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THE IMPACT OF PUSH & PULL FACTORS AND POLITICAL STABILITY ON DESTINATION IMAGE, TOURIST SATISFACTION AND THE INTENTION TO RE-VISIT: THE CASE OF ABU DHABI IN THE UAE

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THE IMPACT OF PUSH & PULL FACTORS AND POLITICAL STABILITY ON DESTINATION IMAGE, TOURIST SATISFACTION AND THE INTENTION TO RE-VISIT: THE CASE OF ABU DHABI IN THE UAE

Muzoun Ali Darwish Almulla AlAnsaari

This dissertation is submitted in partial fulfilment of the requirements for the degree of Doctorate of Business Administration

Under the Supervision of Professor Riyad Eid

April 2019

Declaration of Original Work

I, Muzoun Ali Darwish AlMulla AlAnsaari, the undersigned, a graduate student at the United Arab Emirates University (UAEU), and the author of this dissertation entitled *"The Impact of Push & Pull Factors and Political Stability on Destination Image, Tourist Satisfaction and the Intention to Re-Visit: The Case of Abu Dhabi in the UAE"*, hereby, solemnly declare that this dissertation is my own original research work that has been done and prepared by me under the supervision of Professor Riyad Eid, in the College of Business and Economics at UAEU. This work has not previously been presented or published, or formed the basis for the award of any academic degree, diploma or a similar title at this or any other university. Any materials borrowed from other sources (whether published or unpublished) and relied upon or included in my dissertation have been properly cited and acknowledged in accordance with appropriate academic conventions. I further declare that there is no potential conflict of interest with respect to the research, data collection, authorship, presentation and/or publication of this dissertation.

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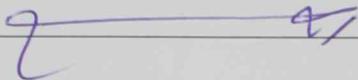
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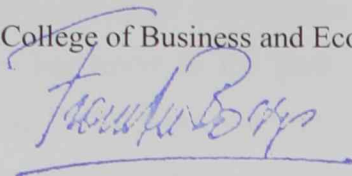
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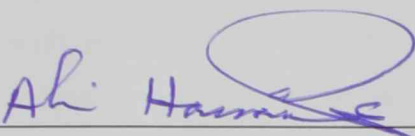
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Abstract

Taking into consideration Abu Dhabi 2030 vision, tourism sector is considered to be a significant sector in its contribution to the long-term economic growth of the UAE. Abu Dhabi has many of the push and pull factors that attract tourists. By illuminating tourists' behaviours, the results of this study will enable decision makers to understand why tourists choose Abu Dhabi over other destinations, what type of experience they are looking for and the variety of activities that they want. Meanwhile, taking into account the political stability of the UAE in general and Abu Dhabi in particular, insufficient attention has hitherto been given to the political issues that may significantly guide people in forming a destination image. No studies of the factor of political stability with others, such as push and pull factors in raising the intention to re-visit exist in the literature on tourism, at least not in the UAE context. Therefore, the purpose of the present study is to identify the motivational push & pull factors that can affect the formulation of destination image. Moreover, this study examines the relationship between push & pull factors, political stability, destination image, tourist satisfaction and intention to re-visit to develop and test a conceptual model of the antecedents and consequences of destination image in Abu Dhabi context.

This study adopts the positivist research philosophy with a quantitative approach in order empirically validate the fourteen hypotheses. To gather the primary data the questionnaire was distributed among international tourists above 18 years old in seven different attractive locations in Abu Dhabi. The suggested hypotheses were tested through a sample of 406 tourists visiting Abu Dhabi. The results show that tourists' evaluations of the push and pull factors and political stability act as antecedents of a perceived attractive destination image. Furthermore, political stability and destination image have a strong positive impact on tourist satisfaction and the intention to re-visit. The proposed model in this study enhances existing theorization by exploring the value of political stability in the model of tourists' intentions to re-visit. While from the practical perspective, it will also provide a recommendation to the policy and decision maker in the tourism sector.

Keywords: Push factors, Pull factors, Destination Image, Motivation, Political stability, Satisfaction, Intention to re-visit, Abu Dhabi, UAE.

Title and Abstract (in Arabic)

تأثير عوامل الدفع والسحب والاستقرار السياسي على الصورة الذهنية للوجهة
السياحية ورضا السائح ونيته إعادة الزيارة: دراسة حالة في امارة أبو ظبي في دولة
الإمارات العربية المتحدة

الملخص

مع الأخذ في الاعتبار رؤية أبوظبي 2030، يعتبر قطاع السياحة من أهم القطاعات التي
يمكن أن تساهم في النمو الاقتصادي طويل الأجل لدولة الإمارات العربية المتحدة. لدى أبو ظبي
العديد من عوامل الدفع والجذب التي تجذب السياح. من خلال إلقاء الضوء على سلوكيات السياح،
ستمكّن نتائج هذه الدراسة صانعي القرار من إدراك سبب اختيار السياح لأبوظبي على وجهات
أخرى، ونوع التجربة التي يبحثون عنها ومجموعة الأنشطة التي يريدونها. وفي الوقت نفسه، مع
الأخذ في الاعتبار الاستقرار السياسي لدولة الإمارات بشكل عام وأبو ظبي على وجه الخصوص،
لم يتم إعطاء الاهتمام الكافي حتى الآن من قبل الباحثين للقضايا السياسية التي قد تؤثر بشكل كبير
في تشكيل صورة الوجهة. لا توجد دراسات عن عامل الاستقرار السياسي مع الآخرين، مثل
عوامل الدفع والجذب في رفع نية إعادة الزيارة موجودة في الدراسات السابقه المتعلقة بالسياحة،
على الأقل ليس في سياق الإمارات العربية المتحدة. لذلك، فإن الغرض من هذه الدراسة هو تحديد
عوامل الدفع والسحب التحفيزية التي يمكن أن تؤثر على صياغة الصورة المقصودة. علاوة على
ذلك، تبحث هذه الدراسة العلاقة بين عوامل الدفع والجذب، الاستقرار السياسي، صورة الوجهة،
رضا السائحين ونية إعادة الزيارة لتطوير واختبار النموذج المفاهيمي للسوابق وعواقب صورة
الوجهة في سياق مدينة أبوظبي.

اتبعت هذه الدراسة فلسفة البحث الوضعي مع المنهج الكمي الذي تمّ تنفيذه للتحقق من صحة
الفرضيات الأربعة عشر. وقد تم تصُميم الاستبيان و توزيعه بين السياح الدوليين الذين تزيد
أعمارهم عن (18) عامًا في سبعة مواقع جذب مختلفة في أبوظبي لتشكيل البيانات الأولية. تم
اختبار الفرضيات المقترحة من خلال عينة مكونة من (406) مشترك تم ملؤها من قبل السياح
الذين يزورون مدينة أبو ظبي. و أظهرت النتائج ان تقييم السياح لعوامل الدفع و الجذب و
الاستقرار السياسي بمثابة عوامل لبناء صورة الوجهة الجذابة. علاوة على ذلك، فإن الاستقرار
السياسي والصورة المستهدفة لهما تأثير إيجابي قوي على رضا السائحين وعلى عزمهم على
إعادة الزيارة. يعزز النموذج المقترح في هذه الدراسة النظرية الأكاديمية من خلال استكشاف

قيمة الاستقرار السياسي في نموذج نوايا السائحين من أجل إعادة الزيارة. بينما من الناحية العملية، هذه الدراسة تقدم توصية إلى صناع القرار المعنيين في قطاع السياحة.

مفاهيم البحث الرئيسية: عوامل الدفع، عوامل الجذب، صورة الوجهة السياحية، سمات الوجهة السياحية، الدافع، الاستقرار السياسي، الرضا، النية لإعادة الزيارة، أبوظبي، الإمارات العربية المتحدة.

Acknowledgements

Dedication

To my beloved mother who inspired me to continually seek knowledge and my father who instilled in me the virtues of hard work

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List of Abbreviations

AVE	Average Variance Extracted
BTS	Bartlett's Test of Sphericity
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CR	Composite Reliability
DI	Destination Image
DOPU	Drop-off and Pick-up
EFA	Exploratory Factor Analysis
GFI	Goodness-of-Fit Indices
HCCTAM	Higher Committee for Crises and Terrorist Acts Management
KMO	Kaiser-Meyer-Olkin
MLE	Maximum Likelihood Estimates
MSA	Measurement of Sample Adequacy
PCA	Principal Component Analysis
RO	Research Objective
RQ	Research Question
RS	Research Strategy
SEM	Structural Equation Modelling
Smart PLS	Smart Partial Least Squares
SPSS	Statistical Package for the Social Sciences
TCA	Tourism and Culture Authority
TTRA	Travel and Tourism Research Association
UAE	United Arab Emirates
WOM	Word of Mouth
WTTC	World Travel & Tourism Council

Chapter 1: Introduction

1.1 Research Problem

One of the most common agendas in the tourism literature research is to model the antecedents of destination image (Armenski, Dwyer, & Pavluković, 2017; Eid & Elbanna, 2017; Prayag, Hosany, Muskat, & Del Chiappa, 2017), tourist satisfaction (Alegre & Garau, 2010; Assaker & Hallak, 2013; Dolnicar, Coltman, & Sharma, 2015; Zehrer, Smeral, & Hallmann, 2017) and finally the intention to re-visit a destination (Alvarez & Campo, 2014; Chen & Funk, 2010; Dolnicar et al., 2015; Rodríguez Molina, Frías-Jamilena, & Castañeda-García, 2013). At the same time, according to the recent membership-wide agenda of priority topics in the Travel and Tourism Research Association (TTRA), destination image and competitiveness are listed as the top two tourism management research concerns that would be critical for decision makers over the next decade (Williams, Stewart, & Larsen, 2012).

After the announcement of His Highness Shaikh Mohammad Bin Zayed Al Nahyan that "one of the sectors that have been considered in the Abu Dhabi Economic Vision 2030 is tourism" (Council, 2016). This sector started to be considered as one of the most significant economic promising objectives that Abu Dhabi 2030 growth vision is aiming for. The primary expectation of this image is the creation of a long-term roadmap for economic growth. This is why the UAE's policy makers are looking to build an economy that is not based on oil resources and not affected by market fluctuations.

Moreover, recent economic approaches in the UAE include not only industrial or commercial goals: they also turn to other global goals. His Highness Shaikh Mohammad Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme

Commander of the UAE Armed Forces stated in a 2015 speech at a Government Summit in Dubai that in "50 years from now If our investment today is right, I think we will celebrate that moment of loading the last barrel of oil". This was a clear sign that the call to focus on economic diversification was raised whereby a country can use or build its competitive advantages (Council, 2013). Economic diversification is a pillar of the economic Vision 2030 and the Emirates are setting targets for the performance of the non-oil sectors.

1.1.1 Tourist Record in Abu Dhabi 2018

2018 was a promising year for Abu Dhabi's tourism sector with arrivals increasing by 1.6% in comparison to 2017 (Gulf Business, 2018). Which confirms the capacity of the UAE's tourism sectors to attract international tourist. Considering the sustainability of the country's tourism sector, tourist arrivals rates in 2018 increased by 4.5%, based on the hotel guest numbers (in thousands). This highlights the evidence of an increasing number of tourists checking into hotel rooms. Besides that, the occupancy rate with an average occupancy rate of 71% for both 2017 and 2018, a slight improvement of 0.4% for 2018 (Department of culture and tourism, 2018).

More precisely, the USA had the highest number of hotel bookings in 2018, an increase of 21.8% from 2017, with India following by recording an increase of 16.8%, China with 9.6%, closely followed by Germany at 8.2%, the UK 7.5% while Egypt recording a 6.0% increase in hotel bookings (Department of culture and tourism, 2018). Therefore, Germany, the UK, China, the USA, and India are the main source of tourists for Abu Dhabi. The continues increased of tourists coming from India and China is a result of launching visa on arrival at the Abu Dhabi International Airport.

1.1.2 Tourism and Economic Impact on UAE

The UAE is perceived as one of the main developed destination for international tourism. The country has currently created visitor centres to appeal to site visitors worldwide. Two of its top airlines fulfil an essential function in this regard. As stated above that, tourism is considered as one of top strategies chosen via the UAE authorities to promote economy growth as well as to diversify the economy. The role of the tourism sector to Abu Dhabi's economic performance is best understood and explored from the literature. According to Al-mulali, Fereidouni, Lee, and Mohammed (2014) tourism has been considered as a major contributor to generate income and can improve employment opportunities to the host country. Moreover, tourism brings in much needed foreign currencies exchange and improves the country's infrastructure. Further, tourism allows a good understanding of the interaction between cultures and people across borders. According to Bandekar and Sankaranarayanan (2014), different important sectors in the domestic economy like hotels, airlines and airports, industrial production travel agencies and financial institutions such as credit card firms are positively impacted by inward flow of international tourism

World Travel & Tourism Council (WTTC) reports the outstanding contribution of tourism on UAE's GDP as in 2017, the reported contribution was AED69.1 billion, contributing to 5.1% of the region's GDP. In 2018, the GDP forecast had risen to outstanding 5.0%, reaching AED72.6 billion (World Travel &Tourism Council, 2018). The figures are indicative of the economic impact from the tourism industry players including travel agents, airlines, as well as passenger transportation services. In terms of employment, the sector generated around 300, 000 jobs as direct employment opportunities in 2017 with further growth of 312, 500 in 2018 (World Travel

&Tourism Council, 2018). Also, the sector has been attracting economic growth from visitor exports and investments. In 2017, the direct visitor exports were recorded as AED123.5 billion with a growth of 5.3% in 2018 to record 21, 273, 000 in the arrival of international tourists (World Travel &Tourism Council, 2018).

1.1.3 Political Stability in UAE

Undoubtedly, the UAE has succeeded in providing political stability, despite the political (in)stability situation of some other Arab countries and others elsewhere in the world. This stability is because of the wise foreign policies that the country implements, and the wise interior political plans. The UAE's foreign policy has strong foundations that refute and countermand terrorist action: moreover, its domestic policies prohibit all kinds of violence, drugs and exert very strong internal security control. This state of affairs makes tourism appealing all over the world. Visitors feel safe to travel to the Emirates and for this reason the UAE has become an increasingly popular destination for all nationalities.

However, looking around at all the political risks agitating the world. It becomes urgent for current theorization to include attitudes to political stability due to their influence on tourists' intention to re-visit a destination, which considered as key influential factor in the destination image models. According to Cakmak and Isaac (2012) and Rezende-Parker, Morrison, and Ismail (2003) an accurate evaluation of destination image is a prerequisite for designing an effective marketing strategy: it helps the decision marketer to offer what a country's tourists expect, or if necessary to create more realistic expectations.

1.2 Research Gap

However, previous literature recognizes the importance of studying the political stability of destinations (Eid & Elbanna, 2017). When it comes to analysing the interrelationship between destination attributes, destination image, political stability, tourist satisfaction and tourist intention to re-visit a destination, very limited studies that were conducted in the western context have been found. The lack of this type of study is more noticeable and more to be deplored. In general, the existing literature could be categorized into three groups; the first group of researchers hypothesize destination image as a predictor of tourist satisfaction and/or tourist intentions, without considering push and pull factors in their conceptual model (Armenski et al., 2017; Chen & Phou, 2013; Chen & Tsai, 2007; Foroudi et al., 2018; Horng, Liu, Chou, & Tsai, 2012b; Lee, Lee, & Lee, 2014; Prayag et al., 2017; Sastre & Phakdee-Auksorn, 2017; Wang & Hsu, 2010; Zehrer et al., 2017). While the second group of writers hypothesize the interrelationships between push and pull factors, tourist satisfaction, and/or tourist intentions without considering destination image in their framework (Eid & El-Gohary, 2015; Eusébio & Vieira, 2013; Khuong & Ha, 2014; Ramseook-Munhurrun, Naidoo, Seebaluck, & Puttaroo, 2018; Taher, Jamal, Sumarjan, & Aminudin, 2015). Finally, the third group of scholars hypotheses the interrelationships between push and pull factors, destination image, tourist satisfaction, and/or tourist intentions without considering political stability in their conceptualization of the model (Elliot, Papadopoulos, & Kim, 2011; Eusébio & Vieira, 2013; Yuksel, Yuksel, & Bilim, 2010).

Based on a review of existing literature, previous studies tend to include the effect of political conflict or terrorist attack on tourism. However, no studies have

focused yet on the link between such an influential dimension and destination image (Hall, 2010). The mass media have evolved significantly over time, to the extent that, people have become rather more knowledgeable about a destination from their exposure to the information received from newspapers, TV and the social media. Therefore, information about political stability has great power over tourism activity, whatever the destination (Alvarez & Campo, 2014; Rittichainuwat & Chakraborty, 2009). Given the above, this study seeks to plug the gap in the context of Abu Dhabi.

1.3 Research Aim

The primary aim of the present study is to identify the motivational push and pull factors that could affect the formulation of the destination image. It also highlights and examines the possible relationship between push and pull factors, political stability, destination image and tourists' satisfaction and intention to re-visit. The relationship defined in this way is involved in developing and testing a conceptual model of the antecedents and consequences of destination image in the context. of Abu Dhabi

1.4 Research Objective

This study, therefore, may claim to help to fill the knowledge gap in the area of destination image by achieving the following research objectives (RO):

- RO_1: Identifying the push and pull factors that affect the formulation of destination image in the Abu Dhabi context.
- RO_2: Examining the role of political stability in the formulation of the destination image.
- RO_3: Linking the construction of destination attributes with destination image, tourist satisfaction and the intention to re-visit.

- RO$_4$: Developing a model that integrates the push and pull factors, destination image, political stability, tourist satisfaction and intention to re-visit.

- RO$_5$: Specifying and testing the hypothesised relationships derived from the conceptual model.

1.5 Research Question

After defining the research problem and research objectives, the researcher tackled the research problem by proposing five Research Questions (RQ), namely:

- RQ$_1$: What are the factors that could identify the destination attributes of Abu Dhabi?

- RQ$_2$: What are the factors that could identify tourist motivation to visit Abu Dhabi?

- RQ$_3$: To what extent could the destination image affect tourist satisfaction?

- RQ$_4$: What is the role of political stability in forming the destination image?

- RQ$_5$: To what extent could tourist satisfaction affect tourist behavioural loyalty?

1.6 Outline for Upcoming Chapters

The chapter that follows contains a review of the relevant literature, the development of a theoretical framework and research hypotheses and a review of a qualitative study that was conducted to verify the validity of the research framework. Chapter 3 covers the research design, the development of a survey questionnaire and data collection. Chapter 4 concerns the statistical analysis of the survey data whose results are discussed in Chapter 5. Chapter 6 concludes with a discussion of the research implications, its limitations and recommendations for future researchers.

Chapter 2: Literature Review

The review of relevant literature follows the roadmap presented in Figure 1. First, it seeks a definition of the terms destination image (DI), importance, formulation and the factors that influence DI in this study (the Push and Pull factors). Second, the definition of tourist's satisfaction and its main influencing factors are presented. Finally, tourists' intention to re-visit and its various influencing factors are covered.
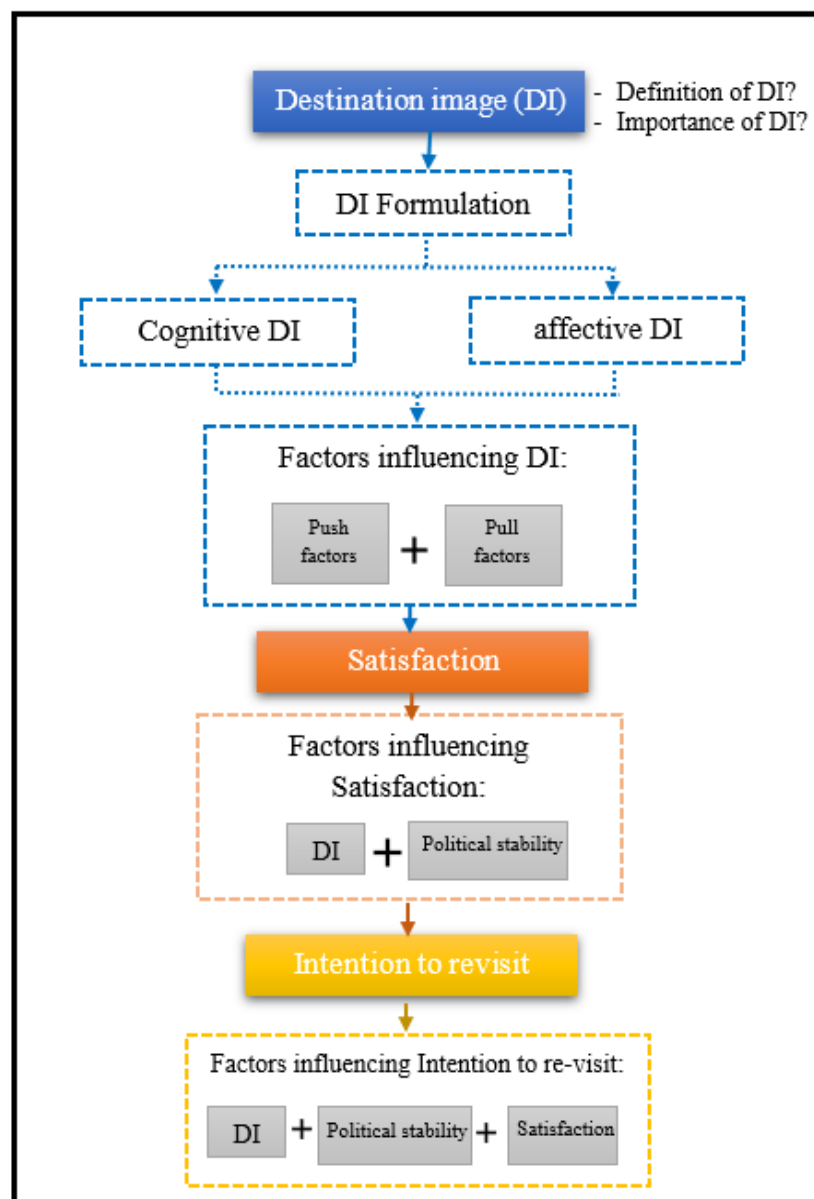
Figure 1: Roadmap for the Literature Review

2.1 Destination Image (DI)

2.1.1 Definition of Destination Image

Destination image plays a vital role in tourists' decision making and subsequent travel behaviour (Ashworth & Kavaratzis, 2009; Baloglu & McCleary, 1999; Kavaratzis & Hatch, 2013; Warnaby, 2009); Consequently, this factor has been examined extensively in the literature in the context of tourism (Assaker, Vinzi, & O'Connor, 2011; Pike, 2002; Stepchenkova & Li, 2014; Stylidis, Belhassen, & Shani, 2017a; Stylos, Vassiliadis, Bellou, & Andronikidis, 2016). There are almost as many definitions of destination image as scholars devoted to its conceptualization, but all researchers acknowledge that it is complex. Table 1 outlines the definitions of destination image over time among researchers from Hunt (1975) to Liu, Li, Yen, and Sher (2018b). Despite the differences in defining destination image, it is commonly understood as "*a compilation of beliefs and impressions based on information processing from various sources over time that results in a mental representation of the attributes and benefits sought of a destination*" (Crompton, 1979; Gartner, 1996).

