15 Understanding the Motivations and Expectations of Arab Visitors at the Gold Coast, Australia

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Introduction

Tourism continues to play an important role in the economic development of countries worldwide (Mishra *et al.*, 2011). According to Weaver and Lawton (2002: 3) 'tourism is an increasingly widespread and complex activity that requires sophisticated management to realise its full potential as a positive economic, environmental, social and cultural force'. Tourism marketing is designed primarily to encourage people to travel to a particular destination (McLennan *et al.*, 2014). The success of destination marketing lies in its ability to compete, the power of the destination brand, and understanding tourists' perceptions and motivations (Tascia *et al.*, 2007). Although there have been a plethora of studies on destination image and marketing, one cultural group that has received little attention is the Arab market (Alghamdi, 2007).

Since the turn of the new millennium, Arabs have become increasingly mobile. The importance of Arab visitors to destinations across the world beginning to gain traction in previous literature (Ibrahim *et al.*, 2009). Arab tourists have been identified to generate high levels of yield in the destinations they visit (Mat *et al.*, 2009). Western destinations such as Britain have seen a steady rise in the number of arrivals from the Arab countries, with the inbound tourists from the UAE, Saudi Arabia, Oman, Bahrain, Kuwait and Qatar reaching 452,000 in the first three quarters of the year ending 2013, a 10% increase to the same period in 2012 (Habirra, 2014). In addition, more

than a quarter of a million tourists from the Arabian Gulf, including Kuwait, Bahrain, Iraq, Oman, Qatar, Saudi Arabia and the United Arab Emirates visited Switzerland in 2014, where the figures indicate that Arab visitors to Switzerland have increased of 23% between 2013 and 2014 (Aljameil, 2015). Similarly in Malaysia, the number of tourists from the Arab region is growing, reaching 370,535 arrivals in the year ending 2013 (Alzakary, 2014). This rise in the number of Arab tourists is considered a significant opportunity that destinations, such as Australia, can be well-positioned to capitalise on.

Despite the potential of the Arab market, little is currently known about what motivates Arabs to travel to Australia. Furthermore, there has been limited scholarly attention on how western destinations, such as Australia, can be set up to provide Arab visitors with a positive experience that addresses cultural and religious needs (Engin & McKeown, 2012). Arab visitors represent 2% of the total inbound international visitor numbers to Australia (Becken *et al.*, 2015). However, the number of outbound Arab tourists is increasing every year, presenting a unique opportunity to capture a large market share of the increasingly mobile Arab market (Alubaydli, 2009). Based on the opportunities shown in this growing market, the aim of this chapter is to explore Arab tourists' motivations to visit the Gold Coast, Australia. We pay particular attention to the site-specific expectations of Arab visitors to Australia to provide destination managers with a set of management options that can ensure the cultural needs of Arab visitors are considered in tourism policy and planning practices.

Tourist Motivation and Arab Visitors

Due to the importance of motivation for destination selection, there have been many studies on tourist motivation in various geographic locations and across different scales (Alali, 2006; Awad, 1995; Baloglu & Uysal, 1996; Kim & Lee, 2003; Mrchillaan, 2012; Prayag & Ryan, 2011; Zayed, 2003). Theories of tourist motivation are derived from key disciplines in the social sciences, such as psychology and sociology (Shi, 2010). The majority of previous research on tourists' motivations has leveraged off theories developed in the aforementioned disciplines. Seminal work includes Mannell and Iso-Ahola (1987) theory of escapism and Plog's (1987) theory which posits that tourist motivations consist of push and pull factors.

Mannell and Iso-Ahola (1987) initially developed a two-dimensional leisure motivation framework (Cassidy & Pegg, 2008). The two-dimensional leisure motivation framework is based on the premise that people are motivated to travel to escape from reality and to seek authentic experiences. Previous literature which has applied this framework has found that tourists are motivated by needs to escape, for personal reasons such as to escape from stress or for interpersonal reasons such as to avoid problems that stem from

dealing with other people (Snepenger *et al.*, 2006; Wolfe & Hsu, 2004). In addition, previous studies found that tourists travel for personal reasons, such as to find new knowledge, or for interpersonal reasons such as to cultivate new friendships (Wolfe & Hsu, 2004). Accordingly, Iso-Ahola (1982) demonstrates that tourism has the potential to provide escape from the realities of everyday life through rewarding personal experiences (Marques, 2005). The important criticism of Iso-Ahola's (1982) model is that with only two dimensions, it is limited by its level of aggregation, which potentially oversimplifies a complex cognitive process (Mason, 2012).

