



# The Effect of Personal Motivations on Segments Traveling Domestic Tourism in Saudi Arabia: Abha Destination

Bashar Aref Alhaj Mohammad\*

**Abstract** *The significance of inbound tourism has drawn to illustrate the motives behind domestic tourists' travels. Underlying the tourists' motivation is one of critical issues in tourism field. The main objective of this study is to identify the motives of Saudi tourists to visit Abha, and to know the characteristics of demographic profile, travel dimension of Saudi tourist who visit the destination. The objective of this study is to make survey in order to gather data from respondents in the destination. The study identifies four major motivations for Saudi tourists to visit Abha: "practicing activities", "relaxation", "discovering knowledge", and "escape routine". As tourism sector is the most significant in Saudi Arabia based on 2030 vision, it can be assumed that the results of this study has major managerial implications as an underlying of main travel motives of Saudi tourists to Abha which make destination designers be able to make decision in the country to create positioning competitive tourism destination in future. Finally, the results of this study provide some empirical support theory on travel motivation.*

**Keywords:** *Travel Motivation, Segmentation, Saudi, Domestic Tourism*

## INTRODUCTION

Saudi tourism industry is divided into three segments: outbound tourism, international inbound tourism and domestic tourism (TIRC, 2014). It considers one of the major contributors of travel movements in Saudi. Based on the (TIRC, 2014) around over 5 millions domestic trip during 2012 in different regions in the country. According to Massidda and Etzo (2012: 603) "it is common knowledge that in many countries domestic tourism is dominant with respect to international flows in term of both size and economic contributions". From economic perspective, stakeholders in travel and hospitality enterprises share a common interest in getting tourists to allocate as much as possible of their discretionary income on tourism spending (Dolnicar et al., 2008). Domestic tourism also plays a vital role in maintaining tourism infrastructure (Athnansopoulos & Hyndman, 2008).

"Motivation is driving force within individuals that implies them to action and to satisfy their needs and

wants" (Scheffman & Kanuk, 2004). Most the research in tourist motivation point out that motivation influence to specific behavior (Dann, 1981; Pearce, 1982, Zhang & Peng, 2014). Considering of human research, the direction of tourist motivation research intend to know why people travel and when they intend to do during their holidays.

Subsequent studies further claim that motivation is multidimensional as tourists seek to satisfy not only one single need but a number of distinct needs simultaneously (Baloglu & Uysal, 1996). Tourists are not only motivated by the individual qualities of the destination, but they also want to experience more than one attribute in destination.

A few studies has been conducted in the field of travel motivation There has been little research on travel motivation of Saudi. Thus, this paper attempts to identify motivation factors of Saudi tourists to visit Abha as they demonstrate different domains of behavior which have important marketing implications to the country. It is also important to recognize the fact that knowing the importance of both factors can help destinations to meet

\* Assistant Professor, Jazan University, Faculty Business Administration, Tourism and Hospitality Management, Kingdom of Saudi Arabia. Email: bmohammad@jazanu.edu.sa

the desired needs of individual travelers from different markets in the country. At the same time, knowledge of traveler's motivation is critical to predict future travel patterns. Currently, the destination of Abha receives a lot of tourists, as the main destination in the country especially in summer season, but there is unclear and unknown demand segments. The result of this study is necessary for managers, planners and the government in the country to design products according to different types of domestic tourists and characteristics of these tourist segments.

## RELATED LITERATURE

### Travel Motivation

Several theories and studies have been established to guide empirical research of travel motivation such as push and pull factors (Wen et al., 2019, Li, Zhang, & Cai, 2016, Kim et al., 2015, Dann, 1977). Most of the previous studies claimed that the research on tourist's motivation is very complicated due to its relation with human beings (Li et al., 2019). Researchers have developed empirical studies on tourist motivations measurement scales (Wen et al., 2019). Motivation refers to human behavior (Schiffman & Kanuk, 2003) that implies individuals to satisfy their needs and wants (Li et al., 2016). According to Crompton (1979) there are seven push factors (escape from a perceived usual environment, self-exploration and evaluation, relaxation, prestige, regression, enhancement of kinship relationships and social interaction) and two pull factors (novelty and education). Crompton's study of push and pull factors indicates that tourism-related businesses may wish to pay greater attention to socio-psychological motivations when they develop product and promotion strategies. Many researchers have acknowledged that people are motivated by two factors push and pull (Prayag & Ryan, 2010). It is very difficult to sever between the relationship push and pull factors (Wu & Pearce, 2014).