Table 1: Definitions of Destination Image

Author/s	Definition
Hunt (1975)	Impressions held by an individual or individuals regarding states where they do not reside.
Lawson and Bond-Bovy (1977)	Interpretation of information, prejudice, thoughts, imaginations and feelings that individuals have regarding particular places or objects.
Crompton (1979)	Ideas, beliefs, and appreciations that people compile about destinations.
Embacher and Buttle (1989)	Conceptions or ideas that are held collectively or individually regarding destinations being investigated.
Echtner and Ritchie (1991)	Perceptions of individual impressions on destinations and holistic attributes possessed by the destinations.
Gartner (1996)	Images of destinations established through three hierarchical and interrelated components; conative, affective, and cognitive.
Baloglu and McCleary (1999)	The mental representation of an individual of the feelings, knowledge and global attributes of a destination.
Murphy, Pritchard, and Smith (2000)	A compilation of pieces and associations of ideas regarding destinations, which involves various components of the destinations and of individual perceptions.
Bigne, Sanchez, and Sanchez (2001)	The subjective explanation of reality made by a traveller
Kim and Richardson (2003)	A sum of attributions, ideas, feelings, expectations, and beliefs concerning a destination accumulated over time.
Beerli and Martin (2004)	The cumulative impressions that are made on visitors about a place, including natural, cultural and social attributes.
Chen and Tsai (2007)	The image of the destination consisting of entertainments, destination brand, nature and culture, sand and the sun. In response, it is a mental representation of feelings, knowledge and overall perceptions of certain destinations.
Kim (2014)	A favourable representation of destinations formed through combining attributes of the destinations (e.g. shopping opportunities, beautiful landscape, infrastructure, cultural exchange, and activities).
Suhartanto and Triyuni (2016)	The destination image is a person's perception of aspects of attributes and holistically made by the destination
Millar, Collins, and Jones (2017)	The sum of beliefs, ideas and impression that a person has of destination
Liu et al. (2018b)	Individual's mental representation of knowledge, feelings and overall awareness of a specific destination

Adapted from Gallarza, Saura, and García (2002) , San Martín and Del Bosque (2008) and Kim (2014)

2.1.2 Importance of Destination Image

Building a destination image is a key tourism issue in today's tourism market. (Campo-Martínez, Garau-Vadell, & Martínez-Ruiz, 2010; Jeong, Holland, Jun, & Gibson, 2012; Zhang, Fu, Cai, & Lu, 2014). Destinations today have to deal with a variety of new challenges in their effort to gain and maintain a competitive advantage. When tourists admit poor perceptions of a destination, it can negatively affect the destination image and can reach far in its implication for the destination's future prosperity. These negative associations may reduce the probability of future investment, weaken business community activities and detrimentally affect the number of visitors. But a positive destination imge perception can invert the descending trend and sow the seeds of urban renewal.

Papadimitriou, Kaplanidou, and Apostolopoulou (2018) claim that destination image can play an essential partin building successful tourism and enhancing destination marketing. Therefore, it has a significant impact on supply and demand factors (Liu et al., 2018b). In order to compete with other destinations that have similar attributes, the destination image should be robust enough to gain competitive advantages over them. In particular when the destination is in a special location with a recognizable image that is positively perceived, the destination more likely to be chosen (Kim, Lee, Shin, & Yang, 2017).

In the tourism literature destination image is considered a vital aspect of marketing practice on behalf of the tourism destination(Bianchi & Pike, 2011; Pike, 2010; Zhang et al., 2014) and it is one of the essential issues in the decision making process, capable of affecting tourists' attitudes and behavioural loyalty toward a specific destination (Chen, Lai, Petrick, & Lin, 2016; Marchiori & Cantoni, 2015).

Iordanova (2015) finds that destination image is shaped over time and individuals gather their information from many sources based on experiences at the destination. Understanding these numerous perceptions of a destination image will lead to more effective image planning and development and help the destination marketers to offer what its visitors are expecting or to create more realistic expectations (Isaac & Eid, 2018).

A study by Chiu, Zeng, and Cheng (2016) reveals that the destination image plays a critical role in influencing and determining the level of satisfaction among tourists. Based on a study conducted by Assaker et al. (2011), they claim that if tourists are not satisfied or happy about the place that they have visited, enhancing the destination's image is a vital solution if future re-visits are to be generated. Apart from influencing the behaviours of tourists, destination image has a significant impact on destination branding. Destination branding is important in marketing, and destination image helps to create a strong and highly recognizable brand, leading to competitive advantage over other rival tourist sites in a given area or region (Saeedi & Heidarzadeh Hanzaee, 2018). At the same time, it is through creating a destination image that a destination can be unique and differentiate itself from others. Therefore, the destination image is important because it improves the branding of a destination.

In addition, Foroudi et al. (2018) suggest that destination image improves the economic growth of a given country by increasing the inflow of tourists. Consequently, the government is able to increase its revenue collection, and can also recruit many people to work in the tourist sector. Destination image leads to tourist satisfaction and loyalty, leading to a growth in the tourism sector of a given economy (Foroudi et al., 2018). Tourism is one of the most important sectors of many economies, and it

determines their economic growth and development. Countries which have a strong tourism sector are likely to experience rapid economic growth and development.

2.1.3 Formation of the Destination Image

In the context of tourism, many researchers have found that image is a vital concept in understanding the selection processes of tourists (Baloglu & McCleary, 1999; Beerli & Martin, 2004). Precisely, image changeability has been considered as a dynamic rather than static (Chon, 1991; Gallarza et al., 2002; Jeong et al., 2012; Kim & Morrsion, 2005). According to Jenkins (1999), image formation is defined as 'what ends up in people's minds because of their holistic knowledge about the physical characteristics of a product, service, product or country based on associations, expectations, thoughts and experiences they have picked up over the years'.

The idea of destination image evolution which accounts for the image change from organic to induced was originally propounded by Gunn (1972). Over time, several researchers have further developed Gunn's (1972) concept of image change and found that destination image is mostly changed by external incentives (Chon, 1991; Gartner, 1986; Kim & Morrsion, 2005; Yüksel & Yüksel, 2007). Fakeye and Crompton (1991) in developing the process of image formation by tourists, considered three types of the image: organic, induced and complex.

As described in Fakeye and Crompton model Figure 2, that the image change process starts by collecting mental images of the destination through what are believed to be non-commercial sources of information, such as mass media news, information received and the opinions of friends, to form an organic image. This type of image is responsible for giving people the motivation to travel and can be created even without

previous visits. In general, the organic images tend to be very stable and are generally stereotyped. After taking the decision to travel, an individual starts to gather more information about the destination from various commercial sources, such as different forms of advertising, tour operators and travel agents, where the organic image gets modified to form an induced image of the place.
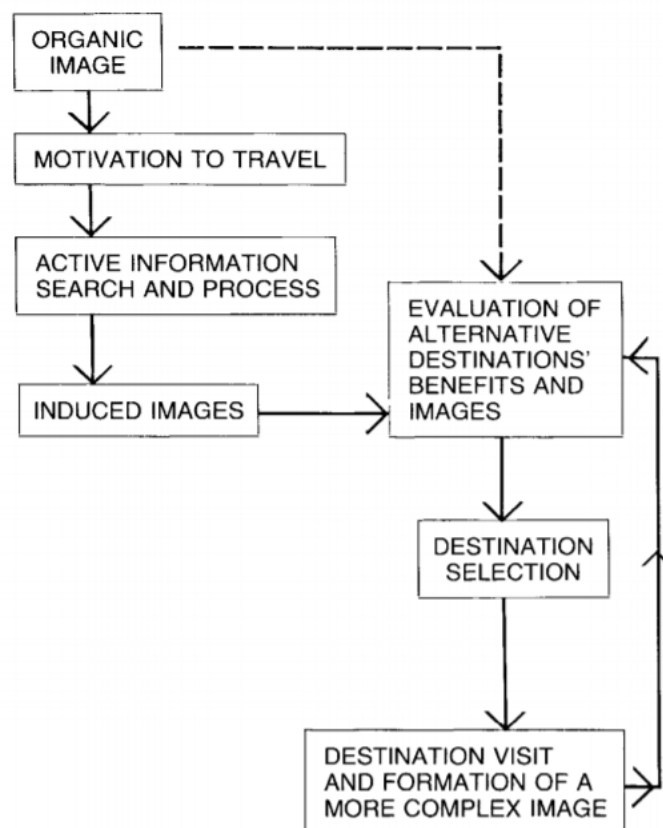
Figure 2: A Model of a Tourist's Image Formation Process
(Fakeye & Crompton, 1991)

Relying on induced images built up for many destinations, individuals start to evaluate the alternatives with their possible benefits and drawbacks. They then choose a destination, visit, return home and the tourist re-evaluate and modify the image accordingto their experience, thus forming the complex type of image. In some case, tourists evaluate and choose a destination on the sole basis of the organic image.

Hence, marketers can affect the induced image but cannot influence the complex image, due to the stability of its organic component.

In sum, the process of evolution for the destination image is characterized as a change, most probably a positive one, yet with a possibility of negative image formation by individuals who have been exposed to multiple sources of information.

2.1.4 Conceptualizing Destination Image

There have been two major approaches in conceptualizing the destination image: via a dimensional continuum or via components approach. Therefore, Echtner and Ritchie (1991) proposed a three-dimensional continuum approach to measure destination image (Figure 3). This type of approach conceives the three continuums of image as attribute-holistic, functional- psychological and common-unique. The attribute-holistic continuum represents the perceptions of destination attributes as well as the holistic impressions of the place. In contrast, the functional-psychological continuum represents the difference between the directly measurable (i.e., value/amount, size and weather) functional components of a destination and the intangible or hard to measure psychological characteristics (i.e., atmosphere or romance). The third continuum indicates generic, common features at one end and the unique characteristics of the place at the other.
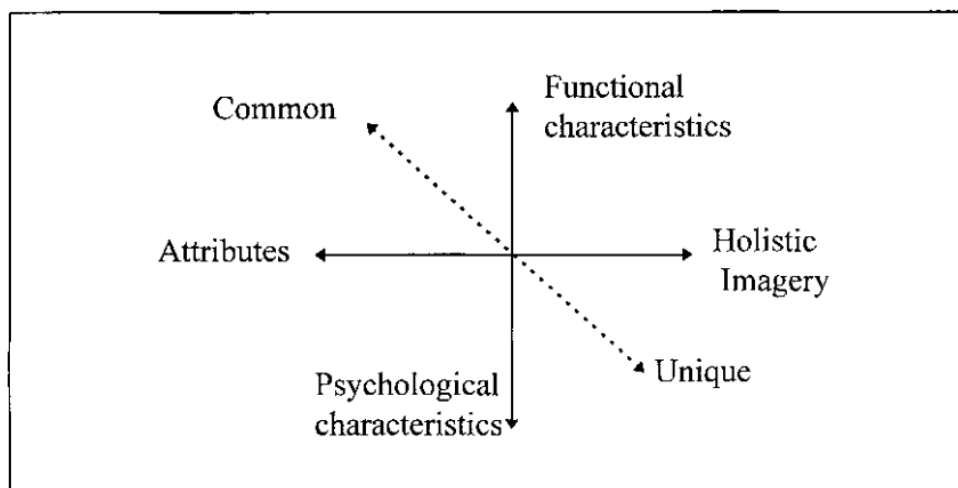
Figure 3: Dimensional Continuum Approaches
(Echtner & Ritchie, 1991)

On the other hand, the components approach considers that the tendency to travel to a destination is generally arise out of a combination of needs and desires. More recent research studies view destination image as a mulit-dimension construct consists of tourists rational and emotional interpretations which can be described as cognitive and affective factors respectively (Baloglu & Mangaloglu, 2001; Hosany, Ekinci, & Uysal, 2007; Qu, Kim, & Im, 2011; Uysal, Chen, & Williams, 2000). Several scholars posit that two components are commonly recognized as important indicators of destination image (Baloglu, 2001; MacKay & Fesenmaier, 2000; Michael, James, & Michael, 2018; Sönmez & Sirakaya, 2002; Wang & Hsu, 2010). The image of a destination also forms the basis upon which a destination is evaluated and thus selected:

2.1.4.1 Cognitive Destination Image: How Tourists Perceive a Destination

The cognitive destination image factor has mainly to do with the individual's own knowledge and beliefs about a destination (Agapito, Oom do Valle, & da Costa Mendes, 2013). In other words, cognitive destination image refers to the perception

that tourists have about a characteristics or attributes of a tourist destination (Boo &
Busser, 2006; Govers, Go, & Kumar, 2007; Pike & Ryan, 2004; Zhang, Wu, &
Buhalis, 2018). Most empirical studies in this field describe the cognitive component
of destination image using a multi-attribute approach. Those attributes are the elements
of a destination that draw the attention of tourist, such as the attractions to be seen, the
surroundings environment to be perceived (e.g., weather conditions, public hygiene)
and the experiences to remember (Lee & Xie, 2011; Prayag, 2009).

Empirical studies in the literature address the fact that cognitive destination
image is measured by several attributes and dimensions (Assaker, 2014; Calantone, Di
Benedetto, Hakam, & Bojanic, 1989; Chen & Tsai, 2007; Fakeye & Crompton, 1991;
Peña, Jamilena, & Molina, 2012; Qu et al., 2011; Quintal, Phau, & Polczynski, 2014;
Valek & Williams, 2018). Calantone et al. (1989) include 13 attributes in their model
and tested them in Singapore. In their research measuring the destination perceptions
they found the following, among other things: good shopping facilities, safety, warm
and friendly people, unusual cultural experiences varied and good food, many tourist
attractions, value for money, good tourist facilities, good transportation facilities,
beautiful scenery, exciting night life and entertainment, relaxing places to visit,
beaches and water sports.

According to Valek and Williams (2018), tourists perceived their destination
image of Abu Dhabi on the basis of cognitive factors which include the quality of
accommodation and services, cultural attractions, authentic emirate culture, cuisine,
customer shopping and entertainment facilities, scenery and natural attractions
including desert and sunsets, sunshine, sand and sea.

Fakeye and Crompton (1991), for their part recommend five factors in measuring the destination image of the Rio Grande Valley. After applying factor analysis on the data collected from 568 visitors, these researchers discovered that 23 items out of 32 in the five factors can only represent the cognitive image of a destination. The factors that were examined in their study include social opportunities and attractions, accommodation and transportation, natural and cultural amenities, infrastructure, food and friendly people; bars and evening entertainment. In addition Chen and Tsai (2007) made use of the convenience sampling technique when they distributed 393 questionnaires in Kengtin Region, which is considered a famous seaside destination in Southern Taiwan. After the factor analyses 4 factors, namely "entertainment" ,"destination brand", "sun and sand" , "nature and culture" were assigned as the measurement variables of the destination image.

Moreover, Chi and Qu (2008) found nine factors after analysing 345 questionnaires collected from Eureka Springs in Arkansas. The nine factors were labelled according to the core items that constructed them: natural attractions, travel infrastructure, environment, entertainment and events, historic attractions, accessibility, outdoor activities, relaxation, and price and value .According to Chi and Qu (2008), went on to consider Oklahoma and found that its cognitive destination image consists of five dimensions: environment and infrastructure, quality of experiences, touristic attractions, outdoor activities and cultural traditions.

Assaker (2014) empirically tested his destination image model in the context of Australia as a tourism destination. After analysing 600 respondents from different countries (China, the United Kingdom, the United States and Korea), the researcher concluded that destination image operationalized as a second-order factor model,

which is formed by six first order factors (18 destination attributes) of natural and well-known attractions; the quality of the general tourist atmosphere; the variety of tourist services and culture; entertainment and recreation; the environment in general and accessibility.

Quintal et al. (2014) explore the destination image of Western Australia's South-West region. From 228 useable survey responses by international visitors, these researchers derived five factors, consisting of activities/services, perceived financial risk, climate, local produce and infrastructure. Through 202 interviews carried out in Spain, moreover, Peña Peña et al. (2012) identified cognitive destination image factors motivating tourists to visit Spain, such as cultural offers, nature based activities on offer, local products and gastronomy and the characteristics of the services provided.

2.1.4.2 Affective Destination Image: How Tourists Feel about the Destination

More than the cognitive factor, the affective factor focused on tourists' feelings and emotional attachment to a destination (Wang & Hsu, 2010). In the study conducted by Papadimitriou, Apostolopoulou, and Kaplanidou (2015), they highlight the claim that the affective component usually becomes operational throughout the evaluation stage of the destination selection process. Kim and Perdue (2011) assert that affective associations such as positive, negative, and neutral feelings should be evaluated in order to understand tourists global attitudes: whether they like, dislike, or have no opinion about a destination, since such feelings can greatly influence destination choice, by involving the response (favourable or unfavourable) that someone makes to a destination after visiting it.

Walmsley and Young (1998) note that tourist destinations often evoke an amalgam of emotional experiences such as pleasure or excitement. Baloglu and Brinberg demonstrate that four semantic differential scales (sleepy–arousing, unpleasant–pleasant, gloomy–exciting, and distressing–relaxing) may be applied in order to understand the affective component of the destination image.

The study by Michael et al. (2018) was conducted to learn more about the perceptions of Emiratis form the UAE about Australia as a selected destination. A structured categorisation matrix was used to analyse the data and the outcome revealed that, from the perspective of cognitive factors, Australia was seen to be pleasant, family oriented, a fun place, laid back and with friendly local people. From the e affective standpoint, Australia was found to be perceived as exciting, because of the variety of activities available for such tourists.

The study conducted by Foroudi et al. (2018), which was designed to fill a gap on destination image of London, revealed that the favourability of a destination image is reflected through its accessibility, variety and the quality of its accommodation, its cultural diversity, cultural and historical attractions and exotic character.

The results of Moon, Ko, Connaughton, and Lee (2013) research reveal that the functional component of the cognitive destination image is based on tangible and measurable perceptions, such as its opportunities for adventure, hospitality/friendliness/receptiveness, ease of communication, tourist sites/activities, and night life/entertainment. In addition, these researchers demonstrated that the destination image also contains affective components, i.e. such intangible characteristics as relaxing/distressing, arousing/sleepy, friendly/unfriendly, pleasant/unpleasant, interesting/boring, and exciting/gloomy spectrums.

The study of Kim and Park (2015), for its part, aimed to offer insight into tourist's evaluation of the cognitive and affective perceptions of Weh Island, Indonesia, as a destination image. The findings of this study suggest that tourists had a more positive evaluation of this destination image in relation to four cognitive images, labelled as infrastructure and attractions, excitement and comfort, quality of the experience, value and environment, as compared to the affective image of the destination which was described as being somewhere on the spectrums of distressing/relaxing, sleepy/arousing, unpleasant/pleasant, gloomy/exciting.

Fu, Ye, and Xiang (2016) have argued, using structural equation modelling and bootstrapping, from data contributed by 355 respondents, that destination image can be measured along two dimensions; the cognitive and the affective. They define the cognitive image as influenced by Beautiful Scenery/Natural Attraction, Interesting and Friendly People, Interesting Cultural/Historical Attractions, Unpolluted/Unspoiled Environment, Good Climate and Good Value for Money and define the affective image as influenced by relaxing, arousing, exciting and pleasant features.

A common agreement among researchers seems to point to the fact that the cognitive and affective dimension of the destination image have guided many destination image studies and the related development of scale. In consequence, finally the present study will follow the second component approach, which consists of combining the cognitive and affective destination image.