Plog (1987) developed an alternative conceptual framework whereby motivations can be classified into 'push' and 'pull' factors (Moyle & Croy, 2009). Since the inception of this theory, Plog's (1987) conceptualisation has been widely adopted by researchers who have sought to discover which factors actually 'push' people to travel, and which factors 'pull' people to a destination (Baloglu & Uysal, 1996; Kim & Lee, 2003). Push and pull factors reveal the ways in which an individual chooses a destination as well as provides a baseline to predict travel behaviour while on-site (Altwaijri, 1998). The concept of push and pull factors indicates that tourists are pushed by internal forces that initially motivate the need to travel (Mason, 2012). Once an initial motivation is experienced, destination selection is influenced by pull factors, which are external to the individual and often unique to the destination.

Internal or push factors reflect tourist's intangible desires, whereas external or pull factors reflect destination attributes and determine the attractiveness of a destination. Thereby, an individual is pushed to travel through internal desires or emotional factors (Liên, 2010), with people making up the decision to travel based on these internal forces (Kim & Lee, 2003). Therefore through understanding push factors, a deeper understanding of the internal motivation of tourists can be obtained (Mohammad & Som, 2010). Push factors have been demonstrated to include desires such as the need for relaxation, social interaction, adventure, prestige, sport, and enjoy natural resources (Kim & Lee, 2003). Pull factors refer to the external factors that attract tourists towards a certain destination (Prayag & Ryan, 2011). This includes the attributes of a destination that lead tourists to select it as their destination of choice over other viable travel options (Mehmetoglu, 2011). Pull factors are related to the tangible attractions in the destination, including attractions such as the availability of entertainment places, destination image and perceived risk (Baloglu & Uysal, 1996). Pull factors have an impact upon destination choice and have been demonstrated to be in direct control of destination managers.

Previous literature has also found that tourists' demographic characteristics also have a significant impact on tourists' motivation (Plangmarn *et al.*, 2012), as well as on perceived impacts (Moyle *et al.*, 2013). Specific characteristics such as age, gender, and education have been demonstrated to influence

push and pull factors. All the same, despite its longevity in the tourism field, due to its broad application to a variety of contexts, push and pull factors remains a useful framework for understanding travel motivations, and explaining and prediction destination selection. However, the influence of cultural background on travel motivations is an area of inquiry that has received considerably less attention (Abodeeb *et al.*, 2015).

The growth in tourism has led to an increased research focus on the identification of cultures, customs and traditions in both 'tourist generating regions' and 'tourism destinations' (Reisinger, 2009). Tourist-generating regions aim to find suitable areas that will provide the needs of the tourists commensurate with their desires, habits and traditions (Tosun & Jenkins, 1998; Tosun & Timothy, 2001). Tourism destinations often show an interest in cross-cultural communication, providing experiences that cater for the needs of tourists from other cultures. Accordingly, cross-cultural communication is a topical issue because of the impact of this communication on the success and effectiveness of tourism (DeVito, 2001).

Understanding the cultural characteristics of international tourists has been identified as an important factor that determines the success of the tourism industry (Reisinger, 2009). Despite the great emphasis given by previous research that examined the relationship between culture and tourism, there has been very little research conducted on how culture influences tourists' motivation (Resinger & Turner, 2003). This is especially true in the context of Arab tourists, who in many countries around the world are still an emerging international market. To address this gap, the current study aims to explore the influence of the Arab culture on Arab tourists' motivations, identifying the site-specific requirements of Arab tourists in Western destinations.

The Arab world has several potential tourism destinations that are rich in cultural monuments including archaeological, historical and religious sites, as well as established beaches and tourist resorts (Mustafa, 2010). All the same Arab tourists are becoming increasingly mobile, visiting foreign countries, particularly those in Europe and Asia (Prayag & Hosany, 2013). Bogari *et al.* (2004) conducted research in Saudi Arabia and examined both the 'push' and 'pull' domestic tourism motivation in Islamic and Arabic cultures on the basis that cultural variables play a significant role in tourism motivation. Factor analysis revealed nine 'push' motivational categories: cultural value, utilitarian, knowledge, social, economic, family togetherness, interest, relaxation, and convenience of facilities. There were nine 'pull' motivational categories that resulted from factor analysis, including safety, activity, beach sports/activities, nature/outdoor, historical/cultural, religious, budget, leisure and upscale. Cultural and religious values were also identified as critically important motivator for Saudi outbound travel.