A review of tourist motivation literature has indicated that motivation may embed psychological/biological activities, such as that of directing and integrating a person's activity and behavior (Dann, 1981; Pearce, 1982, Schiffman & Kanuk, 2003). Travel motivation has become one of the most important subject in tourism field because it is considered as the key of understanding tourists behavior and fundamental to tourism structure (Crompton, 1979; Dann, 1981; Pearce, 1995).

Tourists are motivated by different reasons such as break routine, escape from daily life and get experiences (MacCannell, 1977; Iso-Ahola, 1982). For instance,

claimed that push and pull factors describe the way by which individuals are being pushed to take a decision for traveling and the way they are being pulled to destination attributes (Uysal & Hagan, 1993; Kozak, 2002, Yoon & Uysal, 2005; Correia et al., 2007; Prayag & Ryan, 2010, Zhang & Peng, 2014, Wen et al., 2019). For example, push factors refer to inner impellent demand to escape form the routine life, while pull factors can be explained such as outer elements that appeal to visitors in relation to particular destination (Hsu et al., 2010, Huang et al., 2014). From marketing perspective, tourist motivations are playing significant role in influencing decisions and tourism marketing (Wu & Pearce, 2014).

Cooper et al. (2005, p. 54) highlighted that the study of motivation has been derived from a range of disciplinary areas which has led to a diversity of approaches in tourism. Understanding tourists' motivation is considered one of critical issues for destination management and planning (Prideaux & Crosswell, 2006). The effect of destination attributes, such as distance and price is moderated by tourists' motivations to choose a destination (Nicolau & Mas, 2006). Chan and Baum (2007, p. 349) claimed that "tourist motivation is an important factor in understanding tourist behavior in relation to destination choice and to the needs, goal preference of the tourists". A more recent study conducted by Park et al. (2010) who claimed that tourists' motivation differs from one tourist to another because of the diverse desires and needs associated with tourism products in destinations. Holden (1999) examined in his study the motivations of skiers to test the importance of travel needs. He classified travel needs as a motive that leads them to participate in skiing. Holden found stimulation and relationship the most important needs using 27 items related to travel needs.

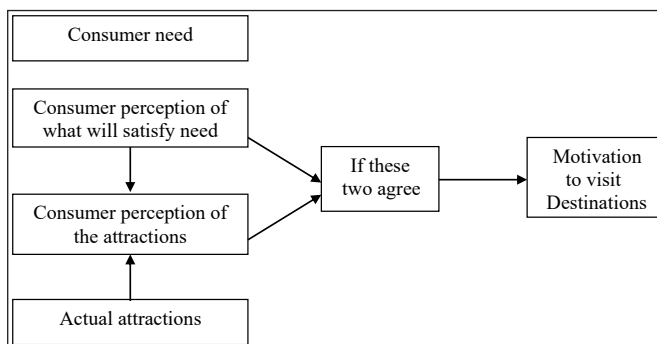
In different context, seminal studies have been conducted by many researchers in various events that affect tourists' motivations. For example, the influence of sport events (Kim & Chalip, 2004), cultural events (Wen et al., 2019), and entertainment (Zhang & Peng, 2014, Schneider & Snmez, 1999). According to Zhang and Peng (2014) "the most important motivations for respondents to travel to a foreign destination were 'resting and relaxing', 'experiencing something different' and 'increasing my knowledge and experience'".

Hsieh and Chang (2006) conducted a study to understand tourists' motivations and their preferred leisure activities when they shopped in tourists' night market in Taiwan. The result of this study showed that novelty-seeking is the major motive, which attracted tourists to visit attractive sites, followed by leisure activities. Kim et al. (2006) examined the festival attendees' socio-demographic travel characteristics and their psychological construct motivations as well as environmental values. The results

revealed that there are significant positive correlations between the festival attraction factors and the local environment motivation to attend such a festival.