2.1.5 Factors Influencing the Destination Image

2.1.5.1 Push and Pull Factors

2.1.5.1.1 Push and Pull Motivation Theory

The literature on tourism and destination marketing research is rich in critical themes that seek to clarify why people travel and select specific destinations. The term "motivation" derives from the Latin root 'movere' meaning 'to move' (Correia, do Valle, & Moço, 2007; Tran & Ralston, 2006). It applies to the driving forces in individuals that impels them to action (Kim & Ritchie, 2012). The "driving force refers to internal psychological motives generated by an uncomfortable level of tension in individuals' mind and bodies" (Albayrak & Caber, 2018). It also contributes to explaining why an individual does one thing and not others (Khuong & Ha, 2014). According to Mainolfi and Marino (2018), this force is considered to be able to reduce the amount of tension felt by the individual. Individuals take a holiday to reduce the pressure arising from unsatisfied travel needs and motives (Kim & Ritchie, 2012). In the tourism context, travel motivation is further defined as a set of attributes that cause a person to participate in a tourist activity in a way that allows him to achieve his or her goals and to expect satisfaction (Beerli & Martin, 2004; Bruwer & Joy, 2017; Fodness, 1994; Khuong & Ha, 2014). Therefore, it is considered as the starting point and one of the most important psychological influences for understanding tourist behaviour.

After several years of conceptual development, Dann (1977) proposed two levels of motivations that decided travel choices, namely the push (internal socio-psychological motives) and the pull factors (the external attraction ~~environment~~ of the destination) deciding travel choices, followed by seven approaches of understanding

travel motivation (Dann, 1981). Among these approaches, the use of push and pull factors has been a notable approach when considering travel inspiration (see example.Khan, 1993). In reach to a mature stage of push and pull motivation research, in depth studies have continued, using various scales, to advance and develop the concept with reference to various geographical locations over the years.

In tourism research, the concept of motivation theory contains two factors, which indicate that people travel because they are pushed and pulled to do so by ''some factors'' or forces (Crompton, 1979; Dann, 1977; Epperson, 1983). According to Akroush et al. (2016), these factors describes how each individual tourists are pushed by motivation into making travel decision and how the tourists are attracted or pulled by destination attributes .In addition to this, this theory assumes that the two sets of forces may be both independent and interdependent (Battour, Ismail, Battor, & Awais, 2017).

The theory hold that the 'push' factors was originally initiated from Maslow's hierarchy of needs (Mayo & Jarvis, 1981) which have been represent as a pyramid in which the lowest level is made up the most basic physiological needs while the higher levels contain high self-actualization needs. Individuals are eager to satisfy the basic needs before moving on to other needs (Adler, 1977).

Push factors also defined as motivational needs that arise due to tension in the motivational system (Dann, 1977; Iso-Ahola, 1982; Kim, Lee, & Klenosky, 2003). These factors can be seen as the craving to escape from a routine environment; relaxation, health and fitness; prestige; social interaction; family togetherness; and excitement (Buijs & Lawrence, 2013; Tigre Moura, Gnoth, & Deans, 2015). In other words, push motivations are more connected to an individual's internal desire or

emotional demand (Battour, Battor, & Bhatti, 2014; Gears, 2012; Paris, Nyaupane, & Teye, 2014).

In contrast, 'pull' factors look after the elements that influence when, where and how people travel (Mill & Morrison, 1985) and are associated with the features, attractions or attributes of the destination itself (Mohammad & Som, 2010; Pandža Bajs, 2015). According to Chan, Yuen, Duan, and Marafa (2018) pull factors concern the destination attributes and the environment, which encourage people to visit. Furthermore, the pull motivations are linked to external, tangible factors, situational, or cognitive aspect (Yoon & Uysal, 2005).

In general, from a touristic point of view, the push factors are linked to the wants of travel, while the pull factors are associated with to the attractiveness of the destination as the individual perceives them (Baloglu & Uysal, 1996; Chen & Mo, 2014; Correia et al., 2007; Crompton, 1979; Wong, Musa, & Taha, 2017; Wong, Law, & Zhao, 2018). From a tourism destination perspective, push motivation is connected to tourists' demand whereas pull motivation refers to the supply of attractions and the visible and invisible characteristics of the destination (Albayrak & Caber, 2018; Leiper, 1990; Mohammad & Som, 2010; Pansiri, 2014; Petch, Maguire, Schlacher, & Weston, 2018).

2.1.5.1.2 Destination Attributes as a Pull Factor

Destinations embody the various attributes that significantly affect visitors at different stages, where a favourable image of a destination formed by a combination of the destination's attributes (e.g., shopping opportunities, beautiful landscape,

cultural exchanges, safety, infrastructure, and activities) that significantly impacts individuals' destination choices (Chen & Tsai, 2007; Kim, Hallab, & Kim, 2012).

The study conducted by Jani, Jang, and Hwang (2009) divides, pull destination attributes in to eight different aspects of tourism resources . These include natural resources, cultural heritage, festivals, leisure and sporting activities, recreational activities, accommodation facilities, shopping facilities and food. This is consistent with the study conducted by Beerli and Martin (2004) who classify the destination attributes along nine dimensions:(1) natural resources (such as weather, temperature, hours of sunshine, rainfall, length of beaches, overcrowding of beaches, wealth of countryside, protected natural reserves, mountains, lakes, deserts: (2) tourists' leisure and recreation facilities (such as accommodation, number and quality of beds, restaurants, hotels and self-catering units, ease of access, tourist centers and networks of tourist information), (3) elements of the natural environment (such as the beauty of the scenery, attractiveness, overcrowding, cleanliness, air and noise pollution and traffic congestion); (4) general infrastructure (such as private and public transport facilities, development and quality of the roads, development of health services, airports and ports, development of commercial infrastructure. development of telecommunications); (5) cultural history and art (such as concerts and festivals, handi-crafts, historical buildings, gastronomy, folklore, religion, museums, monuments); (6) social environment (such as the quality of life, language barriers, underprivileged and poverty, the hospitality and friendliness of the local residents); (7) tourist infrastructure (such as accommodation, number of beds ,categories, quality of restaurants, quality of hotels and self-catering, ease of access, excursions at destination, tourist centers, networks of tourist information); (8) political elements (such as political tendencies, political stability, terrorist attacks, safety and crime

rates), (9) leisure and recreations (such as golf, fishing, skiing, hunting, scuba diving, entertainment and sports activities, trekking, adventure activities, water parks, theme parks, zoos, night life and shopping).

Since the UAE is an Islamic country, it is worth to visit the studies that involve the preferences of Muslim tourists. As an example, the study by Battour, Ismail, and Battor (2011) focused on exploring the Islamic destination attributes with pull factors that can be used to tailor the best halal tourist package, incorporating tangible and intangible aspect. According to Battour having prayer room is considered as a necessary service, part of the prayer facilities that should not be ignored by tourism planners. Moreover, a Quran and a Qiblah direction pointer are considered equally important for Muslim tourists. Muslim toilets and halal food are tangible aspect that Battour considered in his model. At the same time, when investigating the Islamic needs of Muslim travellers through two focus group discussions and 53 interviews with tourists in Kuala Lumpur, he includes Islamic entertainment, general Islamic morality, Islamic dress codes and the Islamic call for prayer as an intangible attribute. Similarly, Battour et al. (2014) lists worship facilities, haleness, alcohol & gambling free and the protection of Islamic morality in a measurement scale developed for the Islamic attributes of destination. In both studies, the availability of Islamic destination attributes that pull representing Islamic norms and practices, helps to meet the standards of Islamic oriented tourists.

Most recently, Eid and Elbanna (2017) have conceptualized the destination attributes in two main dimensions; the physical qualities of place which include local attractions, cultural attractions, and facilities, and the non-physical qualities of place, which include the local quality of life, services and information. Although their study

makes a significant contribution to the perceived image of cities in the tourism literature since it was conducted in non-western contexts in general and UAE in particular, Eid and Elbanna fail to consider the push factors which are the main motivation forces to that push individual out of their homes and lead them to make decide to travel.

2.1.5.1.3 Motivational Push Factors

Few studies in the literature consider only push factors. As an example, the study conducted by Chahal and Devi (2015) , suggests that the travel experience in a destination is explained by the attractiveness of the destination, such as its accessibility, man-made attractions, public services, reasonable accommodation, accommodation facilities, government initiatives, unique destination attributes, destination awareness attributes, tourist awareness about destination attributes. Unlike the Jang and Cai (2002) look for the motivational factors that urge British travellers towards multiple destinations (i.e., Asia, the Caribbean, South America, Canada, and the US). The results of regression analysis rank "novel experience" as the highest pull factor in Asia. When it comes to the Caribbean, British visitors scored the "escape" factor highly. South America was accepted as a significant region for "knowledge seeking" in vacations. Likewise, "family and friend togetherness" was considered the most important factor visiting Canada. Finally, it was noteworthy that the US was perceived as the most important destination for finding the "fun & excitement" factor in a vacation.

Moreover, Kim et al. (2003) recognize four broad dimensions of certain push factors that are more relevant to the context of luxury holiday travel: family togetherness, appreciating natural resources, escaping from daily routine and building

friendship and adventure. According to Lee, Lee, and Wicks (2004), the push dimension of attending festivals can be broken down into cultural exploration, socialization, family togetherness, novelty and escape. These push factors are recognized as the first step in choosing and are useful for explaining the desire of visitors to attend the 2000 World Culture Expo. Likewise, Huang and Hsu (2009) were interested in measuring the travel motivation of Chinese tourists travelling to Hong Kong. After analysing 470 questionnaires, they found that prestige, culture and novelty seeking were the motivational factors in this case. In addition to this, Pearce and Lee (2005) noted that a core of travel push motivation factors including relaxation, escape, relationship enhancement, and self-development appeared to comprise the central support of motivation for all visitors . Finally, using a sample drawn from tourists in Norway, Prebensen, Woo, Chen, and Uysal (2013) further identified two push motivational factors: Relaxation and Socialization.

Furthermore, Chiang and Jogaratnam (2006) investigated the motivational factors for women travelling alone. Through 194 questionnaires distributed to women who travelled alone for leisure purposes, they found that experience, escape, relaxation, social reasons and self-esteem formed the five-motivational dimension associated with the travel motivation of such women.

2.1.5.1.4 Motivation Formed from Push and Pull Factors

In contrast to the previous perspective mentioned in section 2.1.5.1.2 and 2.1.5.1.3, several researchers have proposed that push and pull factors should not be viewed as entirely independent of each other but rather as being fundamentally related to each other (Klenosky, 2002). As mentioned in the previous studies, many researchers have attempted to identify push and pull motivational factors in different

settings, such as nationalities, destinations, and events. According to the study conducted by Wong et al. (2017), the empirical analysis of 224 surveys confirms four push and seven pull motivational factors influencing tourists travelling to Malaysia. The result indicates that travellers are pushed by prior overseas experiences, dreams retirement dream overseas, unfavourable political and security where they are, escapism and health improvement; the pull factors include amenities and facilities; leisure and lifestyle; being active; cost and economics; a conducive environment; people and communication; and socialisation.

The study conducted by Valek and Williams (2018), however, revealed that the motivational factors that encourage tourists to travel to Abu Dhabi, the capital city of UAE, are; to see something different and satisfy their curiosity about the UAE; to learn about the history and culture of the UAE; to socialize with local Emirati people; increase their knowledge about a new place (a young country such as the UAE), to buy UAE products (for example, coffee, spices, dates) and meet friendly people.

As an example from the study of Nurul Hikmah (2012), he investigated the motivational factors for both local and foreign tourists who had gone to Langkawi in Malaysia. He discovered a significant motivational contrast between the categories i.e the Malaysian and the foreign/international tourists. In his comparison he identified that both of these categories were looking for rest and had high motivation to enjoy the natural landscape, escape from their busy everyday lives and, the relaxation. He found that the Malaysian guest's inspiration to visit Langkawi stemmed from a wish to; "exercise with people who share similar interests", "build and strengthen relationships with friends", "empower family ties" and "explore the famous location of Langkawi". He concludes that the motives to "evaluate my own ability as an

explorer", "accept an invitation" and be "separated from everyone else" were the lowest factors for both Malaysian and foreign tourists.

Sangpikul (2009) analyses the travel motivations of both international Asian and European tourists travelling to Thailand. In his examination of international Asian tourists, the researcher identifies three pull dimensions – the availability of multiple local tourist attractions, the cheapness of travel, its security and cleanliness – and three push dimensions – escape, novelty seeking and socialization. For European tourists, however, the two pull dimensions in motivation consist of the availability of multiple local tourist locations and of historical attractions and three push dimensions, namely, relaxation, novelty seeking and socialization. In conclusion the study works out that the "availability of multiple local tourist attractions" is the key dimension for Asian tourists, while European tourists are more likely to succumb to "historical attractions" in their visit to Thailand.

Likewise, Park, Hsieh, and McNally (2010) observe the relationship between tourists' motivations and travel behaviour related to the Taiwanese island of Penghu, and the island of Phuket in Thailand. Through confirmatory factor analysis they identify a mixture of four push and pull motivational factors: facilities and services, natural resources, landscape, special events and experience.

Moreover, the study conducted by Suni and Pesonen (2017) focuses on push and pull motivational factors exploring the travel behaviour of tourists who have come to hunt. Through 557 responses, the researchers concluded that Competence-mastery, Landscape, Hunting, Family, Relaxation and Social factors represent the push motivation, while the pull motivation components were tourism services, costs,

destination novelty, possibilities of preparing meals, Game, Destination's suitability for hunting and hunting grounds.

In addition, Park, Lee, and Miller (2015) explore the push and pull motivation factors for four international tourists travelling to Macau; Hongkongese, Mainland Chinese, Taiwanese and Western. Using exploratory factor analysis, these researchers identify three push motivation factors, namely, relaxation and escape, knowledge and fun, shopping and night life. The four pull motivation factors consist of the local and cultural resources, exciting and relaxing atmosphere, famous destination and gambling/entertainment. This result indicates that Taiwanese and Western tourists visiting Macau are pushed by their desire for knowledge and fun. In contrast, Hongkongese and Mainland Chinese tourists were motivated by their desire for relaxation and escape. Taiwanese tourists were more pulled by the prospect of gambling and entertainment, Hongkongese tourists by the local cultural resources. Finally, Westerners were pulled by Macau's exciting and relaxing atmosphere.

After interviewing 26 British and Japanese retirees to study and analyse their motivations to retire to Malaysia, using push and pull travel motivation theory, Wong and Musa (2015) concluded that the British retirees travelling to Malaysia were pushed by the need for a simple life, political stability and security, whereas the Japanese retirees were motivated by the need to make new life changes after retirement and to have retirement opportunities overseas and an essentially exciting second life. In addition to this, British retirees were more pulled by the food diversity and Malaysia's magnificent country landscapes, whereas the Japanese retirees were more pulled by the facilities available in the residential areas, the exotic fruits and the host country's image.

Caber and Albayrak (2016) were aiming to clarify the push and pull motivational factors that could influence European rock-climbing tourists travelling to Turkey. Through 473 surveys they report that the push factors were the physical setting, creativity, challenges, risk taking and recognition, whereas the pull factors included novelty seeking, climbing facilities and non-climbing sports activities. The results also show that the most significant factors related to push motivation are "challenges" and the "physical setting", while "climbing facilities" form the most important pull motivation for European tourists.

Furthermore, the primary aims for the research conducted by Sung, Chang, and Sung (2016) were to explore the factors related to international tourist motivation to visit Taiwan, together with the demographic segmentation of these foreign tourists. Based on 249 collected and analysed surveys chosen through convenience sampling their results show that the motivational factors that push foreign tourists to visit this destination include relationships with family and friends, unusualness and affection, as well as the enlightenment of individuals regarding the reputation of other tourist destinations. Taiwan is one of the rising countries in the global tourism industry. In this regard, Sung et al. (2016) observe that tourists are increasingly pushed to tourist destinations in Taiwan by the relatively high freedom enjoyed by tourists these destinations, as well as their hospitality and the good communication and sharing that are extended to tourists by the hosts of the destinations. Further, Sung et al. (2016) discover that the pull factors motivating tourist to visit certain destinations includes the attitude and nature of the services they receive, the costs of these services, sports facilities, the accessibility and diversity of the tourist attractions, the wildlife and events, and as also the cultural connections between the tourists and the hosts.

The world has recorded a newly developing trend in the form of wedding tourism, where small islands have become the most often preferred choice for wedding couples, making the economies of such islands altogether dependent on wedding tourism. According to Seebaluck, Munhurrun, Naidoo, and Rughoonauth (2015), small tropical islands, Mauritius, for example, have unique attractions such as popular areas of sea, sunshine and sand, which remain the strongest motivating pull factors for tourists visiting such islands to marry and honeymoon. At the same time, the hospitality industries in these wedding tourist destinations have also developed key tourism push factors. The destination marketing and promotions by the hotels and other tourism facilities in such islands become push factors that motivate wedding tourists to visit them. The outcome is that the wedding tourist destinations such as Mauritius wanting to improve the tourist traffic to the islands; need to apply destination marketing as one of the most powerful tools for motivating tourists to visit.

In additional to this , Battour et al. (2017) give great attention to the pull and push travel motivation theory, where achievement, excitement and adventure, family togetherness, knowledge, escape and sports are used as push factors related to Malaysia's attributes, while natural scenery, activities, shopping, a modern atmosphere and different culture are related to the pull factors.

Moreover, Phillips and Jang (2010) argue that historical sites and museums, architecture and buildings, a pleasant summer climate, suitable hotel accommodation, acceptable levels of hygiene, not costing too much to visit, offering inexpensive goods and services, with convenient airline schedules, many restaurants, a variety of cuisines, a variety of fairs, exhibitions and festivals, high-quality car rental facilities and reliable public transportation represent the ideal destination attributes; here, the relaxing,

exciting, arousing and/or pleasant nature of the destination represents the motivational factors.

Seeking to fill the gaps in this literature, Mohammad and Som (2010) implements a model based on push and pull factors as the conceptual framework to be confirmed in Jordan. The principal components of factor grouping for the push motives are improved relations and gratifying prestige for tourists looking for relaxation, variety in sightseeing, boosting their social circle, fulfilling spiritual needs, developing knowledge and escaping from daily routine. These writers list the principal components of pull as events and activities, history and culture, ease of access and affordability, adventure, variety seeking, heritage sites and variety in sightseeing. The study concludes that "events and activities" and "fulfilling prestige" requirements were perceived as the most important push and pull factors respectively.

Similarly, research by Yousefi and Marzuki (2015), aimed to find the motivating factors for international tourists in Penang, Malaysia. Through quantitative research based on data from 400 self-completed questionnaires these writers acknowledge that novelty and knowledge seeking are essential push factors compared to ego enhancement and rest and relaxation, while culture and historical attractions are more important pull factors in Penang than environment and safety and tourism facilities.

In this survey of the literature, it has been found that the earlier studies suggest that demographic characteristics can also impact on travel motivation (Chiang & Jogaratnam, 2006). As stated in the research conducted by Hanafiah et al. (2010, p. 49) differences in tourists' demographic characteristics, for instance gender, age, salary, education and marital status can help to clarify the differences between the sources of tourist motivation. Similarly Sangpikul (2008) finds that sociodemographic

factors such as gender, age, country of origin, marital status, salary, education, economic, and health status can affect tourists' travel motivation, while Zimmer, Brayley, and Searle (1995) find that age, salary and education are the main sociodemographic aspects that influence participation versus non-participation in travel activities. Their study reports that travellers who are better educated with higher income are more likely to travel further from home.

Equally, Sirisack, Xayavong, and Vongsanga (2014) hold that the motivation factors for tourists to visit a tourist destination are closely related to their demographic characteristics. The need to visit places and people for the first time, the desire to gain new knowledge and experiences and to encounter unique things remain strong push factors for tourists. Thus, demographic characteristics such as an urban living environment push middle-class income individuals to visit tourist destinations that are rural and remote in nature, attracted by the need for relaxation, escape from routine life and new knowledge and experiences. Other factors such as family ties, membership of organized groups, intimate relationships and coupling, as well as friendship circles also act as push factors for tourists to visit tourism destinations. Meanwhile, historical, archaeological and religious tourist attractions act as key pull factor for tourists. Thus, Sirisack et al. (2014) observes that the Luang Prabang province of Thailand is a remote province where tourists find calm and quietness, as well as a variety of tourism attractions that include a museum, all acting as major pull factors for the urban tourist populations.

Sönmez and Sirakaya (2002) in their study use the following attributes that can measure pull destination factors: natural scenic beauty, local festivals, cities, architectural styles, museums and art galleries, weather, cultural heritage, good-quality

restaurants, cleanliness and hygiene, available tourist information, tour availability, shopping facilities, hotels being easy to find, high standards of living, road conditions, skiing opportunities, national parks, nature reserves and wilderness areas. They also include looking for adventure, being restful and relaxing to visit, having plenty of places to get away from crowds and friendly local people in measuring push motivation factors.

However, Jang and Wu (2006) recognize that psychological well-being, which is the feeling experienced by individuals due to happiness and satisfaction with life, is also associated with travel motivations. While investigating the travel motivations of Taiwanese senior's, they discovered that healthier seniors were more motivated to travel. Drawing data from American senior travellers to Japan, Sangpikul (2008) also concludes that the level of education and psychological well-being are the two highest factors that influence tourist motivation. The study of Sangpikul (2008) indicates that seniors travellers with higher educational achievements are more likely to be motivated to travel farther than are travellers who are less well educated.