Moreover, Alghamdi (2007) investigated the implicit and other motivations for Saudi outbound tourism, as well as the influence of Saudi culture,

demographic variables and tourists' motivations on destination selection. Factor analyses were conducted to identify tourism motivation and cultural factors of Saudi society. Findings indicated that tourism motivations, cultural factors and demographic variables have an influence on destination selection. Although conducted on Saudi Arabia specifically, this research found that culture and religion impacted on motivations and destination choice. However, to date, there has been scant attention paid by researchers towards the motivation of outbound tourists from Arab countries (Alghamdi, 2007; Michael & Beeton, 2007; Rohmi, 2010). Specifically, there has been limited attention to how western destinations can not only attract Arab visitors, but met the cultural requirements in order to provide a satisfying experience at the destination.

This chapter seeks to address this key issue, by exploring the motivations and site-specific expectations of Arab visitors to the Gold Coast, Australia. The Gold Coast was selected for two key reasons. First, the Gold Coast is one of Australia's fastest growing cities (Bosman & Dredge, 2011; Faulkner & Tideswell, 1997). Second, the tourism is a key economic pillar of the city, drawing a high proportion of Arab visitors, an estimated 91,000 visitors annually, which represents about 2% of the total inbound international visitor numbers to Australia (Abodeeb, 2014). The aim of this chapter is to explore the pull motivations of Arab visitors, providing valuable insights into how the Gold Coast can be positioned to address the special needs of the emerging Arab market.

Method

This chapter reports on a mixed methods study consisting of two sequential stages. A mixed method approach was selected to ascertain a demand and supply side perspective on key issues related to the Arab market on the Gold Coast. The first stage utilised a survey distributed to Arab tourists who visited the Gold Coast, Australia. The survey was divided into two parts. The first part focused on the demographics of Arab tourists visiting the Gold Coast, including the size of the travel group and the length of their stay. The second part included a series of statements on motivations and site-specific expectations of Arab visitors, derived from a literature search of previous studies with similar aims and objectives. This paper addresses the pull motivations of Arab visitors; thus it focuses predominantly on presenting the quantitative results. Arab visitors were sampled via a random sampling approach at key sites on the Gold Coast. Based on the measures used in previous research, a 5-point Likert-type scale was selected to measure 14 push and pull motivational attributes (Allan, 2011; Andreu *et al.*, 2005; Bogari *et al.*, 2004). Trip and demographic characteristics were collected via a mixture of binary and open-ended responses. Both a male and female researcher (both from Arab countries) were

present during sampling, as people from Arab cultures often prefer to converse with members of the same gender (Nasserie, 2011). Data collection took place in 2012 and resulted in a total of 187 useable questionnaires that were imported into Statistical Package for the Social Sciences (SPSS) for analysis.

The second stage consisted of semi-structured interviews conducted with tourism marketers in both Gold Coast Tourism (GCT) and Tourism Events Queensland (TEQ). Respondents were selected through a purposeful sampling method (Kennelly *et al.*, 2013). Purposive sampling is a commonly used qualitative approach employed in tourism research (Laing, 2006; Weiler & Yu, 2006). As such, researchers sought out marketing/destination management staff who were involved directly with marketing Queensland to the Arab region. Interview questions broached different areas of interest, leading to extensive and open discussions; the purpose of using such a method is to let the interviewee talk openly (Elliott, 2012). The interviews sought to solicit information on the motivation of Arab tourists' motivations, special cultural requirements and needs on the Gold Coast, and about specific strategies to target the Arab market. Two participants were strategically selected on the basis of a thorough knowledge of the Arab market at local and state level and came highly recommended by senior management officials at GCT and TEQ. Consequently, two interviews with marketing staff members were conducted at TEQ and GCT. Interviews were coded via a thematic analysis, with pseudonyms used to protect the anonymity of participants.