Based on the intrinsic and extrinsic motivations, the individual tourist builds his or her perceptions, and the perceptions can be different from the true attributes of the product depending on how the individual receives and processes information (Gartner, 1993; Dann, 1996; Baloglu, 1997). A general conclusion can be drawn that the personal motives (push motives) and the view of the characteristics of the tourism destination (pull motives) determine perceptions. These motives interact in a dynamic and evolving context (Correia, 2000), and the tourist motivation is seen as a multidimensional concept that explains tourist decision (McCabe, 2000).

Holloway (2002, p. 66) argued that a potential consumer should not only recognize that they have a need, but also realize how a particular product will satisfy it. He states that every consumer is different in solution of his/her needs. In this sense, he also pointed that “the process of translating a need into the motivation to visit a specific destination or to undertake a specific activity is quite complex, and can best be demonstrated by a diagram.” Fig. 1 illustrated the motivation process.



Source: Holloway (2002, p. 66)

**Fig. 1: The Motivation Process**

## Market Segmentation and Destination Products

Market segmentation is an important strategy for developing products and marketing materials targeted towards different groups with varying needs and interests (Shi et al., 2018). In addition, studying motivation provides an evidence to establish demand of segmentation (Franco et al., 2019). In the last three decades, the subject of market segmentation has received interest from scholars and practitioners in the field of tourism that will present market segmentation for different travel market management (Lee et al., 2006). From marketing

perspective, understanding the motivation is the master key for market segmentation (Srihadi et al., 2016). The primary objective of market segmentation is to classify total market into similar homogeneous cluster consumption methods (Diaz & Koutra, 2013). The data that collected from the customers in the markets will create marketing strategies (Diaz et al., 2013).

Several researchers have highlighted segmentation based upon the motivation for travel as well as desired activities in a tourism destination (e.g. Beh & Bruyere, 2007; Dotson et al., 2008; Park & Yoon, 2009). Tourist segmentation is very important in segmenting the market share (Bull, 1995). Moreover, Hsu et al. (2008: 93) asserted that “a market segment is a subgroup of the total consumer market who shares similar characteristics and needs relevant to the purchase or use of a product, service or experience”. They claim that a process of identifying such subgroups is market segmentation. Middleton & Clarke (2001) defined segmentation as the process of dividing a total market. Similarly, Park and Yoon (2009) defined market segmentation as a technique used to help subdivide into heterogeneous subgroups.

A number of studies have focused on segmentation technique such as leisure market segmentation (Stemerding et al., 1996), Gender-based segmentation (Hudson, 2000), and segmentation of hotel consumer (Wong & Chi-yong, 2001). According to Park & Yoon (2009, p. 100), market segmentation has become a valuable instrument in planning appropriate marketing strategies. Similarly, Lee et al. (2004, p. 61) argued that market segmentation is a valuable marketing tool for promotion and for understanding segment characteristics based on motivations.

The significance of delineating target markets is very important in establishing market strategies. The value of segmentation in tourism industry is very valuable and is recognized by many researchers (Davis et al., 1988; Cha et al., 1995; Mudambi & Baum, 1997; Yuksel, 2003; Park & Yoon, 2009). For example, Loker-Murphy (1996) studied the motivation that is based on market segmentation in Australia. He examined primary motivational factors; the results of cluster analysis classified the travelers as achievers, self-developers, socializing/excitement seekers, and escapers/relax.

Understanding the different types of visitor segments will help managers and decision takers to provide the best activities and services to tourists (Beh & Bruyere, 2007). Knowing the different kinds of consumers will help marketers and decision takers to classify consumers into various market segments. To understand every person’s travel motivations is not unrealistic (Chang & Chiang, 2006), and the most effective way to understand tourists’

motivation is to divide them into numerous segments (So & Morrison, 2004). It enables decision takers to establish general reasons for purchasing services and goods within each market (Bull, 1995). It is also vital that tourist marketers understand their customers and their needs, particularly similar and homogenous group in order to deliver the products in an effective manner.