In conclusion, many empirical studies of the push and pull factors have been reported in the travel and tourism literature. From what has been stated above, it seems that researchers mainly advanced the understanding of such motivation by interpreting and articulating the intrinsic and extrinsic factors that influence travel decisions. There is no widely accepted theoretical or conceptual framework in understanding travel motivation. Although each of the above studies may contain different classification and models aiming to identify motivational influences, they differ in their focus over whether their primary aim is to recognize both push and pull factors or push motivational factors or pull destination attributes alone. Even though the issue of

tourist motivation is widely examined, most of the researchers did not rely on defined theory in their definition and categorizing of the motivational dimensions.

It was decided that, the proposed study should give more attention to the use of mixed method and should (consider both push and pull factors) and categorise these motives based on push and pull theory. By doing so, this study seeks to explains why tourists might choose Abu Dhabi over any other destination, what type of experience they are looking for and what types of activity they want. Given the complexity of the destination image, a general list of factors has not been developed. Therefore, in the context of Abu Dhabi as a field of study, the measurements of push motivation was extracted from a recent study made by Battour et al. (2017) which includes achievement, exciting adventure, knowledge/education and escape. Since Eid and Elbanna (2017) examined the pull factors in similar context, this study will considered those measurements (local attractions, cultural attractions, facilities and local quality of life) to represent pull factors as a destination attributes. Table 2 shows the summary of push and pull motivation factors.

Table 2: Summary of Push and Pull Motivation Factors

Author	Year	Push and pull motivation
Jan and Cai	2002	-<u>Push factors</u>: novel experience, escape, knowledge seeking, family and friend togetherness, fun and excitement
Sönmez and Sirakaya	2002	-<u>Push factors</u>: looking for adventure, restful and relaxing place to visit, plenty of places to get away from crowds and local people are friendly -<u>Pull factors</u>: natural scenic beauty, local festivals, cities, architectural styles, museums and art galleries, weather, cultural heritage, good-quality restaurants, cleanliness and hygiene, tourist information is available, tour availability, shopping facilities, hotels are easy to find, high standard of living, road conditions, skiing opportunities, national parks, nature reserves and wilderness areas.
Kim	2003	-<u>Push factors:</u> family togetherness, appreciating natural resources, escaping from daily routine building friendship and adventure
Beerli and Martin	2004	-<u>Push factors</u>: natural resources, tourists' leisure and recreation, destination should contain appealing natural conditions, general infrastructure, cultural history and art, social environment, tourist infrastructure, political stability, leisure and recreations.
Lee, Lee, and Wicks	2004	-<u>Push factors</u>: cultural exploration, socialization, family togetherness, novelty and escape
Pearce and lee	2005	-<u>Push factors</u>: relaxation, escape, relationship enhancement, and self-development

Table 2: Summary of Push and Pull motivation factors (Continued)

Author	Year	Push and pull motivation
Chiang and Jogaratnam	2006	-<u>Push factors</u>: experience, escape, relax, social and self-esteem
Jang and Wu	2006	-<u>Push factors</u>: ego enhancement, self-esteem, knowledge-seeking, relaxation and socialization. -<u>Pull factors</u>: natural and historic environments, cleanliness and safety, cost, facilities and events.
Sangpikul	2009	-<u>Push factors</u>: escape, novelty seeking, socialization, relaxation -<u>Pull factors</u>: availability of many tourist's local attractions, low travel expenses, security and cleanliness and historical attractions.
Jani, Jang, and Hwang	2009	-<u>Pull factor</u>: Natural resources, cultural heritage, festivals, leisure and sport activities, recreational activities, accommodation facilities, shopping facilities and food
Park and Yoon	2009	-<u>Push factors</u>: Relaxation, socialization, learning, family togetherness, novelty and excitement
Huang	2009	-<u>Push factor</u>: prestige and novelty seeking
Mohammad and Som	2010	-<u>Push factors</u>: increased relationships, gratifying prestige, looking for relaxation, sightseeing variety, boost social circle, fulfilling spiritual needs, developing knowledge and escaping from daily routine. -<u>Pull factors</u>: events and activities, history and culture, easy and affordable, access adventure, variety seeking, heritage sites and sightseeing variety

Table 2: Summary of Push and Pull motivation factors (Continued)

Author	Year	Push and pull motivation
Phillips and Jang	2010	-<u>Push factors</u>: relaxing, exciting, arousing and pleasant destination -<u>Pull factors</u>: Safety, accessibility, variety, historical sites and museum, architecture, restaurants, cuisine and events historical sites and museums, architecture and buildings, pleasant summer climate, suitable hotel accommodation, acceptable level of hygiene, low-cost place to visit, inexpensive goods and services, convenient airline schedules, many restaurants, variety of cuisines, variety of fairs, exhibitions and festivals, high-quality car rental facilities reliable public transportation.
Park, Hsieh, and McNally	2010	-<u>Push and Pull factors</u>: facilities and services, landscape, special events and experience.
Battour, Ismail and Battor	2011	-<u>Pull factors</u>: Prayer facilities, Quran and Qiblah direction pointer, Muslim toilets and halal food
Prebensen, Woo, Chen, and Uysal	2013	-<u>Push factors</u>: relaxation and socialization
Sirisack, Xayavong, and Vongsanga	2014	-<u>Push factors</u>: new knowledge experiences, encounters with unique things, escape from routine life, families, organized groups, intimate relationships and coupling, as well as friendship circles. -<u>Pull factors</u>: historical tourist attraction, appreciation of natural ecological sites and friendliness, politeness and hospitality.
Battour et al.	2014	-<u>Pull factors</u>: worship facilities, haleness, alcohol & gambling free and Islamic morality

Table 2: Summary of Push and Pull motivation factors (Continued)

Author	Year	Push and pull motivation
Seebaluck, Munhurrun, Nabidoo and Rughoonauth	2015	-Push factors: hospitality, destination marketing and promotions by the hotels and other tourism facilities -Pull factors: popular sea areas, the sunshine and sand
Park, Lee, and Miller	2015	-Push factors: relaxation and escape, knowledge, fun, shopping and nigh life -Pull factors: local and cultural resources, exciting and relaxing atmosphere, famous destination and gambling and entertainment.
Wong and Musa	2015	-Push factors: the need for a simple life, political stability and security - Pull factors: food diversity and Malaysia's magnificent country side, facilities available in the residential area, exotic fruits and the host country's image
Yousefi and Marzuki	2015	-Push factors: novelty and knowledge seeking, ego enhancement, rest and relaxation. -Pull factors: culture and historical attractions, environment and safety and tourism facilities
Chahal and Devi	2015	-Pull factors: accessibility, man-made attraction, public services, reasonable accommodation, accommodation facilities, government initiatives, unique destination attributes, destination awareness attributes, tourist awareness about destination attributes.

Table 2: Summary of Push and Pull motivation factors (Continued)

Author	Year	Push and pull motivation
Caber and Albayrak	2016	-Push factors: physical setting, creativity, challenges, risk taking and recognition -Pull factors: novelty seeking, climbing facilities, non-climbing sports activities
Sung, Chang and Sung	2016	-Push factors: family and friends relationships, unusual features and affection, as well as the enlightenment of an individual regarding the reputation of other tourist destinations, high freedom interpersonal communication and sharing; and relationship with family and friends relationship. -Pull factors: attitude and nature of services, costs of the tourism services, sports facilities, the accessibility and diversity of the tourist attractions, wildlife and event and cultural connections
Battour et al.	2017	-Push factors: achievement, excitement and adventure, family togetherness, knowledge, escape and sport. - Pull factors: natural scenery, activities, shopping, modern atmosphere and different culture (all related to pulling factors).
Eid and Elbanna	2017	-Pull factors: local attractions, cultural attractions, facilities, local quality of life, services and information.
Suni and Pesonen	2017	- Push factors: Competence-mastery, Landscape, Hunting, Family, Relaxation, Social. -Pull factors: factors: tourism services, costs, destination novelty, Meal preparing possibilities, Game, Destination suitability for hunting and Hunting grounds.

Table 2: Summary of Push and Pull motivation factors (Continued)

Author	Year	Push and pull motivation
Wong et al.	2017	- <u>Push factors</u>: prior overseas experiences, overseas retirement dream, unfavourable political and security conditions at home, escapism and health improvement -<u>Pull factors:</u> amenities and facilities, leisure lifestyle, being active, cost and economics, conducive environment, people, communication and socialisation
Valek and Williams	2018	-<u>Push factors:</u> to see something different and satisfy curiosity about UAE, socialize with local Emirati people, increase knowledge about a new place (young country such as UAE and meeting friendly people. -<u>Pull factors:</u> learn about the history and culture of UAE, buy UAE products (e.g. coffee, spices, dates)

2.1.5.1.5 Abu Dhabi at a Glance

Abu Dhabi is the capital and second most populous city in the United Arab Emirates (UAE) after Dubai. "Dhabi" is the Arabic name of a native gazelle that was common in the Arabian region; Abu Dhabi means 'the father of the gazelle'. Abu Dhabi is the largest emirate in area (67,340 km2) of all the UAE's seven emirates (Dubai, Sharjah, Ajman, Fujairah, Ras al Khaimah, Umm al Quwain) occupying almost 87% of the total area of the UAE, excluding islands. The population of Abu Dhabi is 1,678,000 which represents the largest population of any emirate in the UAE, 30.4% of the total.

Abu Dhabi lies on a T-shaped island extended into the Persian Gulf from the central western coast. It is located in the far west and southwest of the United Arab Emirates. Abu Dhabi's rapid improvement and urbanization, combined with the generally high average income of its populace, has changed the city into a large and advanced metropolis. Today the city is the focal point of many political and industrial activities. Due to its position as capital of the UAE, Abu Dhabi is also considered a cultural and commercial hub. Abu Dhabi represents around 66% of the $400-billion economy of the United Arab Emirates.

2.1.5.1.6 Abu Dhabi's Tourist Attractions

Abu Dhabi has diverse tourist attractions, primarily the Sheikh Zayed Grand Mosque, the Emirates Palace in Abu Dhabi, Abu Dhabi Falcon Hospital, Louvre Abu Dhabi, Emirates Park Zoo, Ferrari World, Yas Water World Abu Dhabi, Warner Bros. World Abu Dhabi and Qasr Al-Hosn. Below we briefly highlight eight of the above amenities to show the diversity of Abu Dhabi's tourist attractions.

Sheikh Zayed Grand Mosque, was opened in the year 2007. Before this, it took around 20 years of planning and construction. The Grand Mosque has the capacity to hold as many as 40,000 worshippers. It is considered the biggest and the most important tourist attraction in Abu Dhabi. Furthermore, the Grand Mosque was designed to reflect the work of Islamic and traditional architects with its magnificent glasswork, mosaic tiling and sophisticated carvings which add a remarkable effect to both its interior and exterior. The Mosque is magnificently located at the entrance to Abu Dhabi City Island, where it is clearly visible from the three main bridges connecting the island to the main land, the Maqta, Mussafah and the Sheikh Zayed Bridge (Figure 4).

Figure 4: Sheikh Zayed Grand Mosque

The Emirates Palace in Abu Dhabi, is an iconic Abu Dhabi landmark. This luxurious 7-star hotel was designed by the British architect John Elliott. The design of the hotel aims to integrate traditional Arabian elements with the latest technology to create a magical, unique and memorable total experience. The mixture of colours in the building itself reflects the different shades of the sands in the Arabian Desert. The Emirates Palace Hotel contains 400 rooms and suites, 2000 employees (about 5 per room), 1000 Swarovski chandeliers (the largest weighing 2.5 tonnes), 8000 palm trees in the gardens and private beach, 33 kitchens and 3 camels and camel drivers to serve the clients. Last but not least, two handmade walls display carpets, each weighing a tonne, portray the Palace itself (Figure 5).

Figure 5: The Emirates Palace in Abu Dhabi

Abu Dhabi Falcon Hospital, this was established on 3rd October 1999. It is the first public institution in the United Arab Emirates (UAE) to provide comprehensive veterinary health care for sick and injured falcons. It became the largest falcon hospital locally in the UAE and in the world with more than 75,000 patients in its first fourteen years of existence. This hospital can also offer guided tours for interested visitors to get live experience of the facilities the hospital provides. Moreover, passing through the site museum will enable visitors to learn more about the history of falconry. If they wish to get closer, visitors can also hold one of the birds or, even feed one (Figure 6).

Figure 6: Abu Dhabi Falcon Hospital

Louvre Abu Dhabi. The inception of the Louvre Abu Dhabi museum goes back to the year 2007, when France and the United Arab Emirates agreed to build a new cultural institution together. The idea was formed to establish a museum to be considered the first of its kind in the region. The architecture of the museum is quite unique: it is built as a floating dome of light and shade. The design of the dome is complex: it is composed of 7,850 stars, repeated in various sizes, at various angles and layers. When the light filters through the dome, the projection on the ground resembles the shadow of palm tree leaves. It is the museum city in the sea, which is designed as a micro city where visitors can discover about 55 detached buildings, 23 of which are devoted to galleries. Its environmental spirit inspires the visitors to the museum, for it

mirrors the ever-changing relationship between the sun, the sea, the art and the architecture. This unique museum, apart from its galleries, houses exhibitions, a children's museum and the famous 'Salvator Mundi' by Leonardo DaVinci (Figure 7).

Figure 7: Louvre Abu Dhabi

The Emirates Park Zoo, is considered an ideal fun place for families who enjoy hands on educational and pleasurable activities. The main goal for the Emirates Zoo is to establish a relationship between the people in the United Arab Emirates' community, natural animal life and the environment. This place encourages children to learn about the environment and inspires in them the values of animal well-being from an early age. Children and their families can enjoy visiting the home of more than 1,400 animals, some which are pets and others which are wild, housed in a number of sections including the Birds Park, Reptile House, Snake Alley, Giraffe Park, Flamingo Park, Wildlife Walk, Primate Parade, Pet Zoo, Camel Farm, Mammal Cave, Equine Enclosure, Hippo House and many more (Figure 8).

Figure 8: Emirates Park Zoo

Ferrari World is an award-winning pleasure park on Yas Island; it was officially declared open in 2010. It is the first branded Ferrari theme park in the world and is recorded as the largest amusement park with the world's fastest roller coaster (called "Formula Rossa"). In 2015 and 2016 Ferrari World, was named "Middle East's Leading Tourist Attraction" in an international competition for travel awards, while in 2017 and 2018 it was called the "Middle East's Leading Theme Park". In addition to this, the Middle East and North Africa Leisure and Attraction Council (MENALAC) named it the Middle East's Best Theme Park for the year 2018 (Figure 9).

Figure 9: Ferrari World

Yas Water World Abu Dhabi, This water park is the home off more than 40 different rides. Bandit Bomber scored as the longest suspended roller coaster in the Middle East. The inspiration of this ride is the brave girl (Dana), who went on a journey to retrieve a lost pearl. The water park also offers special training sessions for people who want to know how to ride the waves. The most recent award picked up was in April 2018, when it was called the "best Waterpark" by the non-profit MENALAC organization (Figure 10).

Figure 10: Yas Water World Abu Dhabi

Warner Bros. World Abu Dhabi, opened in July 2018. It holds 29 rides, a restaurant, attractions, shops and shows. It is the third Warner Bros's. theme park in the world. The theme is organized into six themed area; Gotham City, Bedrock, Metropolis, Cartoon Junction, Dynamite Gulch and Warner Bros Plaza. All the areas are fully air conditioned to combat the external heat in the summer (Figure 11).

Figure 11: Warner Bros. World Abu Dhabi

Qasr Al-Hosn, build in 1761 is the oldest stone building in Abu Dhabi. It is also known a white fort or old fort and was not white to begin with but it was painted the renovations between 1976 and1983. It was originally constructed as a conical watchtower to protect the only freshwater well in Abu Dhabi. Currently the fort houses a museum displaying artefacts and pictures of the history of the country. The museum also hosts a range of weapons that were used during the region's history. An annual festival is held in the fort in the cultural events stage with live music and dance performances showing the culture of the UAE (Figure 12).

Figure 12: Qasr Al-Hosn

In general, the performance of destination attributes determines visitors' satisfaction and future behaviours, such as re-visits and word-of-mouth publicity (Chi & Qu, 2009; Ozdemir et al., 2012). As a result, exploring destination attributes may assist destination marketers to tailor products/services that meet tourists' requirements and enhance economic growth.

2.1.5.1.7 Relation between Push and Pull Factors and Destination Image

Constructing a strong image for a tourist destination is a fundamental in successful tourism (Eid & Elbanna, 2017; Hassanien & Eid, 2007; Kelly & Nankervis, 2001; Zhang et al., 2014). Khuong and Ha (2014) state that motivation is one of the major factors used to interpret an individual's behaviour, since it helps to ascertain why the individual does certain things. In tourism, motivation plays a critical role in destination management, because it is an indicator of tourists' fulfilment levels and return intentions. Push and pull factors are the two key forces used in determining travel or tourism motivation. In destination management, push and pull factors help to examine destination cultures, landscape, people and destination amenities (Prayag & Ryan, 2012). Effective destination management requires us to examine the relationship between the push and pull factors of a destination (Prayag, Hosany, & Odeh, 2013). For the present study, our exploration has entailed the identification of the pull and push motivational factors in relation to the destination image.

Pull destination attributes refer to the positive or negative characteristics of a destination on the basis of which visitors select, assess and classify the level of their fulfilment. The positive characteristics of a destination significantly and positively influence tourists' destination image and their intentions to re-visit (Lee, Hitchcock, & Lei, 2018). In the present study the selected pull factors were adopted from the

study conducted by Eid and Elbanna (2017) where the local attractions comprised interesting places to visit, different and facilitating places to visit, plenty of quality hotels, restful and relaxing places and museums and art galleries. In addition, 'cultural attractions' in this study signify natural attractions, a wide variety of outdoor activities, good tourist information that is readily available, and cultural and historical sites. Local attractions are important dimensions of destination image with regard to cognitive perceptions. According to Coban (2012), some of the components of local attractions are natural/scenic elements, the quality of restaurants, numerous shopping opportunities, local cuisine night life and entertainment. These components combine to shape an individual's overall experience and affect her/his travel motivation. When making decisions about tourist destinations, individuals look for information regarding the local attractions. The various components of local attractions are taken into consideration because of their impact on the overall experience of an individual with a particular destination (Stylidis, Shani, & Belhassen, 2017b). This implies that local attractions have a significant impact on destination image in terms of tourist perceptions and beliefs. This factor, with other upcoming factors, was used to develop several hypotheses which were tested in the present research. Here, the meaning of the term, 'destination image' incorporates both the cognitive and affective aspects of the image. 'Cognitive image' refers to the beliefs or information possessed by an individual regarding a destination whereas 'affective image' refers to an individual's feelings or emotions regarding a destination (Artuğer, Çetinsöz, & Kiliç, 2013).

According to Rajesh (2013), destination perception constructs among tourists are influenced by factors such as historical and cultural attractions, heritage attractions, friendly local community and calm atmosphere. Experiences with cultural attractions influence the destination image and destination loyalty among tourists. In this regard,

cultural attractions comprise several dimensions, including cultural heritage and the traditions of the people in and around the location (Suhartanto, Clemes, & Wibisono, 2018). The role and impact of cultural attractions in a destination image have increased following the growth in cultural tourism, which is regarded as one of the most attractive subsectors in the tourism industry. Given the impact of cultural attractions on individual experiences, cultural attractions have a significant impact on destination image.

According to Darcy and Dickson (2009), the development of physical facilities should remain an ongoing endeavour, since destinations should be accessible to all tourists, regardless of their age or physical limitations. To this end, the facilities paradigm should encompass both privately and publicly owned amenities and tourist locations. According to Prayag and Ryan (2012), facilities or amenities are among the pull factors taken into consideration when making destination decisions. Tourists examine physical amenities and facilities in the decisions making before choosing destination (Jeong et al., 2012; Kesterson, 2013). Some of the components of physical amenities and facilities that are examined when determining destination choice include aesthetic features, visually appealing attributes, incorporated technology and visible prices and brands (Jeong et al., 2012; Kesterson, 2013). Zain, Zahari, Hanafiah, and Zulkifly (2016) state that the composition of physical products offered to tourists at a destination should include facilities and services. Furthermore, Darcy and Dickson (2009, p. 34) argue that facilities should underpin "accessible tourism to ensure that tourists with access requirements such as vision, mobility, hearing, or cognitive dimensions of access a function with equity, dignity and independently". The facilities are also an imperative construct of the destination attribute because they underpin the delivery of universally designed tourism environments, products and services.

Emerging tourism markets such as the Arab Middle Eastern countries are becoming increasingly aware of the underlying concept of developing inclusive facilities that take into consideration people with disabilities (Kim, 2014). Furthermore, pull factors concern the availability of well-appointed facilities, accessibility for those with disabilities, clear signs and directions are all elements in constructing facilities and pull factors in destination attributes (Eid & Elbanna, 2017).

The final pull factor that is linked to destination image among tourists is the local quality of life. Local quality of life is closely linked to cultural attractions since culture plays a critical role in determining people's lifestyles. Eid and Elbanna (2017) state that the local quality of life incorporates various constructs such as cleanliness, shopping facilities, technologies and standards of living. Tourists examine the standards of living of people surrounding the destination since they want to meet new people and socialize with the local community when visiting a location (Khuong & Ha, 2014). The role of local quality of life in decision making for destination choice is evident in the fact that tourists spend time in developing contacts and networking with locals (Tasci, 2006).

