 250 | .489        |        |      |
|       | Total      | 140.996        | 251 |             |        |      |
| 2     | Regression | 21.281         | 2   | 10.640      | 22.131 | .000 |
|       | Residual   | 119.715        | 249 | .481        |        |      |
|       | Total      | 140.996        | 251 |             |        |      |

**Coefficients**



| Model |   | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|-------|---|-----------------------------|------------|---------------------------|--------|------|
|       |   | B                           | Std. Error | Beta                      |        |      |
|       |   |                             |            |                           |        |      |
| 2     | (Constant)                                  | 2.285                       | .190       |                           | 12.042 | .000 |
|       | KSA is a fun destination                    | .248                        | .072       | .257                      | 3.432  | .001 |
|       | KSA is a good place for rest and relaxation | .141                        | .062       | .172                      | 2.290  | .023 |

## Attitudes

### Variables Entered/Removed

| Model | Variables Entered              | Variables Removed | Method  |
|-------|--------------------------------|-------------------|---|
| 1     | KSA is an exciting destination |                   | Stepwise (Criteria: Probability-of-F-to-enter $\leq$ .050, Probability-of-F-to-remove $\geq$ .100). |
| 2     | KSA has high quality services  |                   | Stepwise (Criteria: Probability-of-F-to-enter $\leq$ .050, Probability-of-F-to-remove $\geq$ .100). |
| 3     | KSA is up to date              |                   | Stepwise (Criteria: Probability-of-F-to-enter $\leq$ .050, Probability-of-F-to-remove $\geq$ .100). |

### Model Summary

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .533 | .284     | .281              | .636                       |
| 2     | .557 | .311     | .305              | .625                       |
| 3     | .568 | .322     | .314              | .621                       |

### ANOVA

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 39.997         | 1   | 39.997      | 99.003 | .000 |
|       | Residual   | 100.999        | 250 | .404        |        |      |
|       | Total      | 140.996        | 251 |             |        |      |
| 2     | Regression | 43.785         | 2   | 21.892      | 56.075 | .000 |
|       | Residual   | 97.212         | 249 | .390        |        |      |
|       | Total      | 140.996        | 251 |             |        |      |
| 3     | Regression | 45.451         | 3   | 15.150      | 39.324 | .000 |
|       | Residual   | 95.545         | 248 | .385        |        |      |
|       | Total      | 140.996        | 251 |             |        |      |

| Model |                                | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|--------------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                                | B                           | Std. Error | Beta                      |       |      |
| 3     | (Constant)                     | 1.215                       | .219       |                           | 5.549 | .000 |
|       | KSA is an exciting destination | .320                        | .085       | .307                      | 3.751 | .000 |
|       | KSA has high quality services  | .160                        | .076       | .149                      | 2.105 | .036 |
|       | KSA is up to date              | .192                        | .092       | .180                      | 2.080 | .039 |

## NON-MUSLIM Motivations

### Variables Entered/Removed

| Model | Variables Entered                                 | Variables Removed | Method  |
|-------|---|-------------------|---|
| 1     | To identify competing products/ service offerings |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |
| 2     | To draw up new business contracts                 |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

### Model Summary

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .292 | .085     | .081              | .654                       |
| 2     | .329 | .108     | .101              | .647                       |

### ANOVA

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 9.534          | 1   | 9.534       | 22.282 | .000 |
|       | Residual   | 102.267        | 239 | .428        |        |      |
|       | Total      | 111.801        | 240 |             |        |      |
| 2     | Regression | 12.128         | 2   | 6.064       | 14.479 | .000 |
|       | Residual   | 99.673         | 238 | .419        |        |      |
|       | Total      | 111.801        | 240 |             |        |      |

#### Coefficients

| Model |   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|---|-----------------------------|------------|---------------------------|-------|------|
|       |   |                             |            |                           |       |      |
|       |   | B                           | Std. Error | Beta                      |       |      |
| 2     | (Constant)  | 1.395                       | .294       |                           | 4.739 | .000 |
|       | To identify competing products/ service offerings | .231                        | .069       | .225                      | 3.353 | .001 |
|       | To draw up new business contracts                 | .123                        | .049       | .167                      | 2.488 | .014 |

## Perceptions

#### Variables Entered/Removed

| Model | Variables Entered                    | Variables Removed | Method  |
|-------|--------------------------------------|-------------------|---|
| 1     | The environment in KSA is very clean |                   | Stepwise (Criteria: Probability-of-F-to-enter <= .050, Probability-of-F-to-remove >= .100). |

#### Model Summary

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .411 | .169     | .165              | .624                       |

#### ANOVA

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 18.859         | 1   | 18.859      | 48.496 | .000 |
|       | Residual   | 92.942         | 239 | .389        |        |      |
|       | Total      | 111.801        | 240 |             |        |      |

#### Coefficients

| Model |                                      | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------|--------------------------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                                      | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)                           | 1.328                       | .233       |                           | 5.690 | .000 |
|       | The environment in KSA is very clean | .398                        | .057       | .411                      | 6.964 | .000 |

## Attitudes

#### Variables Entered/Removed

| Model | Variables Entered | Variables Removed | Method  |
|-------|-------------------|-------------------|---|
| 1     | KSA is up to date |                   | Stepwise (Criteria: Probability-of-F-to-enter $\leq$ .050, Probability-of-F-to-remove $\geq$ .100). |

#### Model Summary

| Model | R    | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1     | .400 | .160     | .157              | .627                       |

#### ANOVA

| Model |            | Sum of Squares | df  | Mean Square | F      | Sig. |
|-------|------------|----------------|-----|-------------|--------|------|
| 1     | Regression | 17.922         | 1   | 17.922      | 45.626 | .000 |
|       | Residual   | 93.879         | 239 | .393        |        |      |
|       | Total      | 111.801        | 240 |             |        |      |

#### Coefficients

| Model             | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|-------------------|-----------------------------|------------|---------------------------|-------|------|
|                   | B                           | Std. Error | Beta                      |       |      |
| 1 (Constant)      | 1.707                       | .185       |                           | 9.211 | .000 |
| KSA is up to date | .357                        | .053       | .400                      | 6.755 | .000 |