## RESEARCH METHODOLOGY

### Questionnaire Design

The study focused on those Saudi domestic tourists visiting Abha province. The reason for selecting this area is due to its importance as main Saudi destinations for travel in summer season regarding to geographic characteristics. A self-administered survey focused on demographic variables such as gender, age, education, and income. The survey covers' Tourists' behavior in the destination like purpose of visit, length of stay, transportation used to reach Abha and travel companion. The survey followed by questions related to tourist's motivation and destination characteristics. The questionnaire was designed based on literature reviews that are related to tourism motivations such as (Dann, 1977; Dann, 1981; Uysal & Jurowski, 1994; Zhang & Lam, 1999; Kim & Lee, 2002; Kim et al., 2003; Jang & Wu 2006; Zhang & Peng, 2014; Albayrak & Caber, 2018). The research instrument was in Arabic language because the majority of tourists are from Saudi and it is easy to understood. The Motivational items were assessed, using a 5-point Likert scale, from 5 = very important to 1 = not important at all. Moreover, the survey instrument was revised and finalized based on feedback from three tourism experts and a pilot test from 40 tourists in Saudi. Hence, the result of validity pre-test Cronbach Alpha was 0.92 that mean adequate from analysis perspective. The main purpose of pre-test was to ensure whether the items clear and understood.

### Sample Design and Data Collection

This study was conducted in Abha region in south of Kingdom of Saudi Arabia during July 2019. Visitors over 18 years in attraction sites in the destination were potential respondents of this study. Convenient sampling technique was applied to gather data from respondents. Over 500 questionnaires were distributed among visitors in Abha region, out of which 411 were used for analysis and the remain questionnaires were not completed. The duration of distributing the questionnaire started from 15 July until 23 August 2019. The time of distributing the questionnaire was from 10 a.m. until 5 p.m. every day in Abha and sometimes the researcher and the assisting staff

had to work at night to distribute the questionnaires in some hotels and motels in the destination area.

## DATA ANALYSIS

The data analysis was conducted in this study through SPSS to achieve research objectives such as descriptive analysis, frequencies and factor analysis using principle component methods with Varamix Rotation which were conducted on tourist motivations. Table 1 illustrates the demographic information collected form survey. Majority of respondents were male 71% and the remains female. Over half had age group between 21-30 years; and 32.5% of respondents earned a monthly income; many of respondents were married 48.3%. Over half of the sample had Bachelor degree of education 58.6%.

**Table 1: Demographic Variables and Tourist's Characteristics**

Variable	Percentage	
Gender	Male	71%
	Female	29%
Age	Below 20	6.3%
	21-30	57.4%
	31-40	20.2%
	41-50	10.9%
	51-60	2.9%
	Over 60	2.2%
Income	Less than SR 5000	11.7%
	SR 5001 – 10000	16%
	SR10001 – 15000	17.8%
	SR15,001-20,000	32.5%
	SR 20,001-25,000	5.8%
	More than 25,000	5 %
Marital Status	Single	39%
	Married	48.3%
	Widowed	7.1%
	Others	5.6%
Education Level	High school	11.7%
	Diploma	26.5 %
	Bachelor	58.6%
	High Education	2.9%

Table 2 records that more than half of the participants 74.7% spent SR between 1001-5000 in their trip to Abha, while the minority was more than SR 5000. Approximately half of the respondents' traveled to Abha with family 41.6% and the lowest with tour groups 5.5%. Moreover, the results records that 37.2% from the respondent stayed in cheap hotels; and they had car transportation to visit the destination 82%; the rest by airplane 18%. Most participates stayed 3-4 nights in Abha 41.8% and the lowest was more than one weak 10%. The evaluation of tourists to their trip to the destination was

good and very good 63.7%, and they were satisfied about the journey in Abha 69.6%. Moreover, the respondents were asked about recommendations they may give to their friends and relatives about the place whether it is suitable destination or not, the results showed that the majority of them recommended that the destination is very good 75.2%. Finally, around two-third of respondent will visit Abha in future 68.4%.