Correspondingly, one of the push factors that is deemed to impact on destination image among tourists is achievement. Achievement influences travel motivation through determining whether an individual tourist will achieve his/her goals when visiting a particular destination or location (Khuong & Ha, 2014). According to Battour et al. (2017), achievement incorporates various elements including meeting new people, going to places that friends have not visited, indulging in luxury and talking about the trip. These elements are considered very influential in travel motivation and hence on decision making that concerns destination choice. Bruwer,

Pratt, Saliba, and Hirche (2017) suggest that decision making on destination choice is influenced by the extent to which the destination would enable the tourist to meet new people, visit places that friends have not visited and indulge in luxury. Through this process, a destination is considered suitable depending on the extent to which it enables tourists to explore and relax as they had intended.

Exciting adventure is one of the major personal goals and objectives used by tourists in making decisions on destination choice, which in turn shapes the quality of experience (Madden, Rashid, & Zainol, 2016). Exciting adventure is an affective image that is characterized by such factors as an enjoyable, relaxing, friendly, exciting and pleasant location (Shafiee, Tabaeeian, & Tavakoli, 2016). Leou, Wang, and Hsiao (2015) suggest that exciting adventure tourist activity is one of the factors that tourists consider when making decisions regarding the price and value of a destination. In a study on promoting tourism in rural communities, Akin, Shaw, and Spartz (2015) have found that motivation to find excitement and adventure is among the factors that significantly impact destination image which will lead on the likelihood that tourists will visit, recommend and return to a destination.

Battour et al. (2017) contend that knowledge/education incorporates various elements including learning new things, visiting a historical place, experiencing new/different things and visiting and experiencing a foreign destination. Knowledge/education is slightly linked to the achievement construct in travel motivation, since learning and/or experiencing new things incorporates meeting new people and visiting places that friends have not visited. The extent to which a destination will help in learning and experiencing new/different things influences

travel motivation, destination image and destination choice among tourists (San Martín & Del Bosque, 2008).

Relaxation or escape has been found to be a major factor with a strong impact on tourist behaviour, particularly when making decisions on destination choice (Madden et al., 2016). During the decision-making process among tourists, the need to escape from the pressures and routines of everyday life is one of the cognitive processes that influence destination choice. In this regard, escape is one of the travel motivation constructs that affect the cognitive image while the affective image is substantially influenced by the escape construct (Chew & Jahari, 2014). Therefore, the relaxation attributes of a destination play an important in travel motivation and decision making among tourists.

In the study conducted by Chahal and Devi (2015), which examined the relation between destination attributes and destination image, the data were gathered from various places such as bus stands, airports, tourists' guest houses and hotels. The study findings indicate that attraction, accommodation, accessibility, awareness and ancillary services significantly contribute to build a positive destination image. Moreover, Phillips and Jang (2010) argue that historical sites and museums, architecture and buildings, a pleasant summer climate, suitable hotel accommodation, an acceptable level of hygiene, low cost place, with inexpensive goods and services, convenient airline schedules, many restaurants, variety of cuisines, a variety of fairs, exhibits and festivals, high-quality car rental facilities and reliable public transportation represent the destination's attribute factors. Relaxing, exciting, arousing and pleasant features in a destination represent its motivational factors. Researchers have found that tourists perceive a city to be high in its pull destination attributes if

they allow the cognitive component of the destination image to be promoted, while the perceived push motivation factor empowers the affective component of the destination image. Visitors will also notice whether a city is easy to get to and get around, with convenient airline schedules and reliable public transportation. In this sense, tourists evaluate a destination from a holistic impression of the place, reached through their internal assessment of its cognitive and affective components (Bernini & Cagnone, 2014; Prayag et al., 2017).

A two-stage analysis of semi-structured interviews by Kirillova, Fu, Lehto, and Cai (2014) investigated the factors that make a tourist destination beautiful. They found that a tourist destination with non-routine activities and those providing novel experiences has a better destination image and is judged by tourists in a unique manner besides being highly admired and appreciated. Kirillova et al. also noted that a beautiful tourist destination is one which goes beyond visual aspects and engages all five human senses. Beautiful destination images as perceived by a tourist, are noted to contribute positively to tourist behavioural intention to visit a destination and speak in favour of that destination to others.

Beautiful destination images were also found to be key in deciding what destination to visit (Tapachai & Waryszak, 2000). Researchers refer to a beautiful destination image as a beneficial destination image in that it benefits the tourist industry when a tourist decides to visit a destination. Moreover, Tapachai and Waryszak (2000) conceptualize destination images in terms of the five dimensions of consumption value theory: functional, emotional, social, epistemic and conditional. According to these authors, a tourist who is driven by functional value will choose a destination with salient physical and utilitarian attributes, while a tourist with a social

dimension is very likely to choose a destination that she identifies with. Affective factors are also noted to affect the choice of a destination to visit (Tapachai & Waryszak, 2000). Researchers note that tourists who are emotionally driven will choose their destination on the basis of emotions or attributes that arouse the feelings that they desire. Epistemic tourists, in contrast, may choose a destination according to the ability of that destination to arouse curiosity, satisfy the desire for knowledge and provide novelty. Tapachai and Waryszak go further and develop an approach for measuring destination image namely a category-based approach using the consumption value theory.

Using an on-site administered survey, Kim and Park (2015) study the difference between first time tourists and repeat tourists in their perceptions of destination image. Kim and Park (2015) offer insights into the difference between first-time and repeat tourists' evaluations of the cognitive, affective and overall image of domestic tourism in Weh Island in Indonesia. Researchers have found that repeat tourists had a more positive evaluation of the image of a destination than first-time tourists had. In all the four dimensions of cognitive image "value and environment", "quality of experience", "infrastructure and attraction" and "comfort", Kim and Park observe that higher favourable ratings are made by repeat tourists. The overall image of the destination was also rated higher by repeats tourists. However, Kim and Park find that the affective image of a destination is not affected by previous tourist experience. Kim and Park's findings echo those in studies conducted by Awaritefe (2004) and Chon (1991). Making use of the traveller behaviour model and empirical analysis, Chon (1991) provided an examination of the differences in perception among first-time and repeat American tourists of South Korean destination images. Chon found that repeat American tourists to South Korea perceived South Korea more positively and

favourably than first-time tourists in the images that they held of South Korea. The destination image of South Korea was measured by Chon using the following seven dimensions of the cognitive image: "historical and cultural attractions", "shopping attributes", "travel-related resources", "attributes of South Korean people", "safety and security concerns", "general attitudes towards South Korea" and "scenic beauty of South Korea". Awaritefe (2004) empirical study comparing the cognitive image dimension of Nigeria between repeat tourists and prospective tourists found that repeat tourists rated many more cognitive aspects of the image dimensions positively than the prospective tourists did. While the prospective tourists perceived transportation and accessibility as the most important image, the repeat tourists highly rated the "attractions", "infrastructures, facilities and amenities" and "safety and security" aspects of the destination image.

Hence, destination image has the power to influence tourists' choice, as stated in the conducted study targeting Japanese female tourists. It was found that Japanese female would visit Paris rather than London because the former destination was perceived to be a more gentle and feminine destination (Hubbard & Holloway, 2001). Destination image is thus one of the most important factors linking push motivational factor, pull destination attributes and an individual's choice of a destination. Therefore, the hypotheses about push motivation and pull destination attributes will be as follows:

Hypotheses related to pull destination attributes factors:

Hypothesis 1- (H1): Local attractions have a significant impact on destination image.

Hypothesis 2- (H2): Cultural attractions have a significant impact on destination image.

Hypothesis 3- (H3): Facilities have a significant impact on destination image.

Hypothesis 4- (H4): Local quality of life has a significant impact on destination image.

Hypotheses related to push motivation factors:

Hypothesis 5- (H5): Achievement has a significant impact on destination image.

Hypothesis 6- (H6): Exciting adventure has a significant impact on destination image.

Hypothesis 7- (H7): Knowledge/education has a significant impact on destination image.

Hypothesis 8- (H8): Escape has a significant impact on destination image.

2.1.5.2 Political Stability

In today's interconnected world, tourism is increasingly impacted by the external environment, in a way that even small-scale crises may have a considerable effect on a destination, never the less these forces or events are experienced in its immediate vicinity or not (Ritchie, 2004). According to Ingram, Tabari, and Watthanakhomprathip (2013), political instability occurs under the following circumstance: toppling of the government having a government which is controlled by several factions (including terrorists) after a coup; or having unstable basic pre-requisites necessary for maintaining social order and control. A closely related definition of political instability is provided by William who notes that political (in)stability exists when the political legitimacy of the mechanisms and conditions of government are challenged by elements which operate outside the normal political system.

Similarly, Li, Wen, and Ying (2018) focus in their study on security related crises, in particular, terrorism, political (in)stability and war. Security related tourism

crises can cause serious damage to destinations because they can threaten normal operations and damage the reputation of a tourist destination by casting doubt on its safety, attractiveness and comfort, hence negatively affecting visitors' perception of this destination.

According to Sannassee and Seetanah (2015), ensuring safety and security elements along with political and social stability is an unquestionable contributor to the improvement of destination's attractiveness and competitiveness. Similarly McKercher (1998) in his study notes that the safety and security of any destination are the most likely components of any county's tourism sector to indicate its attractiveness. Crotts (1996), too, emphasised such elements of safety and security as political instability, the probability of terrorism, transportation safety, crime rates, the quality of hygiene and medical services, prevalence of disease and availability of medication.

Political stability is an important construct in tourism given that it directly influences how well a country tourism sector performs especially in term of foreign income (O'Leary & Deegan, 2005). The impact of political (in)stability has also received considerable attention from researchers all over the world. A study by Schroeder, Pennington-Gray, Kaplanidou, and Zhan (2013) views political (in)stability in a tourists destination as a perceived risk, where the risks in tourism can be defined as the risks perceived from purchasing the experiences of tourism in terms of both destination and travel. According to Korstanje (2011)"risk" terminology can be explained as an exogenous reality and hence not actual and thus is a mere ongoing state of alarmism. However, Kužnik (2015) and Wu and Cheng (2018) define perceived risk as a subjective concept in consumer behaviour relating to uncertainty

and the consequences associated with consumer action. Perceived risk can also be described as a subjective evaluation of potential threats and dangers with the existence of safety controls (Le & Arcodia, 2018). In fact, according to tourism studies, perceived risk is considered an experience of uncertainty about the possible consequences and the probabilities of unpleasantness from these consequences (Forsythe & Shi, 2003; Mohseni et al., 2018; Park & Tussyadiah, 2017). Therefore, tourists feel fear about the loss or gain resulting from their specific consumption (Khan, Liang,& Shahzad, 2015). Mitchell and Vassos (1998) and Irvine and Anderson (2006) state that risk perception, in relation to actual risk situations, influences tourists' willingness to avoid or cancel their journey to a destination. Therefore, tourists finalize their travel choices according to perceptions rather than events themselves (Roehl & Fesenmaier, 1992). Laws and Prideaux (2006) describe risk in this context as the probability of an undesirable occurrence that leads to negative consequences of a customer's behaviour. In contrast, perceived risk depends on customer perception of the overall negativity of an action that if it reaches below the acceptable level, it might impact travel behaviour (Fuchs, Uriely, Reichel, & Maoz, 2013; Reichel, Fuchs, & Uriely, 2007). The occurrences of natural disasters, political unrest, wars, epidemics, and terrorism prompt perceived travel risks (Mansfeld, 2006).

The danger of terror attack is a reason for people to perceive risks of injury, loss belongings and death and reduce tourists' confidence in travel. Although, the terrorists intend to create fear and confusion through generate publicity to destroy the economy via tourism sector of that destination. Terrorists may not directly target visitors; but visitors often become victims because they are in the wrong place and time (Leslie, 1999; Pizam, 2002; Tarlow, 2006). Where terrorists' ignorance and disregard for potential risks might end up with death (Wilks, 2006). Sönmez and Graefe (1998b)

recognise the worry about future risks and safety as a strong predictor of not choosing one or more destinations.

Moreover, news reports and word-of-mouth information about terrorism at tourist destinations increase tourists' sensitivity to political (in)stability. The media play the main role in changing people's perceptions of a destination, due to their immense ability to reach large audiences very quickly (Tasci & Gartner, 2007). Therefore, media coverage helps tourists to learn about the affected destinations as well as the unaffected ones, especially when the tourists lack knowledge about them (Cavlek, 2002).

Using a random sampling technique among young adults, Lepp Lepp and Gibson (2003) have surveyed how perceived risk affected tourism and acknowledged that women perceived a higher degree of risk compared to men. Additionally, researchers conclude that tourists who required familiarity with destinations observed to have higher levels of risk while more experienced tourists are able to reduce the threat of terrorism or security-related risks as a result of political (in)stability. Qi Qi, Gibson, and Zhang (2009) studied perceived risk and intention to travel to the Olympic Games in Beijing, China, among 30-year-old students who were present in Beijing and found that the risk of violence risk negatively impacted on China as a tourist destination..

2.1.5.3 Relation between Political Stability and Destination Image

Frequent travellers to a destination are likely to integrate into their attitudes and judgments information related to political stability from the news media and others, specifically friends and family. In an era where smart phones provide immediate access to live information, tourists depend on the social media for information before

they proceed with a booking, during their stay and in times of crisis; hence, they can mitigate or avoid the risks that the destinations may pose (Björk & Kauppinen-Räisänen, 2011; Chang & Lu, 2018; Jonas & Mansfeld, 2017; Jonas, Mansfeld, Paz, & Potasman, 2011; Liu-Lastres, Schroeder, & Pennington-Gray, 2018). According to Trafialek et al. (2018) and Bellia, Pilato, and Seraphin (2016), the media can be seen as a double-edged sword. They are not considered only as negative in their influence but can also be used to positively promote destination image and help in destination branding (Rezaei et al., 2018).

As mentioned with regard to the travel decision making framework suggested by Deng and Ritchie (2018), social interaction, media attention and word-of-mouth (WOM) to do with specific events such as terrorism and political (in)stability will contribute effectively to the perceptions of safety that surround a destination which will eventually impact on destination choice. According to Briñol, Priester, and Petty (2002) and Briñol et al. (2002), exposure to information from the mass media has the power to sway a huge audience to an extent once believed unlikely. Depending on the frequency and intensity of the stories, it can also affect individual attitudes and judgments (Sönmez & Graefe, 1998b). Moreover, Yang Yang, He, and Gu (2012) indicate that media coverage on issues such as political unrest and terrorism "has the potential to shape how tourists perceive certain destinations". Most of tourists' access information regarding security issues and a region's political stability about foreign destinations comes through the explanations and interpretations given by news media outlets (Steiner, 2007).

Referring to a widely publicized events such as the political violence in Northern Ireland, Egypt and Tiananmen Square in China, Tasci and Gartner (2007, p. 415)

conclude that independent agents, particularly news media, can influence public opinion about destinations due to their wide reach and perceived credibility. likewise, Rittichainuwat and Chakraborty (2009) and Schroeder and Pennington-Gray (2014) state that news reports of terrorism, the risk of disease and social unrest are found to impact on destination risk perceptions. The list also includes increased crime, which also tends to ruin a destination's image (George, 2001, 2003). Therefore, tourists rely heavily on the available information from the global media in preparing their travel plans. However, the underlying impact of violent political unrest such as civil wars can alter the cognitive and affective images in both the short and the long term (Chew & Jahari, 2014). Moreover, Lepp, Gibson, and Lane (2011) confirm that perceived travel risk has a significant impact on destination image evaluation when tourists collect mental images of a destination to form an organic image. Additionally, Eilat and Einav* (2004) note that political risk has a negative effect on the demand for tourism in both developed and developing countries, where the consequences of dependence on the mass media are not limited to an (un)stable country. It can also have a neighbourhood effect. Kester (2003) notes that there are "neighbourhood effects," when an unstable country negatively impacts on the perception of the region as a whole and when "potential tourists [are] often unable to distinguish between individual countries" (p. 204).

Muhoho-Minni and Lubbe (2017), using convenience sampling, surveyed actual and potential visitors to understand the visitors' perceptions of the destination image and the destination safety and security of Kenya. Their results similarly confirm that the available informational source about a destination can have great influence on the decision to visit. Furthermore, when visitors view more media systems and channels,

such as television and the internet, it plays an important role in influencing the formation of organic and induced destination image.

However, the findings of Ingram et al. (2013) slightly differ. Using a case study approach and cross-sectional and qualitative analyses, these writers explored the relationship between tourism and political (in)stability in Thailand. They noted the existence of a section of tourists with low sensitivity to risks, who find it suitable to visit a country in times of political (in)stability. Nonetheless, such findings on a larger scale show that political (in)stability affects the holiday planning of tourists due to the entailed security and safety risks. The study by Ingram et al. also showed that both those who had visited Thailand previously and those who had not visited it still held a positive view of and attitude to Thailand as a tourism destination even after the evidence of political (in)stability. This implies that some tourist destinations become affected for only a short time by political protests or violence but in the long run its tourism image mostly remains strong. The length of political disruption as observed by Ingram et al. affected the period in which a tourism destination may not be visited. Therefore, the next hypothesis can presented as follow:

Hypothesis 9- (H9): Political stability has a positive impact on destination image.

2.2 Tourist Satisfaction

Tourist satisfaction is one of the most extensively investigated topics in the tourism and hospitality field, due to its significant role in the existence of all the tourism products and services that bring behavioural results (Bentz, Lopes, Calado, & Dearden, 2016; Chen & Tsai, 2007; Choy, Lam, & Lee, 2012; Kasiri, Cheng, Sambasivan, & Sidin, 2017; Ramseook-Munhurrun et al., 2018). Antón, Camarero,

and Laguna-García (2017) state that, while the satisfaction of a customer is deemed a cognitive activity, it is also emotional. Even though some writers have shown that there are great differences in the definitions of satisfaction, there are, to start with, two common understandings of the concept (del Bosque & San Martín, 2008; Eid & El-Gohary, 2015; Ekinci, Dawes, & Massey, 2008; Nam, Ekinci, & Whyatt, 2011); one is transient (transaction specific) satisfaction, while the other is overall satisfaction, which can be termed cumulative.

Transient satisfaction is viewed as an outcome of the evaluation of activities as well as the behaviours that appear in a single, discrete interaction in a service encounter (Kasiri et al., 2017; Oliver Richard, 1997). The critical implication on implementing this definition is that transient satisfaction should be measured precisely after each service interaction with the service provider, as an example capturing satisfaction with a specific employee (Li, Ye, & Law, 2013; Nam et al., 2011).

Overall satisfaction, however, is seen as an evaluative judgment of the last purchase event. This observation is often based on all the interactions that take place between the service provider and the client (Ekinci et al., 2008; Nam et al., 2011). Transaction-specific satisfaction of the client (in our case, tourist) may differ from one experience to another. cumulative satisfaction is different; it is considered a moving average which is relatively stable and looks much like an overall predisposition to acquire or buy a brand.

In the same way, Pansari and Kumar (2017) and Wu, Li, and Li (2018) confirm that almost every kind of satisfaction in every research study formulates or uses an overall idea of satisfaction . This view is based on the belief that cumulative satisfaction requires deeper research and is more adapted than transient satisfaction is

to predicting the intentions of the consumer or a firm's previous, current and future business performance. For this reason, the present study adopts the concept of overall satisfaction

According to Allameh et al. (2015), the satisfaction of a tourist is a function of the expectations before and after a trip and thus a tourist is said to be satisfied when s/he encounters a pleasant feeling (or dissatisfied when experiencing an unpleasant feeling). This means that satisfaction is related to the behavioural and affective phenomena of a destination. Moreover, the researchers note that satisfaction arises out of a positive evaluation by a tourist of the features of a destination, illustrating the fact that tourist satisfaction is necessarily a product of the attributes of a destination (Chen & Chen, 2010). Chen and Funk (2010) in their study support the view that tourist satisfaction is primarily referred to as a function of pre-travel expectation and post-travel experience. Therefore, tourist satisfaction is the main driver in the successful marketing of a destination, since it can influence a tourist's choice of destination, the consumption of products and services and the decision to return (Kozak & Rimmington, 2000), as well as WOM recommendation .

Ranjbarian and Pool (2015) found that the satisfaction of tourists is affected by factors such as destination pricing, the value of the service or product, quality of employees and billing accuracy. The quality of employees increases tourist satisfaction, especially if the provision of the service includes friendliness, knowledge of issues and courteousness. According to Ranjbarian and Pool (2015), the provision of a service which has the characteristics desired by the visitor and that come from quality employees ensures the visitor's satisfaction and in turn impacts on their intentions to re-visit and their behaviour.

2.2.1 Factors Influencing Satisfaction

2.2.1.1 Destination Image (DI)

In this study destination satisfaction is defined as tourists' emotional reaction to the degree to which a specific destination is able to meet their travel needs and expectations. Several researchers have looked into the way that destination image influences the satisfaction of the tourist and have shown that the image of a destination is a critical factor in influencing tourists' satisfaction (Bigne et al., 2001; Chen & Phou, 2013; Coban, 2012; Foroudi et al., 2018; Hernández-Lobato, Solis-Radilla, Moliner-Tena, & Sánchez-García, 2006; Kim, 2017; Lee et al., 2014; Lee, Lee, & Lee, 2005; Loi, So, Lo, & Fong, 2017; McDowall, 2010; Prayag et al., 2017; Shafiee et al., 2016; Sharma & Nayak, 2018; Stylos, Bellou, Andronikidis, & Vassiliadis, 2017; Tavitiyaman & Qu, 2013; Veasna, Wu, & Huang, 2013; Wang & Hsu, 2010).