Results

Arab tourists' pull motivations

A majority of Arab visitors included in the sample were aged between 25 and 34 years, with male visitors accounting for 77% of the sample. The nationality of respondents varied between 11 Arab countries, with most Arab visitors from Arabian Gulf countries such as the United Arab Emirates (23%), Saudi Arabia (21.4%) and Kuwait (12.3%). Arab tourists tended to travel in family groups (57%) or in groups consisting of friends or work colleagues (30%). The length of stay was relatively long; with most Arab visitors tending to stay in Australia for more than three weeks. Moreover, most Arab tourists who visited the Gold Coast had visited other countries on the continent of Asia, such as Malaysia and Singapore (75.9%). This was followed by Arab tourists who visited countries in Europe such as France and Britain (50.8%). Arab tourists who visited African countries such as Egypt amounted to (30.5%). Arab tourists were asked about the most important source of obtaining information about the Gold Coast before the trip. The results showed that 'friends' were the most important source of information, with a percentage of 86.6%.

Table 15.1 displays the key pull motivations of Arab tourists to the Gold Coast, Australia. As seen in the table, the three most important pull motivations resulting in Arab visitors selecting Gold Coast as their destination of choice included the beaches, marine environment and the beauty and landscape. The weather was also an important factor, along with shopping, hinterland/rainforests, theme parks, entertainment and sense of peace and security. Perhaps somewhat surprisingly, the least important characteristic that attracted Arab tourists to the Gold Coast was quality of services.

Table 15.2 explores the influence of gender on Arab tourists pull motivations. This table shows that there were differences between males and females for three attractions. Findings indicate that Arab males are less interested in the weather ($\bar{x}$ = 4.03) than females ($\bar{x}$ = 4.28), while Arab males are more interested in the ‘Quality of services’ (mean = 3.40) and in the ‘Entertainment’ ($\bar{x}$ = 3.50) than females, where the means respectively were ($\bar{x}$ = 3.09 and $\bar{x}$ = 3.16). According to the results for entertainment places, such as night clubs and bars, it can be seen that there is a slight inconsistency between this result and the result obtained in the previous table. This result might be due to the sample size of females being smaller than males. Also, it may be due to the males’ impression towards entertainment places in Gold Coast in particular. Thus the results suggest that males may be more likely to select the Gold Coast due to the quality of services and entertainment. For the rest of the factors, no significant differences were found. In order to look for statistically significant differences in mean values of age influences on pull motivations, a one-way ANOVA test was administered on the data. However, results of analysis revealed that the only significant difference was that age ($n > 30$) influenced how attractive visitors found entertainment on the Gold Coast ($p = 0.025$).

Table 15.3 displays the results of a one-way ANOVA specifically designed to explore the influence of length of stay the on motivations of Arab visitors.

Table 15.1 Pull motivations of Arab tourists to the Gold Coast, Australia

<i>Destination Attributes</i>	<i>Mean</i>	<i>Std. Deviation</i>
Beauty and landscape	4.10	0.588
Beaches and marine environment	4.14	0.618
The weather	4.09	0.599
Theme parks	3.62	0.726
Sense of peace and security	3.37	0.702
Quality of services	3.33	0.660
Entertainment	3.42	0.686
Hinterland/rainforests	3.82	0.655
Shopping	3.93	0.626

Table 15.2 Influence of gender on pull motivations

<i>GC Attributes</i>	<i>Gender</i>	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>	<i>Sig. (P-Value)</i>
Beauty and landscape	Male	144	4.06	0.623	0.083
	Female	43	4.23	0.427	
Beaches and marine environment	Male	144	4.11	0.660	0.179
	Female	43	4.26	0.441	
The weather	Male	144	4.03	0.625	0.015 *
	Female	43	4.28	0.454	
Theme parks	Male	144	3.66	0.749	0.175
	Female	43	3.49	0.631	
Sense of peace and security	Male	144	3.40	0.741	0.340
	Female	43	3.28	0.549	
Quality of services	Male	144	3.40	0.692	0.008 *
	Female	43	3.09	0.479	
Entertainment	Male	144	3.50	0.739	0.004 *
	Female	43	3.16	0.374	
Hinterland/rainforests	Male	144	3.81	0.682	0.631
	Female	43	3.86	0.560	
Shopping	Male	144	3.90	0.651	0.373
	Female	43	4.00	0.535	

*Significant at the 0.05 level.

Groups were split into over one week and under one week, justified by an increase in the yield of Arab visitors who stay longer than one week in total (Abodeeb *et al.*, 2015). Results revealed that the length of stay is significantly related to Arab tourists' pull motivations. In particular length of stay was found to significantly influence the pull motivations, including sense of peace and security quality of services and the attractiveness of theme parks and the hinterland/rainforest.