**Table 2: Tourist's Behavior in Destination**

Variables	Percentage
<b>Money Spent SR</b>	
1 thousand or less	11.9%
SR 1001 – 3000	39.4%
SR3001 – 5000	35.3%
More than SR 5000	11.4%
<b>Travel Companion</b>	
With family	41.6%
With friends	14.4%
With relatives	26.5%
With tour group	5.5%
With work and colleagues	18.1%
Others	13.6%
<b>Accommodation</b>	
4-5 star hotel	7.3%
3 star hotel	28%
Cheap hotel	37.2%
Apartment	27.3%
Friend's accommodation	0.2%
<b>Type of Transportation</b>	18%
Airplane	82%
Car	
<b>Length of Stay</b>	
1-2 nights	11.9%
3-4 nights	41.8%
5-6 nights	34.5%
More than one week	10%
<b>Evaluation Trip to Abha</b>	
Very good	27%
Good	36.7%
Neutral	21.9%
Bad	5.6%
Very bad	2.9%
<b>Satisfaction Trip of Abha</b>	
Yes	69.6%
No	24.6%
<b>Recommend to Visit Abha</b>	
Yes	75.2%
No	21.7%
<b>Revisit Abha if Future</b>	
Yes	68.4%
No	27.7%

Table 3 explains the descriptive analysis of tourist's motivation to travel Abha. The high score was "to visit national park" had mean 11.9, followed by "to reduce pressures" 11.26. Three motives approximately had same mean score "to participate in new activities" 10.88, "to increase my knowledge about new things" 10.47, and the third was "to see and do variety of things" 10.30; while the lowest score was "to see green mounts" 4.09.

**Table 3: Descriptive Analysis of Tourist's Motivation**

Motivation	Mean
To visit National Park	11.93
To reduce pressures	11.26
To Participate in new activities	10.88
To increase knowledge about a new things	10.47
To see and do variety of things	10.30
Destination easy to reach	9.98
To see the events with friends	9.93
To be away from home	9.56
To satisfy the desire to be somewhere else	9.56
To see a place that I have not visited before	9.44
To feel relax and entertainments	9.10
To enjoy natural resources	8.92
To visit Jabal Al Souda	8.46
To seek novelty	8.34
To visit a place that my friends have been to	8.31
This trip made me feel pleased	7.66
To see how people of different cultures	6.18
To visit Al Habalah Village	5.64
To have enjoyable time with my travel companion(s)	5.13
To see Green Mountains	4.09

In order to identify the motivational dimension, a principle component factor analysis was used to group the motive factors items that are characteristically similar. Two items were eliminated due to factor loadings of less than 0.4 or they loaded on several factors simultaneously. Twenty motivational items were analyzed using Varimax Rotated procedures to identify the underlying dimensions that were associated with travel motivations. All items have an eigenvalue that is greater than one. All items are divided into four factors that motivated Saudi tourists to visit Abha.

In this study, one of the objectives of this study which was to identify the main motivational factors that implies respondents to visit the destination, Table 4 shows the result of factor analysis.

**Table 4: Motives of Saudi Tourists to Visit Abha**

Motive	Loading	Communality	Eigenvalue	Variance
Factor 1 Practicing Activities			6.40	47.01
To increase knowledge about a new things	0.85	0.74		
Destination easy to reach	0.83	0.69		
To Participate in new activities	0.81	0.66		
To see the events with friends	0.79	0.66		
To see a place that I have not visited before	0.79	0.68		
This trip made me feel pleased	0.78	0.68		
To reduce pressures	0.78	0.63		
To see and do variety of things	0.77	0.64		
Factor 2 Relaxation			4.37	5.57
To visit a place that my friends have been to	0.77	0.61		
To feel relax and entertainments	0.77	0.60		
To satisfy the desire to be somewhere else	0.75	0.59		
To enjoy natural resources	0.74	0.65		
To seek novelty	0.67	0.50		
To be away from home	0.66	0.52		
To visit National Park	0.61	0.56		
Factor 3 Discovering Knowledge			1.80	5.99
To have enjoyable time with my travel companion(s)	0.81	0.77		
To see how people of different cultures	0.86	0.78		
Factor 4 Escape Routine			1.67	5.47
To visit Al Habalah Village	0.74	0.58		
To visit Jabal Al Souda	0.48	0.51		
To see Green Mountains	0.45	0.50		
Total Variance Explained				64.04
Total Scale Reliability Alpha				0.93
KMO				0.91