According to Prayag et al. (2017), tourists' destination satisfaction is completely influenced by the image of the destination and tourists depend on their knowledge of a place to evaluate whether the destination will be able to satisfy their travel needs. In their study 275 valid questionnaires were obtained to empirically examine the merits of the emotions in the tourist behaviour model. Result shows that destination image has a positive impact on tourist satisfaction and intention to recommend. Hernández-Lobato et al. (2006) in their study focus on analysing the causal relationships between two key variables in tourism marketing: destination image and satisfaction. The authors did not analyse the destination image from a cognitive perspective only but also from the emotional (affective image). The empirical results from questioning 140 American tourists visiting Ixtapa-Zihuatanejo (Mexico) shows that cognitive image (service quality and entertainment) and affective image are the main antecedents of

satisfaction. Consistent with previous studies, the findings of Foroudi et al. (2018) confirm that positive destination image is a prerequisite for high tourist satisfaction.

A study in Bangkok, Thailand by McDowall (2010) on how effect of the destination on the satisfaction of tourists used data from 254 first-time and repeat international tourists. The study found that tourists were most satisfied with the historical sites and beautiful architecture, shopping opportunities and cultural sightseeing. Other aspects of destination image that led to tourists' satisfaction in Bangkok included the hospitality of the residents and the beautiful smiles as well as the quality of the goods/services. Using a causal and descriptive research design, Tavitiyaman and Qu (2013) also examined the influence of destination image on the overall satisfaction of tourists in Thailand. Researchers found that the destination image dimensions of the quality of hotels and restaurants and the cultural and natural attractions had a significant influence on the overall tourist satisfaction.

The findings of these researchers are corroborated by a study conducted by Wang and Hsu (2010) which made use of a conceptual model to assess the relationship between the components of a tourism destination image and satisfaction. Using six hypotheses and survey data from 550 Chinese tourists, Wang and Hsu (2010) found that cognitive image and affective image reflect the overall tourism destination image and that a positive tourism destination image leads to tourist satisfaction, which indirectly impacts on tourists' behavioural intentions.

Furthermore, the study conducted by Lee et al. (2005) confirms that the relationship between destination image and satisfaction level is positively significant, while Loi et al. (2017) discovered a positive relationship after analysing data from 282 tourists using partial least squares Structural Equation modelling (PLS-SEM).

They establish that destination image leads to a quality trip, which in return leads to perceived value and finally satisfaction. Therefore, it is very important to consider the relationship between destination image and satisfaction.

Chen and Phou (2013) also take a closer look at the relationship between destination image, destination personality and the tourist-destination relationship and see how this affected the behaviours of the tourists. Subjecting a sample of 428 tourists visiting the Angkor temple to the structural equation modelling technique, the authors found that destination image and destination personality are positively related to the tourist-destination relationship (destination satisfaction, destination attachment and trust). Furthermore, the researchers found that a stronger tourist-destination relationship can affect tourists' behaviour. These findings are supported by Lee et al. (2014) who examine the dynamic nature of tourist destination images and the way in which they influence the overall satisfaction of tourists in Seoul, South Korea. Using a paired t-test and analysis of variance of 520 surveys, these researchers found that the satisfaction of the tourist was significantly related to the destination images.

Veasna et al. (2013), using a sample of 398 tourists at Angkor Wat and Taipei 101, hypothesized a relationship between destination source credibility, destination image and destination attachment as antecedents of destination satisfaction. Structural equation modelling conducted by the researchers indicated that destination image affects the perception among tourists of their destination satisfaction with regard to the tourist attachment to the destination. Destination image and destination attachment are found to mediate tourist satisfaction. Furthermore, Coban (2012) investigated destination image as a cognitive and emotional (affective) image with a sample of 170 tourists visiting Cappadocia. Using regression analysis to analyse the collected data,

this researcher concluded that tourist satisfaction was affected positively by the cognitive and emotional images.

Another study by Shafiee et al. (2016) found that destination image is positively related to tourist satisfaction. These researchers, using a model they had developed, took a sample of domestic and foreign tourists in Foursquare and investigated the relationships between destination image, the overall image of a destination, tourist satisfaction and the intention to re-visit. Data were collected using questionnaires developed online and structural equation modelling was used to test the model. Shafiee et al. (2016) found that all the dimensions of destination image had a positive effect on the overall image, which positively impacted on the satisfaction of tourists.

In addition to this, Kim (2017) developed a theoretical model to test the structural relationship between memorable tourism experiences, destination image (DI), tourist satisfaction, the intention to re-visit and word-of-mouth recommendation. The result shows that examining these structural relationships confirm the view that memorable tourism experiences influence future behavioural intentions both directly and indirectly through destination image and tourist satisfaction. Moreover, Loi et al. (2017) confirm the previous finding while testing the relations between destination image and satisfaction in Macao.

Finally, Sharma and Nayak (2018) empirically investigate the relationship between tourists' emotional response, destination image, satisfaction and behavioural intention. Using confirmatory factor analysis and structural equation modelling these researchers analyses the data collected from 345 tourists visiting India. The results confirm that destination image positively impacts on tourists' satisfaction.

Stylos et al. (2017) reveal that tourists' decision making is a sequential process that leads them to select a specific destination when they notice that certain destinations will satisfy their needs. The above findings thus generally confirm that destination image is a direct antecedent of satisfaction. A more favourable and positive assessment of destination image is likely to result in a higher level of satisfaction (Wang & Hsu, 2010). Therefore, a positive destination image supplies high level of satisfaction where a negative destination image causes discontentedness. As a result, a hypothesis which points to the effect of destination image on satisfaction can be formulated as shown below:

Hypothesis 10- (H10): Destination image has a positive impact on tourist satisfaction.

2.2.1.2 Political Stability

Since political stability refers to being free of terror attacks or violence, it may also refer to risk perception as well as actual risk situations. A terror attack as discussed above is associated with the risks of injury, loss of belongings and/or death. In contrast, satisfaction entails cognitive as well as emotional aspects that is classified is this study as an overall satisfaction involving the outcome of evaluating activities and the behaviour of the tourist, as obtained from a service encounter. Additionally, we have also seen that satisfaction is a function of expectations before and after a trip and thus a tourist is said to be satisfied when s/he encounters a pleasant feeling and to be dissatisfied when s/he experiences an unpleasant feeling.

Various studies indicate that the political stability of a tourist destination leads to tourist satisfaction (Alvarez & Campo, 2014; Hussain, Ali, Ragavan, & Manhas, 2015; Ruan, Li, & Liu, 2017; Ryan & Silvanto, 2010; Saha & Yap, 2014; Simpson,

Cruz-Milán, & Gressel, 2014; Thapa, 2012; Yasarata, Altinay, Burns, & Okumus, 2010). Alvarez and Campo (2014) use a measurement model to examine the effects before and after the Mavi Marmara conflict between Israel and Turkey and the way that this affected the destination image of Israel as a tourist destination (hence, the satisfaction of tourists). Alvarez and Campo (2014) found that the political conflicts of a country have a negative influence on the affective component of a country as a destination image and this in turn affects the satisfaction of tourists and their intention to visit or re-visit.

Ruan et al. (2017) also developed and tested an integrated model that used a sample of 635 foreign tourists to investigate how man-made and natural disasters influenced the tourists' experienced benefits and the feelings experienced. The study found that tourists are afraid of the consequences that stem from the risks that face tourists, including the natural and man-made disasters. There was a positive and significant relationship between the risks associated with tourism and its benefits and the feelings experienced by the tourist that mediated these disasters. However, a study by Ghotbabadi, Feiz, and Baharun (2016) found that travellers with low perceptions of the risk of natural disasters and security concerns had a tendency to feel greater positive overall satisfaction than did travellers with high perceptions of risk. Moreover, demonstrate that a lower perception of risk plays a significant role in increasing tourists' satisfaction. Khan, Liang, and Shahzad (2015) conclude that perceived risk negatively affects tourist satisfaction. Hasan, Ismail, and Islam (2017) discovered that perceived risk has a substantial negative impact on tourist satisfaction. Chen, Htaik, Hiele, and Chen (2017) after analysing the response received from 465 international tourists supported the outcome of the previous study. Their results indicate that perceiving the political (in)stability of a tourist destination can reduce tourist

satisfaction. Unlike the writers of the previous study, Wu and Cheng (2018) propose a "site experiential risk" as a new construct and describe it as the uncertainty that tourists face when they cannot envisage all the consequences related to their perception of visiting such a destination. After analysing 567 survey responses, the result shows that the negative effect of site experiential risk on site experiential satisfaction is insignificant.

Moreover, Simpson et al. (2014) conducted a research on the impact that perceived crime and violence had on travellers visiting a destination in the winter. made use of various hypotheses to guide their study and found that the greater perception in the destination of the travellers of crime growing worse diminished their satisfaction with the destination. This greater perception of crime was related to a greater amount of violence which negatively affected the calm stay of the travellers. Similarly, Saha and Yap (2014), using data from 139 countries, analysed the effects of interaction between political (in)stability and terrorism on the development of tourism. Researchers found that political (in)stability and terrorist attacks reduced the demand for tourism in the countries where they occurred because they influenced the expectations of the tourists and therefore their satisfaction. However, the countries with a low degree of political risk experienced an increase in the demand for tourism services from the increasing numbers of tourists wishing to go there.

Thapa (2012) investigated how the tourism sector in Nepal was affected by political (in)stability as well as the ongoing war on terrorism in Afghanistan and beyond. This researcher found that the number of tourists had declined significantly. The decline was associated with safety and the perceived risks among tourists in Nepal and the whole South Asian region. As a result of the conflict, the perceived destination

image among tourists was adversely affected, translating into less frequent intentions to re-visit. Tavitiyaman and Qu (2013) noted that the negative perception of a destination by tourists was related to their dissatisfaction with a destination. This implies that the political instability and terrorism found by Thapa, for example, is related to tourist dissatisfaction. Terrorism and political unrest in a country were also shown by Çetinsöz and Ege (2013) to affect tourists' intention re-visit of tourists because it acted as a risk to satisfaction. Tourism destinations with a satisfaction risk (a factor that could affect the satisfaction of tourists) were found to receive fewer tourists than those which on the basis of their expectations assured tourists that they would have a pleasurable time.

Previous studies show that tourists' perception of safety will have an impact on their consumption satisfaction (Baker, 2013; Booyens & Rogerson, 2018; Dayour, Park, & Kimbu, 2019; George & Booyens, 2014; Liu-Lastres et al., 2018; Morakabati & Kapuściński, 2016) because the possibility for high risk to safety and security would jeopardize and have repercussions on tourists' holiday experience. Therefore, political instability can generate dissatisfaction and, conversely, political stability can generate satisfaction. This positive relationship will allow us to create the eleventh hypothesis:

Hypothesis 11- (H11): Political stability has a positive impact on tourist satisfaction.

2.3 Intention to Re-visit

Tourist loyalty has been treated as an expansion of customer loyalty (Backman & Crompton, 1991; Baloglu, 2001; Prayag, Chen, & Del Chiappa, 2018). If tourist experience in a destination is considered a product, then tourists may choose to re-visit or recommend it to friends and family and spread positive word-of-mouth about it

(Yoon & Uysal, 2005). According to Zhang et al. (2018) tourists' behaviours consist of the choice of a destination to visit, subsequent evaluation and future behavioural intentions. The subsequent evaluations take into account the value perceived by tourists and their overall satisfaction, while the future behavioural intentions refer to the willingness of a tourist to travel again to a destination which s/he has visited before and to recommend it to others (Forgas-Coll, Palau-Saumell, Sánchez-García, & Callarisa-Fiol, 2012; Kozak, 2001; Sadat & Chang, 2016; Som, Marzuki, Yousefi, & AbuKhalifeh, 2012).

Therefore, the intention to re-visit/repurchase has been a widely used measure for gauging tourist behavioural loyalty (Alcañiz, García, & Blas, 2009; Horng, Liu, Chiu, & Tsai, 2012a; Hung & Petrick, 2012). Moreover, Baker and Crompton (2000) add the dimension of time to the intention to re-visit and note that the intention to re-visit must occur within a year. However, Zhang et al. (2014) claim that behavioural loyalty should be measured by actual behaviour, i.e., the number of visits. But, as argued by various studies, both intention and action are successive stages of behaviour and intention is considered an effective indicator of behaviour (Fan, Zheng, Yao, & Mu, 2009; Zhang et al., 2018). This is confirmed in several empirical studies where behavioural intention, rather than actual behaviour, is used to assess behavioural loyalty (Horng et al., 2012a; Kaplanidou & Gibson, 2010; Kim, Lee, Petrick, & Hahn, 2018) .

In tourism, the promotional costs of attracting repeat visitors are less than the acquisition of new customers (Lau & McKercher, 2004). Moreover, preserving loyal customers is crucial to the profitability of a destination. This is especially the case for countries that rely heavily on tourism for employment and revenue generation

(Assaker et al., 2011; Jang & Feng, 2007; Marinkovic et al., 2014; O'Leary & Deegan, 2005). According to Zhang et al. (2014), a 5% increase in customer retention has been found to lead to an 85% increase in the revenues of the service industry concerned. Similarly, they mention that "previous studies show a 2% increase in customer retention has the same effects on profits concerning cost-cutting by 10%". Therefore, repeat tourists are essential for ensuring that tourist destinations get a steady stream of income and are in addition a valuable tool for disseminating information to potential tourists (Çetinsöz & Ege, 2013).

A study by Wang (2004) on mainland Chinese visitors to Hong Kong finds that repeat tourists comprise about half of the tourists in a given destination. The study by Wang also reveals that repeat visitors stay longer, go on fewer excursions and get involved in the activities of more people in the destination that they visit than first-time visitors do. Additionally, repeat visitors were also observed to spend a good deal more money on shopping, meals, hotel bills and transportation than did first-time visitors. Wang's findings clearly indicate the degree of comfort and understanding that repeat tourist attain in their destinations, to judge from their spending behaviour. This propensity among repeat visitors may also explain their marked intention to revisit, in that such visitors may have found a place where they can enjoy themselves with the quality of life they enjoy at home or rather higher.

2.3.1 Determinants of Intention to Re-visit

2.3.1.1 Destination Image

Tourist loyalty is one of the critical aspects of destination marketing, since it helps in retaining customers and encouraging repeat visits (Cossío-Silva, Revilla-Camacho, & Vega-Vázquez, 2018; Lai & Li, 2016). A positive destination image is

likely to lead to tourist loyalty, increasing the number of visitors to a certain destination. The behaviours of tourists largely depend on their dedication to a particular goal (Zhang et al., 2014). A positive destination image created after the first visit is likely to entice a customer to re-visit the same destination (Toudert & Bringas-Rábago, 2016). Consequently, destinations marketers always strive to create a favourable destination image to enhance tourist loyalty, which helps them to retain customers.

The influence and relationship of a destination image with tourists' intention to re-visit has been studied by several authors. The existing literature acknowledges that both dimensions of the destination image, cognitive and affective, have a positive direct effect on tourists' intention to re-visit a destination (Chew & Jahari, 2014; Enrique Bigné, Sanchez, & Andreu, 2009; Stylos et al., 2016; Yang et al., 2012), where the positive perceptions of a destination drive the purchase decisions (Woodside & Lysonski, 1989; Zhang et al., 2018). Furthermore, previous studies in the context of tourism find that destination image is an important determinants of tourist loyalty to a specific destination (Chi, 2012; Chi & Qu, 2008; Choi, Tkachenko, & Sil, 2011; Faullant, Matzler, & Füller, 2008; Foroudi et al., 2018; Neuts, Romão, van Leeuwen, & Nijkamp, 2013; Ramkissoon, Uysal, & Brown, 2011; Zhang et al., 2014).

The study conducted by Tan (2017) contributes to the existing literature by examining the relationship between destination image and the intention to re-visit. After analysing the data from 332 valid questionnaires collected through convenience sampling, the writer concluded that destination image plays a defining positive role in the intention to re-visit. Moreover, using a survey questionnaire Allameh et al. (2015) showed that destination image positively relates to tourist intention to re-visit. This

finding is corroborated by Chen and Tsai (2007), who found that the quality of a trip (an attribute of the destination) directly relates to destination image and in turn influences the behavioural intention of tourists. Slightly different findings were obtained by a study conducted by Jin, Lee, and Lee (2013) concerning the impact of destination image on the behavioural intention of tourists to re-visit. Jin et al. found an insignificant relationship between behavioural intention and destination image despite other studies indicating a very significant relationship between the two. The importance of tourists' affective evaluations of a destination in ensuring positive attitudes and word-of-mouth behaviour has also been noted in more recent work (Hosany, 2012; Hosany & Gilbert, 2010; Prayag et al., 2018; Prayag et al., 2013).

In addition to this, Foroudi et al. (2018) investigated the dream of changing destination image. 359 usable completed questionnaires were distributed at a central London tourist attraction. After analysing the collected data, the outcome disclosed the importance of destination image in improving the intention to re-visit. According to Assaker et al. (2011), the intention to re-visit was also divided into immediate and future intention. Assaker et al. (2011) in their examination of the effect of novelty seeking, destination image and satisfaction on tourist intention to re-visit found that novelty seeking was found to moderate the immediate intent to return to a given destination while a positive destination image influenced both the immediate and future intention to return. The outcome of Alcañiz et al. (2009)'s research revealed that functional cognitive destination image, that is, images based on tangible component (measurable perceptions) significantly affect the intention to re-visit. In addition to this, research has demonstrated that a psychologically cognitive destination image contains intangible characteristics, showing more influence on the intention to recommend.

Through empirical study both Chew and Jahari (2014) and Stylidis et al. (2017b) further confirm that both the cognitive and the affective components of the destination image directly affect tourist' behavioural intention. Moreover, Moon et al. (2013) state that destination image, including both cognitive (opportunity for adventure, ease of communication, hospitality/friendliness/receptiveness, tourist sites/activities and nightlife/entertainment) and affective components (relaxing/distressing, friendly/unfriendly, arousing/sleepy, interesting/boring, pleasant/unpleasant and exciting/gloomy) have positive influences on behavioural intention. Song, Su, and Li (2013) define a destination image as consisting of cognitive (people, life and customs; infrastructure and superstructure; indoor and outdoor resources) and affective dimensions has a statistically significant and positive influence on the intention to show destination loyalty.

Hence, the twelfth hypothesis is as follows:

Hypothesis 12- (H12): Destination image has a positive impact on intention to re-visit

2.3.1.2 Political Stability

At both national and international levels, tourism is negatively affected by political unrest and acts of terrorism (Gut & Jarrell, 2007). Quintal et al. (2014) and Liu, Pennington-Gray, and Krieger (2016, p. 313) agree that "Perceived safety is normally interpreted as a general measure that reflects peoples' feelings and indicates the level of people's confidence to overcome uncertainties". For example, tourism was negatively affected by the September 2011 attack in the US. Since this attack, the number of studies on the effect of terrorism and other politically related activities on tourist destinations has increased tremendously. Such studies include those conducted

by Artuğer (2015), Çetinsöz and Ege (2013), Floyd, Gibson, Pennington-Gray, and Thapa (2004), , F. Li et al.(2018) and Schroeder et al. (2013). Korstanje (2009) and Lepp and Gibson (2003) found that the perception of risk is defined by the characteristics of individual tourists.

A study by Çetinsöz and Ege (2013) was carried out with a sample of 559 tourists visiting Turkey; it concluded that political unrest and acts of terrorism were effective in terms of the intention to re-visit. Rittichainuwat and Chakraborty (2009) and Alvarez and Campo (2014) observed that political (in)stability influences the decision of a tourist to visit a destination, due to the high perceptions of the risks to safety and security. In particular, when tourists feel that risk is too high, they decide immediately to change their behaviour by avoiding, cancelling, or leaving the perceived risk destinations (Mansfeld, 2006; Pizam, 2005).

But when Li et al. (2018) investigated the influence of crisis on tourists' re-visit intention they found that security related crisis negatively impact the intention to re-visit. The study's findings were built upon 32 semi-structured interviews. Chew and Jahari (2014) draw insights from examining tourists' perceptions of physical risk, destination image and the intention to re-visit. The findings reveal that a high perception of physical risk in a destination did not have any significant influence on destination image, although it directly impacted on the intention to re-visit.

Furthermore, Uriely, Maoz, and Reichel (2007) studied the way that terrorism impacted tourism in Israel and established that terrorism negatively affects tourist intentions to re-visit among individuals who rationalize terror-related acts either inwardly or outwardly. After analysing 365 surveys, Floyd et al. (2004) found that the intentions of tourists in the New York area to re-visit a destination in 12 months' time

after the September 11 attack were significantly reduced and were related to concerns about safety, travel experience and perceived social risk. Unlike the previous study, George (2013) investigated the impact of crime on the intention to re-visit by tourists who were in South Africa to attend the FIFA World Cup in 2010. The outcome of the study reveals that crime did not have any impact on the intention to re-visit. Similarly, George investigated tourists' perceptions of crime and attitudes to risk while visiting a destination. The researcher examined 303 respondents and found that the awareness of crime at a tourist attraction was significantly related to destination recommendation and the intention to return, but that respondents were likely to recommend the attraction and return to it despite safety concerns. The study also concluded that feelings of safety were found to vary according to age, and the purpose and frequency of visits.