Targeting Arab tourists and meeting site-specific expectations

Respondents from TEQ and GCT indicated that each organisation has been actively targeting the Arab tourist market at the Gold Coast. For example, 'John' from TEQ indicated that they've been 'working with Arab market for 15 years'. Further, TEQ referred to certain strategies that were used to promote the Gold Coast and to draw Arab tourists to Queensland:

.... we are working closely with our office in Dubai, with airlines that travel to that area and travel agencies there. In addition, we use the web to contact Arab countries, or where they use Facebook for Arab Gulf

Table 15.3 ANOVA for differences in pull motivations by length of stay

		<i>Mean Square</i>	<i>F</i>	<i>Sig. (P-Value)</i>
Beauty and landscape	Between groups	0.547	1.603	0.175
	Within groups	0.341		
Beaches and marine environment	Between groups	0.051	0.131	0.971
	Within groups	0.390		
The weather	Between groups	0.657	1.869	0.118
	Within groups	0.352		
Entertainment	Between groups	0.996	1.928	0.108
	Within groups	0.517		
Sense of peace and security	Between groups	1.568	3.347	0.011*
	Within groups	0.469		
Quality of services	Between groups	2.669	6.897	0.000*
	Within groups	0.387		
Theme parks	Between groups	3.085	7.459	0.000*
	Within groups	0.414		
Hinterland/rainforests	Between groups	1.743	4.356	0.002*
	Within groups	0.400		
Shopping	Between groups	0.394	1.005	0.406
	Within groups	0.392		

*Significant at the 0.05 level.

countries. For example, we have provided a competition in the English language, which was designed to gain an understanding of Arabian tourists' needs. There were 25 000 people participating in this competition, most of them from UAE, Saudi Arabia, Qatar and Bahrain

Interview analysis also revealed that the most important factors affecting Arab tourist traffic coming to the Gold Coast were 'Ramadan month and the long trip between Arab countries and Australia' [Peter_GCT]. Another factor influencing Arab tourist flow was identified to be '...the high value of the Australian dollar' [Peter_GCT]. The most frequently visited places by Arab visitors include 'the Gold Coast, the Islands (Hamilton Island, Hayman Island) and Cairns (Great Barrier Reef)' (John_TEQ), with June to September key months for the Arab market.

The most important feature attracting Arab tourists was identified as the Gold Coast's image as a friendly – and family-friendly – place. Connected to this theme, elements identified as particularly important included theme parks, natural parks, the beach, shopping and sunny and mild weather which is suitable for holiday times. The GC's brand image did not seem to be altered

in any way for the Arab market, as the 'Famous for Fun' strategy was suitable for a number of core international markets, including Arab visitors.

There is no difference between the Gold Coast's image and its identity because the Gold Coast brand is about a family friendly destination and the tourists are coming for honeymoons, couples, families and groups. So the purposes of tourists' trips are reflected by the brand of the Gold Coast. (John_TEQ)

However, to meet Arab tourists' expectations, certain cultural aspects were identified as particularly important. Respondents from TEQ and GCT understood the importance of tourists' cultural background with John, for example, stating that 'culture has a high effect on Arabian tourists, because the culture is one of the important keys for this market. Ramadan is one example for that, where tourism marketers have to understand Arab tourists' behaviour in this month and their needs'. ['John' TEQ]. TEQ and GCT were found to make a genuine attempt to understand Arab culture in order to know their special needs for services. 'John' also indicated that:

... prayer rooms are one of the important needs of Arab tourists, therefore some accommodations and theme parks at the Gold Coast are providing these rooms. This in addition to Halal food – for that some hotels looking for Halal food for Arab tourists. ... the Paradise Hotel sometimes provides a special bus to take Arab visitors to the Gold Coast mosque every Friday in order to do their prayers as well as provides family suites which have two or three bedrooms.

Peter from GCT also noted that '...providing Halal restaurants beside the markets is one of the Arab tourists' needs. Also, providing staff for hotels who understand the Arab market'. Respondents identified the most important needs for Arab tourists include prayer rooms in the accommodations and parks, halal food, availability of mosques and family suites that have two or three rooms in the hotels. Some hotels on the Gold Coast try to provide halal foods in their meals. In addition, there are some halal restaurants in shopping centres. Finally, the complex procedures for acquiring visas for visitors from some Arab countries, was identified by John from TEQ who indicated that the '...main problem that they face is getting visas for some Arabic countries'. Thus, there have been reported instances where some Arab tourists try to get the tourism visa to visit Australia but because of the complexity of the visa they changed their minds about their travel destination.