## DISCUSSION OF FINDINGS

Many researchers such as Zhang and Peng (2014); Jaapar et al. (2017); Caber and Albayrak (2016); Rittichainuwat et al. (2008); Chiang and Jogaratnam (2006); and Uysal and Jurovski (1994); studied tourist' motivations through tackling the same questions: why do people travel to exotic places?; how they are motivated to travel to the destination?; what are the main motivational factors that drive them to travel. Many of these studies have been focused on different motives to visit such as cultural sites, relaxation, visiting national parks. Zhang and Peng (2014) asserted that Chinese tourists motivated to Australia for many reasons such as fun and self-satisfaction, relaxation and knowledge, and personal relationship which is related to this study from point of travel away from home and escape from daily life. The results confirmed that Dann's (1981) push and pull framework was appropriate for understanding travel motivations. Factor analysis results showed that 'physical

setting', "practicing activities", "relaxation", "discovering knowledge", and "escaping routine". This study identified knowledge and escaping echo the natural and cultural motivator based on Wen et al. (2019). Additionally, knowledge has been identified as one of the main motives to travel (Dann, 1977). The results also align with previous studies such as Ying et al. (2018) which included that special activities is one of the reason to be motivated to travel. Likewise, Kim et al. (2003) push and pull factors playing significant role to motive people to travel to Korean National parks. Chiang and Jogaratnam (2006) stated that experience, escape, relax, social, and self-esteem were the main factors that drive women to travel. In the same manner, Gonzalez et al. (2006) pointed out that the main objective of travel were rest and relaxation followed by entertainment. Also, the result of VanDer Merwe et al. (2011) identified four motivational factors, destination attractiveness, the use of time, personal attachment and escape and relaxation. Recent study in the field of tourists' motivation by Carvache et al. (2018) asserted that enjoying the activities outdoor such as

beaches and relaxation constituted motivational aspects for some type of tourists which is similar with the results of this study.

In particular, it is also important to consider that tourist products at the destination must be equal to satisfy tourists needs and wants (Pesonen, 2012). The major information that collected from the markets should be used easily to design products or services that can satisfy the tourists to the destination (Pulido-Fernandez & Rivero, 2010). In addition, tourists visits to rest and relaxation destination are multipurpose, as the tourists have different activities in the destination which reveals the importance of segmenting this demand (Bujosa et al., 2015). In term of market segmentation, Onofri and Nunes (2013) identified two types of segments of tourists which were Greens; this type of tourists choose natural destination because they have strong performance for this kind of attraction; and Beach lovers, who prefer sun and relax on the shores. In the aspect of tourists satisfaction, revisit and recommendation for future tourists, should improve the destination facilities which could be used criterion for segmentation such as entertainment and natural resources (Prayag, 2012). Regarding to the segmentation criteria, Middleton et al. (2009) found four common segmentation implements in the markets which were demographic, geographic behavior and psychographic. Segmentation of heterogeneous tourists based on their motivation helps tourism providers to create suitable products for tourists in the destination (Lee et al., 2004).

The study proves that perceptions of tourism destinations are based on push and pull factors, and this supports the view that all destination attributes contribute to the perceived image of a destination (Correia et al., 2007). It can be argued that the relationship between push and pull factors is not significant. In other words, tourists decide to go on holiday because they want to fulfill their intrinsic desires, and at the same time, their decisions on where to go are based on destination attributes.

Looking into factors identified as push attributes, the study claimed that the needs for self-actualization and social interactions are among important motives which trigger the need to travel. This evidence is consistent with Crandall's argument that people travel with specific motives to explore and evaluate themselves, to gain prestige and to enhance kinship relationship (1980). The pull attributes, on the other hand, demonstrate that destination understandably, has a variety of offerings which could potentially extend visitors' stay, expenditures and return visits. The country capitalizes on its heritage, natural attractions, food and culture. The abundance and diversity of tourism resources are widely recognized as essential tourism assets for a country to develop its tourism industry.