Furthermore, Murphy et al. (2000) noted that the political dimension is a factor that contributes to the nature of the destination and to the tourism sector of the country. The political factors may include the effects of political stability, the government and/or foreign policy on essential issues, such as democratic elections or human rights, that can impact on tourists' perceptions of behaviour determining the intention to re-visit. Teye (1988) adds that political dimensions could also affect the nature and form of heritage displays. In his study, Pechlaner (1999), emphasises the influence of political regulations on destination competitiveness. Moreover, De Villa, Rajwani, Lawton, and Mellahi (2018) state that political risk has a negative bearing on the demand for tourism in both developed and developing countries. Finally, Kester (2003) also finds that there are "neighbourhood effects," with (in)stability in a country detrimentally impacting on the region as a whole and with "potential tourists often unable to distinguish between individual countries" (p. 204).

Using a qualitative research strategy Issa and Altinay (2006) studied how political (in)stability affect tourism planning and development in Lebanon. They found that when more resources go towards improving security, acts related to political (in)stability, such as terrorism and war, negatively affect the development of infrastructure, destination image, the supply and demand of products and services and the budget allocated to the tourism industry. Political (in)stability in Lebanon was also found to negatively affect tourism planning, due to the unstable environment and the uncertainty of the future which brought about diverse interests among stakeholder groups, limited opportunities for addressing disagreements and the uneven distribution of power. These aspects led to lack of organization and cooperation, both of which are important for the successful planning of tourism.

The findings of Alegre and Garau (2010) are corroborated by a cross-country panel analysis conducted by Saha and Yap (2014), comprising data on a sample of 139 from 1999 to 2009. The researchers observed that tourism is negatively impacted by acts of both political (in)stability and terrorism. However, Saha and Yap note that the effects of one-off terrorist attacks on the tourism industry of a country are less severe than the effect on tourism of the country's political (in)stability. They further note that countries with high levels of political risk witness significant reductions in the number of tourists who visit its tourist destinations. The short-term effect of a one-off terrorist attack on tourism could possibly be an indication of a government in control and thus suggest a country with political stability.

Sönmez and Graefe (1998a) found that a tourist's feeling unsafe due to political (in)stability and high perception of risk is associated with the expectation of loss and is thus likely to affect the tourist's attitude to the destination image. This becomes a

stronger predictor of travel destination avoidance than of intention to re-visit. According to Artuğer (2015) the risks related to the possibility of terrorist attacks and political (in)stability have been recognized as influential elements in changing tourists' intention to re-visit, even when they are experienced travellers. Furthermore, Li et al. (2018) build their findings on 32 semi-structured interviews, which suggest that a country's (in)stability leads to different perceptions among different groups of tourists and contributes negatively to destination image. The result demonstrates that some tourists after a disruptive event see the destination as an even more mysterious country, a response that actually stimulates their intention to re-visit it. Accordingly, political stability in a country can reverse an attitude and positively impact on the intention to travel there. If so, from the argument above, the thirteenth hypothesis (H13) will be as follows:

Hypothesis 13- (H13): Political stability has a positive impact on intention to re-visit.

2.3.1.3 Satisfaction

In general, satisfaction is the feeling of pleasure or enjoyment that an individual experience when s/he has achieved something or has attained her/his desire. Earlier studies confirm that satisfaction has a positive effect on loyalty through the intention to re-visit and recommendations to others (Allameh et al., 2015; Bigne et al., 2001; Chen & Tsai, 2007; Foroudi et al., 2018; Kozak, 2003; Prayag, 2008; Ranjbarian & Pool, 2015). Satisfaction arises out of a positive evaluation by tourists of the features of a destination, illustrating tourist satisfaction; it is also a product of the attributes of a destination. If tourists evaluate a destination highly because it is there that they experience desirable emotion, it is likely that they will take the action of visiting or re-

visiting the place. Otherwise, there will be little or no visiting or intention to re-visit (Zhang et al., 2014).

Chen et al. (2017) investigated tourists' intention to re-visit a destination through a survey of 465 international tourists. The outcome of the investigation clearly demonstrates a positive relationship between satisfaction and the intention to re-visit. Unlike these writers, Brown, Assaker, and Reis (2018) concluded that satisfaction did not have any impact on `the intention to re-visit, having examined the relationship between satisfaction and intention to re-visit and asking whether any differences might arise in the relationship between local satisfaction and visiting the destination. .

A tested framework proposed by Kani, Aziz, Sambasivan, and Bojei (2017), considered tourists from one region of West Asia (Saudi Arabia, Kuwait, Oman, Iran and the UAE) where the national cultures were similar. The researchers empirically verified that customer satisfaction may be defined as a significant predictor of repeat sales and customer loyalty. Eventually, the satisfaction or dissatisfaction of tourists will have a noticeable impact on their subsequent behaviour. Therefore, tourists who empress satisfaction with a destination have a higher tendency to select the same destination again. Foroudi et al. (2018), in addition, confirm that the higher the satisfaction level scored by tourists visiting a specific destination the more probability these tourists will re-visit the same destination.

Hosany and Witham (2010) recognize the important relationship between tourist emotion and satisfaction on destination behavioural loyalty in the context of South East England. In addition to this, Coban (2012) examines the positive influence of destination image and tourist satisfaction on destination behavioural loyalty in the context of Cappadocia, while Osti, Disegna, and Brida (2012) investigate the effects

of satisfaction and loyalty on the future behavioural intentions of tourists in the context of Indonesia. All the above, studies confirm the strong positive relationship between satisfaction and behavioural loyalty (intention to re-visit and recommend).

Other studies on the intention to re-visit tourist destinations found that it was affected by the composition of the tourist group. An empirical study by Campo-Martínez et al. (2010) found that the influence of satisfaction on the intention to re-visit of tourists varied when differently composed travelling groups were considered. The decision of an individual tourist to re-visit a destination was found to change when that tourist travelled in another group. Group composition was also found to change people's behaviour and needs regarding their intention to re-visit. Group composition was examined by Campo-Martínez et al. (2010) and included travelling with a partner, travelling with friends, travelling as a family with children and travelling alone. Travelling alone was found to be less significant in influencing the intention to re-visit, while the intention to re-visit was determined by the outcome of previous visits with a partner. Travelling with friends and travelling as a family with children were found to influence the intention to re-visit as long as all the group members were satisfied with the visit. Accordingly, the following hypothesis can be considered:

Hypothesis 14- (H14): Satisfaction has a positive impact on tourist intention to re-visit.

2.4 Theoretical Framework

Based on the existing literature in the areas of push and pull factors, destination image, satisfaction, political stability and intention to re-visit, this study proposed the following model as shown in Figure 13 using the theory of Push and Pull motivation theory. The model contains four pull destination attributes namely; local attraction,

cultural attractions, facilities and local quality of life and four push motivation factors namely; Achievement, exciting adventure, knowledge/education and escape where both push and pull factors are linked with the destination image. In additional to that the political stability is directly linked to destination image, satisfaction and intention to re-visit. Moreover, destination image is linked directly to intention to re-visit and through satisfaction.
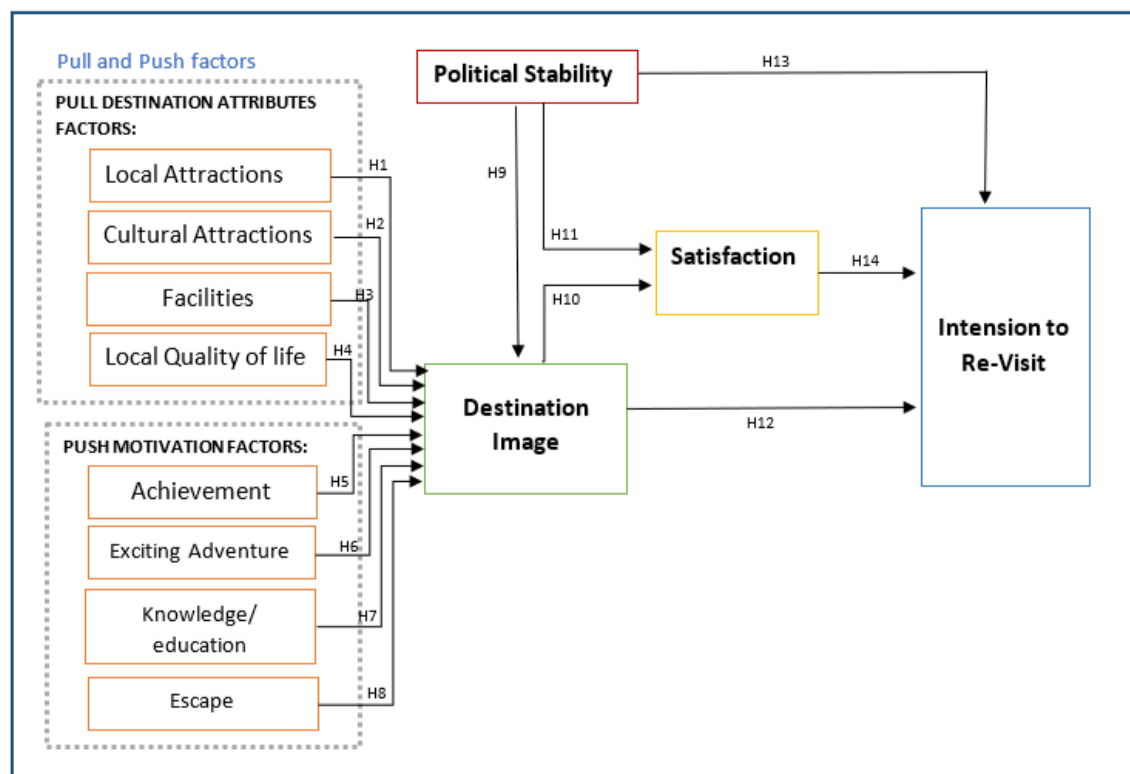
Figure 13: Theoretical Framework

2.5 Chapter Summary

The literature review presented the relevant studies covering the definition of destination image, its formulation and its classification. Moving to the available academic push and pull factors, a selection was made to test those factors that could promote Abu Dhabi as a destination. This was followed by studying the role of political stability with such other factors as destination image and tourist satisfaction

in raising the behavioural intention to re-visit Abu Dhabi as a selected destination. By setting up this structure in reviewing and presenting the existing literature review, the statement of the research problem was formulated and justified by referring to the gap identified in the literature.

A theoretical model governing the relationship between the antecedents and consequences of destination image Abu Dhabi context was developed, in which all the constructs that were projected in the model were selected to meet the study objectives. The constructs were push and pull factors, political stability, destination image, tourist satisfaction and intention to re-visit. A summary of the proposed hypotheses linking these constructs is presented in Table 3. In the following chapter, the methodology adapted while empirically testing the model is presented.

Table 3: Summary of Research Hypotheses

Reference	Hypothesis
H1	Local attractions have a significant impact on destination image.
H2	Cultural Attractions have a significant impact on destination image.
H3	Facilities have a significant impact on destination image.
H4	Local quality of life has a significant impact on destination image.
H5	Achievement has a significant impact on destination image.
H6	Exciting adventure has a significant impact on destination image.
H7	Knowledge/education has a significant impact on destination image.
H8	Escape has a significant impact on destination image.
H9	Political stability has a positive impact on destination image.
H10	Destination image has a positive impact on tourist satisfaction.
H11	Political stability has a positive impact on tourist satisfaction.
H12	Destination image has a positive impact on intention to re-visit.
H13	Political stability has a positive impact on the intention to re-visit.
H14	Satisfaction has a positive impact on tourists' intention to re-visit.

Chapter 3: Methods

3.1 Introduction

The literature review sought to reveal the knowledge gap that provided the research problem of this study, which in turn led to the research objectives and questions that were proposed, together with the selection of an appropriate research method. This chapter gives an overview of the research strategy that could help to set up the required procedures for collecting and analysing the data.

This chapter is organised as follows: The brief note on research strategy with which it begins is followed by a discussion of the associated dimensions and justification of the research paradigm selected for the present research. The next section addresses the research design adopted to answer the proposed research questions. The chapter concludes by discussing the research ethics protocol of the UAE University that was borne in mind in conducting the present study.

3.2 Research Strategy, Paradigm, Ontology, Epistemology and Methodology

3.2.1 Research Strategy

The primary task in designing a piece of social research is to work out how to answer the proposed research questions. A research strategy (RS) could help to set up the required procedures and logic by providing a starting point and a set of steps to generating new knowledge (Carter et al., 2014). There are four types of research strategy, each one of which could provide a perceptibly different way of answering the RQs, as shown in Table 4.

Table 4: The Four Dominant Types of Research Strategies
(source: Blaikie, 2007)

	Inductive	**Deductive**	**Retroductive**	**Abductive**
Aim:	To establish universal generation for use in explaining patterns	**To test theories, so as to eliminate false ones and corroborate the survivor**	To discover underlying mechanisms hat would explain observed regularities	To describe and understand social life as regards the social actors' motives and understanding
Start:	Accumulate observation or data	**identify an irregularity to be explained**	Document and model regularity	Discover everyday lay concepts, meanings and motives
	Produce generalizations	**Construct a theory and deduce hypotheses**	Construct a hypothetical model of a mechanism	Produce a technical account from lay accounts
Finish:	Use these "laws" as patterns to explain further observations	**Test the hypotheses by matching them with data**	Find the underlying mechanism by observation and/or experiment	Develop a theory and test it iteratively

It is very clear that this study adopted the deductive RS approach. As shown in Figure 14, the researcher deduced his hypotheses from selected theory (Blakeley et al., 2018; Dissanayake, 2015). Next, the researcher collected appropriate data, tested the hypotheses and then examined the outcome of the test to confirm or reject the theory (Russell, 2010). In analysing the outcomes, the researcher compared the generated findings against the findings of the cited research work. The deductive approach also means reasoning from the particular to the general (Zhao, 2014). According to Gottfredson and Aguinis (2017) and Hyde (2000), the main advantage of using a deductive approach is the possibility of clarifying the causal relationships between variables. To a certain extent, it also helps to generalise the research findings. Finally using a deductive approach enables researchers to measure concepts quantitatively, as illustrated in Figure 14.
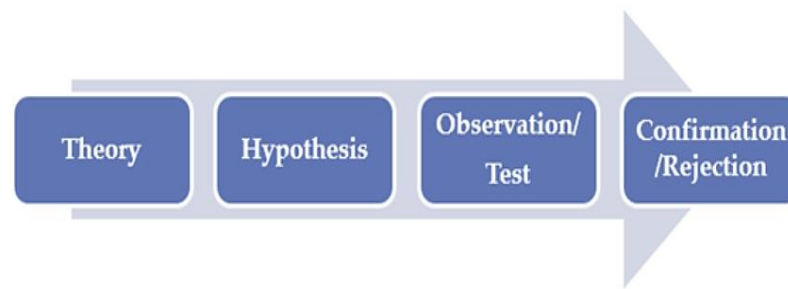
Figure 14: A Deductive Approach

3.2.2 Research Paradigm

A paradigm is more or less similar to a philosophy; it reflects the way of thinking, utilising a set of beliefs about the world. According to Schrag (1992), the positivist paradigm relies on David Hume's theory of the nature of reality (philosophical ontology). Hume's theory is believed in the use of the senses to generate accurate knowledge about reality (scientific method). It also holds that the procedure used in the natural sciences offers the best framework for investigating the social world. Moreover, the term 'positivism' was created to reflect a strictly empirical approach in which claims about knowledge are based directly on experience (Burton-Jones & Lee, 2017).

According to Regnér (2003), positivist studies in general follow a deductive research strategy, where the researcher has to formulate a theoretical argument for the existence of the irregularity in the social phenomenon under consideration. The researcher started to test the selected theory by deducing hypotheses from it and matching them with the collected data. The positivist paradigm today is viewed as aspiring to be value-free, unbiased, objective and rigorous in testing existing theory (Brady & Gilligan, 2018; Henderson, 2011).

Since several theories are already well established to cover some of the research issues of the present study, the researcher starts from them and applies these theories to the Abu Dhabi context. Moreover, positivism considers reality to be tangible; therefore, the researcher relies on the operationalisation of factors to convert a selected variable from an intangible to a tangible measurement because this all supports the effective use of a positivist paradigm.

3.2.3 Research Ontology Assumption

Ontology is a philosophy of belief that reflects an interpretation and assumptions by an individual about what constitutes a fact in social reality (Antwi & Hamza, 2015; Cochemé et al., 2007). Thus, ontology is related to social entities whether it should be perceived as objective or subjective. Hence, realism and idealism could be defined as the two essential aspects of ontology (Teymourlouie et al., 2018). Realism relies on the theory that declares both natural and social phenomena, along with their meaning, to exist independently of any human observer (Goodwin & Darley, 2008; Jonassen, 1991). In contrast, idealism relies on the theory that social phenomena are created out of people's perceptions and assumptions, which have no independent existence apart from our thoughts (Foss, Klein, Kor, & Mahoney, 2008; Hamati-Ataya, 2014; Lembo et al., 2015). Defining the research ontology is, therefore, essential because it directs the nature of the research questions; it also helps to define the choice of research strategy that is to be used to answer the proposed research questions.

This study adopted the realist ontology was because reality is considered to be objective and to exist independently of human observation. In addition, this reality could be configured in its true sense at any point where the behaviour of the social

actors in the social world has to define patterns that can be projected and measured (Eisenberg et al., 2018; Henry & Pene, 2001; Turvey, 1992).

3.2.4 Research Epistemology Assumption

Epistemology is a theory of knowledge (Light, 2008; Ou, Hall, & Thorne, 2017), the way in which human beings acquire knowledge about the world around them, and that way that they justify this knowledge as truthful and satisfactory (Harris, Holmes, & Mertens, 2009; Merk et al., 2018). In social research, there are two principal epistemological views: constructionism and empiricism (Henry & Pene, 2001). The main difference between these two relies on the relationship that exists between the researcher and the social phenomenon under study.

Constructionist epistemology is linked with idealist ontology (Young & Collin, 2004). It requires the researchers to be involved deeply in their studies in order to improve their understanding of the external world (Sieber & Haklay, 2015; Siebers, 2001). Hence, researchers play a vital role in constructing social reality from these subjective interpretations. In contrast, the empiricist epistemology disconnects researchers from their research subjects so as to follow deductive logic. This type of epistemology enables researchers to empirically discover general patterns of human behaviour (Andersson, amp, & Lundeberg, 1995; Gordon, Slade, & Schmitt, 1986).

From what has been discussed previously, it can be assumed that this study adopts an empiricist epistemology, where researchers can understand the social reality of the topic of research interest by gathering the desired data and investigating empirical evidence without influencing it or being influenced by it.

3.2.5 Research Methodology

According to Alavi et al. (2018), research methodology maybe defined as "a set of techniques used to identify, select, process and analyse the information collected about the studied subject". These techniques are a conversion of the researchers' ontological and epistemological assumptions into procedures that allow researchers to direct the way that social research is carried out (Nguyen et al., 2018; Peffers, Tuunanen, Rothenberger, & Chatterjee, 2007).

Research methodologies encourage the researchers to plan their research by justifying the reasons that motivated conducting the selected study, how to articulate such research issues as the research problem, research questions, data collection approach, type and size of collected data and best analysis technique that could seek best solutions (Baker, Edwards, & Doidge, 2012; Guthrie, Petty, Yongvanich, & Ricceri, 2004).

Research methodologies encourage the researchers to plan their research by justifying the motivation for the selected study, showing how to articulate such research issues as the research problem, planning the research questions, the approach to data collection, the type and amount of collected data and type of analytical technique that could yield the best solutions (Guthrie, Petty et al., 2004; Baker, Edwards et al., 2012).

Fundamentally, two research approaches may be used in any social research study, the qualitative and the quantitative. The qualitative research method is concerned with human behaviour and why people act as they do. Adopting this approach enables the researcher to gain an in-depth knowledge of underlying reasons, opinions and motivation (Mason, 2010; Wilson, 1997). It can also provide insight into

the problem and help to develop ideas and hypotheses for potential quantitative research. Individual interviews, focus groups (group discussion) and participation/observation are the standard methods for qualitative research (Ambrose, Huston, & Norman, 2005; Constantinou, Georgiou, & Perdikogianni, 2017; Marshall, Cardon, Poddar, & Fontenot, 2013). The sample size in the qualitative type of research is relatively small; respondents are selected to compose an agreed quota. The qualitative method is typically used by scholars who espouse the interpretative paradigm (Järvinen & Bom, 2018).

However, the quantitative method allows researchers to quantify a problem by getting a view from a large number of participants which allows numerical data to be collected so as to be transformed into usable statistics (van Velzen, 2018). According to Ulrich, Boring, and Lew (2018), it is used to quantify and generalise participants' individual opinions, attitudes and behaviours Researchers should define their sampling and sample design at an early stage before gathering data (Huset & Barry, 2018). Data in quantitative research can be collected through the different forms of survey, i.e., online surveys, mobile surveys and online polls (Gundry & Deterding, 2018). One of the main characteristics of the quantitative method is that a researcher can generalise the results due to the large sample population that has been considered.

The present study adopted a quantitative approach in answering the research questions and meeting the study objectives. Data were collected by distributing surveys to a group of international tourists above 18 years old. This was considered suitable for this positivist research since reality was defined as something objective with measurable properties that were independent of the examiner. Since the

researcher wanted to measure the opinions of hundreds of tourists visiting Abu Dhabi, it was not feasible to use an alternative research approach.