Discussion

Results identified many characteristics that can distinguish Arab visitors from other key international markets. In particular, these included a high

level of expenditure, length of stay, large groups, ability to visit different places and staying active all the time. This finding is similar to Ariffin and Hashim (2009) who investigated the marketing Malaysia to the Middle East tourists, identifying a preference towards inter-regional destinations. This finding supports the results of previous research by Buhalis (2000) who presented a model of tourists' behaviour and the intricate connection to destination marketing and management. However, the finding that services on the Gold Coast were not as important as other pull motivations was novel. Existing literature seems to discern that Arab visitors often require a high level of service and hospitality (Anwar & Sohail, 2004).

Specific strategies to bring visitors to the Gold Coast would be beneficial for destination management organisations and tourism businesses. In particular, concerted efforts and good working relationships between Destination Management Organisations (DMOs) and strategic tourism organisations in the Arab world are of key importance. Working closely with partners in the United Arab Emirates, in addition to airlines, and additional research on how the internet can establish a better connection with key Arab markets are essential for improving the connection between east and west. Furthermore, securing Arab media representations to visit tourist places at the Gold Coast is essential for ensuring that Arab visitors feel a sense of safety and security during the destination selection process (Moyle & Croy, 2009). Such findings are similar to Reisinger (2009) who indicated the importance of providing integrated strategies for specific target markets, especially centred on the importance of culture not only in marketing, but for meeting and exceeding visitors' expectations.

In addition, DMOs should pay careful attention to country-specific and culture-specific particularities, especially for the Arab market. Findings demonstrated that existing marketing campaigns were adapted to suit the Arab market, but very little has filtered into product development and experience design on the Gold Coast. For instance, specific and immediate needs included accessibility to prayer rooms in accommodation and recreation areas, halal food, and the availability of mosques. Including these particular elements will enable the Gold Coast to meet the needs of the Arab culture. This finding resonates with previous literature, which demonstrates knowledge of tourists' cultural background is of critical importance, especially for new and emerging inbound markets (Torres, 2006).

Although key Destination Management Organisations work closely with Middle Eastern counterparts, this research revealed core factors that impact the management of visitor flows to the Gold Coast. Results uncovered that the most important pull motivations attracting this sample of Arab tourists to the Gold Coast were the beaches, landscape, weather and shopping. This finding is similar to Salman and Hasim (2012) study who found that 42% of Arab tourists attracted by shopping centres in Kuala Lumpur, Malaysia (Salman & Hasim, 2012). Further, a study by Ariffin and Hasim (2009),

which investigated how Malaysia markets itself to Middle Eastern tourists, revealed that visiting beaches and shopping are among the most desired Arab tourist activities (Ariffin & Hasim, 2009). This knowledge can be used to create marketing strategies to support the destination in order to attract more Arab tourists by focusing on characteristics that attract Arab tourists to the Gold Coast. It can also be used to direct more promotional strategies for such characteristics and developing related activities to motivate Arab tourists to visit the Gold Coast.

Conclusion

This research revealed the core pull factors that attracted Arab tourists to the Gold Coast were the beaches, landscape, weather and shopping. The practical implications of this research inform existing marketing strategies to support the Gold Coast, to attract Arab tourists. Future research should focus on how to develop and strengthen the competitive position of the Gold Coast, and other western destination, in the Arab market. Future research should also focus on enhancing the conceptual clarity surrounding the connection between culture and the experience of Arab visitors in similar Western destinations

Destination Marketing Organisations should pay careful attention to the relationship between motivations and the sociocultural background of target market segments, such as the Arab market. Enhancing this conceptual understanding will generate a comprehensive explanation of the pull motivations that stimulate destination selection and onsite behaviour, thus informing tourism policy and planning. Future research should explore how tourism planners can tap into motivations when designing and setting promotional programmes that target the Arab market. Finally, this research is limited by gender bias, specifically the lack of data on Arab women. As women are viewed primarily as subordinate to men in Arab society, asking Arab women to participate in the survey required approval of a man (father, brother, husband) which decreased participation rates in the survey (Karolak *et al.*, 2014). As a result, over 20% of women who participated was considered to be a reasonable outcome. Future research should focus on the motivations of Arab women, specifically taking into account how gender differences influence the family destination selection process. In addition, future research should focus on better understanding the link between culture and the experience of Arab visitors in similar Western destinations.

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