Not surprisingly, Abha is more attractive to tourists in the country based on the climate properties. Tourist sites which are listed as most interested by Saudi tourists especially in summer season, as claimed by Yang et al. (2009). Hence, the government authorities and tourism operators should make the most out of this by enhancing the services sector particularly tourist facilities and infrastructure at the destination, as the findings disclose that National parks is the most significant motivational factor of Abha. To fairly distribute tourist flow to other secondary attractions, the country may also exploit a new thrust of nature-based or adventure type of tourism to attract specific niche markets. Mass media, at the same time, should play a crucial role in forming a distinctive destination image, in order to distinguish itself from competitors within the region. The strategic challenge for destination is not only on how to perform positive images that induce travel to the country, but also on how to develop sustainable differential images from other competing locations.

A successful matching of push and pull motives is essential for a marketing strategy in destination areas, and the examination of the motives are useful in segmenting markets, designing promotional programs, and decision-making about destination development. Identification of a clearly defined market segments permit specifically directed promotion programs. Thus, the tourism authorities in Saudi Arabia can develop a variety of different marketing strategies based on specific motivations of tourist market in order to satisfy their underlying needs.

## CONCLUSION

It is very important to carry out tourists' motivation studies that are related to psychology of tourists and tourist's behavior in destination. This will provide information and data bases that related to market segmentation, socioeconomic, travel motivation and satisfaction which will be immense benefit to tourism destination. The objectives of this study are to identify and characterize the profile of Saudi tourists visiting Abha, underlying the main motivational factor that implies them to travel to Abha, understanding tourist's behavior during their visiting to Abha.

Factor analysis has provided to determine travel motivational behavior. This study tried to demonstrate that motive factors are very important to travel to exotic places. The motivational factors illustrated that "practicing activities", "relaxation", "discovering knowledge", and "escape routine" were the most important ones for foreign tourist to visit Abha.

Since the kingdom of Saudi Arabia is considered open borders for multinational regions, and it “open door” for the tourism sector especially for tourists who come from different regions. In the same point of view, based on the reforms and policies in the country such as vision 2030, entertainment authority and Saudi commission for tourism national heritage, tourism sector are developing compared with previous era. In order to enhance and support motivational factors to attract more tourists in future, the commission of Tourism and Saudi entertainment Board should focus on marketing strategies and market segmentation on four factors which found in this study by of the high image of destination as a domestic tourist destination especially for different regions in the country to support vision 2030. Hence, investigating to identify the variables that influence travel motivation are very important to marketers and decision makers to effectively understand motivations and the better tourism products for market segment (Franco et al., 2019, Jang & Wu, 2006), Saudi Tourism Commission should take the results of modern studies to grow up in the tourism sector. On the other hand, they should create new tourism product and update new programs, facilities, activities for Saudi travelers. Underlying and knowing the importance both of motivational factors for example (push and pull) perceived from domestic tourists opinions will help the destinations to provide their needs in future. Dewar et al. (2001) pointed out it is imperative to identify visitors’ needs. This is why more attention should be given to understand the motivations of visitors in order to improve tourism facilities and tourism products to tourists in destination. Moreover, understanding tourist motivation is a very important critical issue to travel marketers and market segmentations (Crompton, 1979). Moreover, Brayley (1991) showed that the importance of tourist’s attitude toward destinations should be measured by the destination’s ability to attract more tourists.

The study has provided important contributions to define tourist motivations. However, it has its own limitation as the study does not examine the interactions among them. Moreover, motivation is one among other many variables that explain tourists’ destination attraction attribute preference behavior. Nonetheless, the results of the study may also be applied to other countries in the Middle East region that experience dramatic growth in tourism development. Comparative studies may unearth a new understanding of tourist behavior and motivation factors in different domains and various stages of progression. Finally, this study gives some recommendations to planers in the Saudi Tourism Commission and National Heritage and Entertainment Authority to take priority development of Abha destination for international tourism travelers in future. In addition, studying the relationship

between tourist’s satisfaction and revisit intention should give an area for another researches to investigate other discussions.

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