3.3 Research Design

Research designs are types of inquiry using qualitative, quantitative and mixed methods approaches that provide specific direction for procedures in research design. Creswell and Creswell (2017, p. 3) define research designs or research approaches as "Plans and procedures for empirical research that span the decision from a broad assumption to a detailed method of data collection and analysis, where the plan involves which-of-which research design should be used to tackle a problem or topic under consideration". Research design also specifies a method and procedure for collecting, measuring and analysing the required data, also selecting the sources and types of information to use in answering the research question (Guest, Bunce, & Johnson, 2006).

According to Bryman (2017), research design is the framework for specifying the relationships between the studied variables. The steps in making this framework are as follows: (1) selecting a measurement scale, (2) formatting a questionnaire, (3) pre-testing the Questionnaire and (4) distributing it. These steps obey the general guidelines in designing questionnaires.

The aim of a research design is to obtain satisfactory evidence to address a research problem, and in turn allows researchers to define the type of evidence that is required for the problem (Tincani & Travers, 2018). The present study is cross-sectional in that the views of international tourists above 18 years old at a specified time will be collected in the survey phase. The unit of analysis is the individual tourist

and an objective assessment of the tourists' views and the opinions of a model constructed will be conducted using suitable statistical techniques.

3.3.1 Selection of Measurement Scale

The essential step in developing the questionnaire is to select the proper measurement scale for each construct in the research model. According to Rosas and Ridings (2017), developing any new measurement, scale requires dedicated research to ensure the validation of the item selected that can represent such a construct. Hence, the recommendations of Burton-Jones and Lee (2017) in their study were adhered to: that "Researchers should use previously validated instruments wherever possible, being careful not to make significant alterations in the validated instrument without revalidating instrument content, constructs and reliability".

An extensive review of the relevant literature resulted in the selection of scales that could measure the destination image, along with its antecedents and consequences on tourists' intention to re-visit. These constructs, which could be positive or negative, were the opinions and traits of personality as best measures, using a 5-item Likert scale (Croasmun & Ostrom, 2011). The researcher used this multiple-indicator to measure various latent constructs, such as the push and pull factors, destination image, political stability, tourists' satisfaction and intention to re-visit as essential factors which could provide significant insights into various aspects of each latent construct.

To operationalise the constructs, measurement items were, therefore, adapted from previous relevant scholarly studies to ensure the validity and reliability of the collected data, as described in Table 5. The dimensions of each destination attribute in four items were measured, namely, local attractions, cultural attractions, facilities and

local quality, as discussed by the work of Eid and Elbanna (2017). The dimensions that might be related to motivation were also measured by using four items: one for achievement, one for exciting adventure, one for knowledge/education and three items for escape ,as discussed in the work of Battour et al. (2017).

The destination image was measured as a second-order construct consisting of two first-order components as cognitive and effective images. Accordingly, this study extracted four cognitive and four effective items as discussed in the work of Fu et al. (2016) and Tan (2017). These items measured satisfaction, as shown in the works of Eid and El-Gohary (2015), Pandža Bajs (2015) and Loi et al. (2017). Furthermore, items that measured political stability were adopted from the work of Fuchs et al. (2013). The scale devised by Pandža Bajs (2015) was used in this study for conceptualising the intention to re-visit.

Table 5: Construct Measurement Items

	Construct		items	Scale reference
	Destination Attributes			
1.	Local attraction	A.1	Abu Dhabi has many interesting places to visit.	Eid and Elbanna (2017)
		A.2	Abu Dhabi is a different and fascinating place to visit.	
		A.3	Abu Dhabi has plenty of quality hotels	
		A.4	Abu Dhabi is a restful and relaxing place to visit	
		A.5	Abu Dhabi has important museums and art galleries.	
2.	Cultural attractions	B.1	Abu Dhabi has many natural attractions.	
		B.2	Abu Dhabi offers a wide variety of outdoor activities.	
		B.3	Abu Dhabi's tourist information is good and readily available	
		B.4	Abu Dhabi has many cultural and historical sites.	
		B.5	Abu Dhabi has unique architectural styles.	

Table 5: Construct measurement items (Continued)

	Construct		items	Scale reference
3.	Facilities	C.1	Abu Dhabi has well-appointed facilities.	
		C.2	Signs and directions are clear Abu Dhabi.	
		C.3	Accessibility for those with disabilities is complete in Abu Dhabi.	
		C.4	Recreational activities in Abu Dhabi are highly compatible.	
4.	Local quality	D.1	Abu Dhabi standards of cleanliness are high.	
		D.2	Abu Dhabi has a high standard of living.	
		D.3	Shopping facilities are good in Abu Dhabi.	
		D.4	Abu Dhabi is technologically advanced.	
	Motivation			
5.	Achievement	E.1	Meeting new people in Abu Dhabi	Battour et al. (2017)
		E.2	Going places friends have not been	
		E.3	Talking about the trip	
		E.4	Indulging in luxury	
6.	Exciting Adventure	F.1	Finding thrills and excitement in Abu Dhabi	
		F.2	Being entertained and having fun in Abu Dhabi	
		F.3	Being daring and adventuresome in Abu Dhabi	
		F.4	Being free to act how I feel in Abu Dhabi	
7.	Knowledge/ education	G.1	Learning new things or increasing knowledge.	
		G.2	Experiencing new/different thing	
		G.3	Seeing and experiencing a foreign destination	
		G.4	Visiting historical places	
8.	Escape	H.1	Getting away from the demands at home.	
		H.2	Getting a change from a busy job Feeling at home away from home	
		H.3	Experiencing a simpler lifestyle	
9.	Destination Image	I.1	Interesting Cultural/Historical Attractions	Chahal and Devi (2015), Fu et al. (2016) and Tan (2017)
		I.2	Interesting and Friendly People	
		I.3	Unpolluted/Unspoiled Environment	
		I.4	Good Value for Money	
		J.1	Abu Dhabi is pleasant	
		J.2	Abu Dhabi is relaxing	
		J.3	Abu Dhabi is exciting	
		J.4	Abu Dhabi is arousing	

Table 5: Construct measurement items (Continued)

	Construct			items	Scale reference
10.	Satisfaction	L.1		My choice to travel to this destination was a wise one.	Eid and El-Gohary (2015), Pandža Bajs (2015) and Loi et al. (2017)
		L.2		This destination (Abu Dhabi) fulfils my expectation	
		L.3		This experience is exactly what I needed.	
		L.4		I feel good about my decision to travel to Abu Dhabi.	
11.	Political Stability	K.1		Political stability is a very important issue for me when I choose the destination I will visit.	Fuchs et al. (2013)
		K.2		I considered the political stability of the destination I will visit	
		K.3		My relatives will not be worried about my safety.	
		K.4		The UAE proceedings will suffice in case of a terror attack (evacuation, treatment, etc.)	
		K.5		We will not be injured by terror attacks in Abu Dhabi	
12.	Intention to re-visit	M.1		I intend to travel to Abu Dhabi sometime within the next 2 years	Pandža Bajs (2015)
		M.2		Abu Dhabi could be again my next vacations place	
		M.3		I will recommend Abu Dhabi to others	
		M.4		The probability that , in the same situation, the tourist would choose or undertake the same trip.	

3.3.2 Formatting the Questionnaire

According to Mondada (2017), formatting the questionnaire refers to the way that the questionnaire survey is laid out and how information is organised and presented. The questionnaire in this study consisted of six main sections set out to establish a logical flow. The arrangement of the sections adopted the following

sequence, based on content: i) background and demographic information, ii) push and pull factors, iii) destination image, iv) satisfaction, v) political stability and vi) intention to re-visit.

The set-up of the survey was structured in a way that motivated the participants to complete the relatively lengthy questionnaire, whose six sections contained 62 items. As a warm-up, the participants were asked demographic questions related to their age, gender and region of origin. This demographic information does not require much effort. A well-formatted survey unquestionably helps the participants to complete the survey conveniently, which maximises the response rate, considered one of the critical criteria for generalising the results (Fanning, 2005; Henry et al., 2008).

The structural layout of the questionnaire consisted of a two-column table format. The left column indicated the selected variables and the related scale measurement items, while the right column offered the respondents a choice of five pre-coded responses with a neutral point of 'neither agree nor disagree'. The use of a Likert 5-point scale allowed the participants to indicate how far they agreed or disagreed with the given statements. Figure 15, as an example of the questionnaire structure, shows section three, which deals with the destination image factor. A copy of the full questionnaire survey is detailed inAppendix-1.

Third: Destination Image

The following statements explore the factors affecting destination image (impressions held by an individual or individuals regarding states they do not reside), indicate the level of agreement with each of the following statements.

1	2	3	4	5
Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**

I. Cognitive destination image (tangible):	To what extend does the cognitive factors affects destination image ?				
I.1 Availabilty of interesting Cultural/Historical Attractions in Abu Dhabi	1	2	3	4	5
I.2 Interesting and Friendly People living in Abu Dhabi	1	2	3	4	5
I.3 Unpolluted/Unspoiled Environment in Abu Dhabi	1	2	3	4	5
I.4 Good Value for Money paied to this trip	1	2	3	4	5
J. Affective destination image (intangible) :	To what extend does the affective factors affects destination image ?				
J.1 Abu Dhabi is pleasant	1	2	3	4	5
J.2 Abu Dhabi is relaxing	1	2	3	4	5
J.3 Abu Dhabi is exciting	1	2	3	4	5
J.4 Abu Dhabi is arousing	1	2	3	4	5

Figure 15: The Survey Questionnaire Format

3.3.3 Pre-testing the Questionnaire

According to Foley et al. (2017), pilot studies are reported only as a means of justifying the methods. This justification may refer to the overall research design, validity and reliability of the research tools. The proposed questionnaire structure and content were submitted to pilot testing to increase the reliability of the survey data. To achieve this, the researcher conducted a two-stage pilot study "pre-testing" the questionnaire to make sure that the survey participants could understand the measurement scale used in the study; it fell into stages as listed below.

- Stage 1: Selected academic researchers experienced in questionnaire design reviewed the proposed questionnaire structure and content to ensure that the survey would be understandable to the survey participants. The researcher

requested the reviewers of the questionnaire to kindly deliver their feedback

and recommendations for any improvements or comments where appropriate.

- Stage 2: The researcher held a two-hour meeting with a focus group of

  executives from the Abu Dhabi Tourism and Culture Authority (TCA Abu

  Dhabi) to discuss the selected instruments. This was to increase the chances of

  obtaining clear findings from the main study.

The outcome of the pilot study was that the necessary modifications to the

existing scales were made to ensure that the respondents would find them effective

(Van Teijlingen, Rennie, Hundley, & Graham, 2001); it was possible to assess the

clarity of instructions and add to, delete or slightly modify the existing scale to suit the

context of Abu Dhabi. Moreover, the questionnaire was initially written in English and

afterwards translated into Arabic by a qualified translator to secure the accuracy of

both the functional and idiomatic linguistic equivalence.

3.3.4 Mode of Distribution

For this study, a representative sample of international tourists above 18 years

old was considered the population of participants to target. According to Li, Kamel et

al. (2018), survey distribution tools allow researchers to reach their selected

participants easily. The approach of personal delivery known as Drop-off and Pick-up

(DOPU) has been shown to give better response rates than mail delivery or email

(Goetz Jr & Egbelu, 1990; Lovelock, Stiff, Cullwick, & Kaufman, 1976; Rahman,

Taghizadeh, Ramayah, & Alam, 2017; Rajagopalan, Heragu, & Taylor, 2004; Salib et

al., 2013; Steele et al., 2001; Stover & Stone, 1974; Welgama & Gibson, 1993). Cole

(2005) claims that using DOPU gives a better chance of meeting respondents face-to-

face; some studies reveal that the rate of return with DOPU has reached as high as 93%.

The researcher got permission from the ADTCA to conduct the research survey. This study adopted the DOPU approach to distributing the questionnaire in a hardcopy format to the targeted participants. Moreover, for the purpose of generalisation stratified sampling was considered, however, both simple random sampling and a self-administered questionnaire method were implemented in distributing the questionnaires at specific attractions locations in Abu Dhabi. With simple random sampling, every member of the population has an equal chance of being selected. The researcher selected seven destinations in Abu Dhabi City:

- Ferrari World in Abu Dhabi

- Sheikh Zayed Mosque

- Yas Marina Circuit and Yas Water World

- Louvre Abu Dhabi

- Malls located in Abu Dhabi

- Hotels located in Abu Dhabi

- Abu Dhabi Airport

3.4 Data Collection and Analytical Tools

3.4.1 Research Sample

The sample size is the number of volunteers participating in the study. The more the participants, the better the study is. Increasing the number of participants helps to reduce the risk of accidentally having extreme or biased, groups (Chow, Shao, Wang, & Lokhnygina, 2017). According to Liu Liu, Newell, and White (2018a), the sample

size plays a significant role in ensuring the quality of the statistical analysis, especially when researchers are interested in determining the correlation and defining that the empirical outcome of the hypothesis test is statistically significant.

In the researcher's experience, many recommendations are made regarding the appropriate way to calculate the best sample size (Pearson & Mundform, 2010). According to Aaker and Day (1986), the sample size can be determined on the basis of the sample size equation which is broadly accepted in social science research. The following equation can determine the sample size:

$$S = Z\sqrt{\frac{P(1-P)}{n}}\sqrt{\frac{N-n}{N-1}}$$

Where:
Z = Degree of required confidence (95%)
S = Sample error (5%)
P = Ration of population characteristics available in the sample (50%)
N = Population size
n = Sample size

If Aaker and Day's equation is applied, the initial sample size will be 90 questionnaires, which is a relatively small proportion of the total population of 4.4 million visitors to Abu Dhabi's attractions (see the detailed calculation in Appendix-2). Tabachnick and Fidell (2007) also refer to the number of independent variables in calculating sample size as a rule of thumb; the sample size should be higher than 50+ 8m, where m represents the number of independent variables. With eight independent variables, therefore, the results suggest a sample of 82 questionnaires.

Using Nunnally (1978a) also allows all twelve variables to be counted (all the independent and dependent ones included in the model). This technique recommends a sample size that is at least ten times the number of total variables, i.e. 120

questionnaires. Moreover, the result from calculating an effective size, desired statistical power level, number of latent variables, number of observed variables and probability level in the Soper (2017) online sample, shows that the recommended sample size is 88 questionnaires (see Figure 16).

Figure 16: Recommended Sample Size for the Present Study
(Soper, 2017)

Table 6: Calculated Sample Size According to the Previous Literature

No.	Research reference	Maximum Calculated Sample Size
1.	Tabachnick and Fidell (2007)	82
2.	Soper (2017)	88
3.	Aaker and Day (1986)	90
4.	Nunnally (1978a)	120

Above are shown some studies that calculate the optimal size of a survey sample; these informed the search for a suitable sample size for the present survey. As shown in Table 6, the maximum required sample size is 120 questionnaires, according to the previous literature. However, to increase the sample confidence and reduce sampling error, the sample size of this study was increased to a total of 450 questionnaires. The generalizability of a study depends on the representativeness of the response. Therefore, for this study, a large representative selection of international tourists above 18 years old became the targeted population.

3.4.2 Data Gathering

As stated earlier, the selected mode of distribution, which can guarantee a high response rate, was found to be sufficient in the questionnaire pre-testing. The researcher distributed the printed questionnaires to the targeted sample of 450 tourists in the seven locations, following the DOPU approach.

Given the multiple locations and permeation required for each location, the time allocated to completing the collection was extended to three months. In order to maintain high progress from the outset, an Excel sheet was created in the data gathering period to store the coded response. Transferring the collected data to the Excel worksheet enabled the data to be ready for further analysis using the Statistical Package for the Social Sciences (SPSS) software.

3.4.3 Data Analysis

According to Levitt, Motulsky et al. (2017), quantitative data analysis involves critical examination and interpretation of figures and numbers, which attempts to discover what lies behind the appearance of the main findings, in order to achieve the

aim and objectives of a study. Chapter 4 describes how the data screening was implemented to check the accuracy, missing data, the presence of outliers, verification of the distribution assumptions and testing of common method bias to ensure that the data was accurate, complete and suitability for a multivariate statistical analysis by SPSS software. Through detailed descriptive data analysis, the study was able to verify the representativeness of the collected sample, by distributing the participants according to their age, gender, qualifications, income, region, number of visits and source of information.

After the entry and recording processes had been completed, all the measures were purified by assessing their reliability and validity. In this study, Item-to-total correlation and coefficient alpha (Cronbach's alpha) were used to confirm the reliability of the scales. Exploratory Factor Analysis (EFA) followed, using principal components analysis with Varimax rotation to measure the validity and scale development for the variables included in this study.

Before testing the model, which considers all the dimensions together, it is important to highlight, from a methodological point of view, that individualized analyses of each of the dimensions were made in advance, in order to refine the items used in their measurement. Confirmatory Factor Analysis (CFA) was conducted (see Chapter Five) for the antecedents of the destination image followed by the consequences of the destination image. In addition, Convergent and Discriminant Validity tests were run to confirm the validity of the variables by validating the measurement model. Due to the large number of latent and measured variables and the complexity of the model, the researcher, to meet the study objectives, used Structural

Equation Modelling (SEM) to examine the causal relationships between the constructs of the model in order to meet study objectives.

3.5 Ethical Consideration

Ethical considerations in any research are critical. Many ethical factors should be considered in conducting any study, especially those related to rights, values, social principles, or individual convictions.

In general, this study was governed by the UAE University's Guidelines for conducting social research. Therefore, ethics clearance from the Social Sciences Research Ethics Committee was secured before the data collection began. A copy of the ethical approval is attached (see Appendix-3).

3.5.1 Voluntary Participation

Voluntary participation refers to a participant's decision whether or not to take part in the research study. If a participant decides not to participate in the research, it will not result in any loss of benefits to which s/he is entitled. Those tourists above the age of 18 years who were debating whether to spend a considerable amount of their time on completing the survey had to be clear that it might reduce the time they could spend in enjoying the attractions of Abu Dhabi.

A general description of the nature of the study, especially its purpose and benefits, was given to all the respondents in the present study. To ensure that the study complied with UAE University standards, the participants' consent was required at the beginning, in response to the cover letter that was distributed along with the questionnaire before proceeding with the survey. The statement that indicated the

participants' consent to participate in the survey was "I agree to participate in the study voluntarily" and this guaranteed its freely and completely voluntary character.

3.5.2 No Harm to Participants

Ethical standards also require that the researcher should not put tourists who were voluntarily participating in a situation where they might be at "risk of harm" as a result of their participation. Harm can cover both physical and psychological detriment. In this study, the adult participants were asked to answer questions that were straight, neutral and easy to answer (Fouché-Copley, Govender, & Khan, 2016). Furthermore, these tourists finalised their survey at their leisure without being subjected to peer or group pressure.

3.5.3 Anonymity and Confidentiality

Making participants' information "anonymous" means eliminating the contributors' names. However, a researcher needs to take more than this fundamental step to secure the participants' anonymity. According to Pezaro, Clyne, and Gerada (2018), other information can help to distinguish an individual, for instance, gender, age, region of origin, qualifications, company name, job title, length of service and monthly income. The more pieces of information that are introduced together, the easier it is to identify someone. Geographical information joined with the name of an organisation, can give away individual identity relatively quickly (Novak, 2014). Researchers should consider as many precautions as they can to secure anonymity and guarantee a realistic level of anonymity (Wiles, Crow, Heath, & Charles, 2008).

"Confidentiality" is defined as the protection provided for the collected data (Butler & Middleman, 2018). Since the purpose of examining the selected topic is

mainly to get access to private feelings, stories and concerns, researchers should be clear about the way in which the confidentiality of the collected information will be respected (Gibson, Benson, & Brand, 2013).

In this study, the participants were requested to answer multiple-choice questions relating their personal opinions about a destination's political stability. Therefore, several steps were followed to preserve robust confidentiality at all stages from selecting the sample to clearing the findings; this included obtaining permission from the required authority to distribute the survey. No participant's identity was disclosed under any conditions and the survey was kept anonymous in several ways to ensure honest responses, as listed below

a.   The survey did not require any identifying source of information such as full name, home address, or phone number; giving an email address was optional.

b.   Respondents returned the questionnaires in person or attached a personal email address, as specified in the survey cover sheet.

c.   In order to ensure confidentiality, all the hard copy collected responses were securely stored in a locked container while the electronic collection sheet was located in a dedicated folder in the personal computer of the researcher. Both sources of data were accessible to the researcher alone.

d.   Finally, the data collected was accurately analysed to clear the findings.

3.5.4 Avoiding Deception

According to Erat (2013) and Fogarty Fogarty (2018), deception occurs as the consequence of researchers providing false or inadequate information to participants to mislead them about the nature of the research. To safeguard against this, a cover

letter accompanied every questionnaire in order to introduce tourists who were willing to participate to the present academic study under the supervision of the UAE University. The letter contained details about the researcher's intention, his aim in conducting the study, the reasons for collecting the data and its anticipated use.

At the end of the survey, to thank them for their voluntary participation, the respondents could receive a copy of the study report, including a summary of the findings, if they provided their email address. Hence, no individual data would be disclosed, which would further guarantee confidentiality and the anonymity of the participants.

3.5.5 Providing the Right to Withdraw

The researcher informed the participants that "*they have the privilege and the right to stop participating in this research at any point*". Once the participants decided to pull out, they would not be pressurised or forced in any way to remain bound by the research process.

3.5.6 Data Analysis and Reporting

The ultimate goals of any social research are to search for facts and pursue unbiased reporting. Researchers should report any changes made to the collected data and provide details and justification for such changes. Moreover, researchers have an ethical obligation to deliver truthful observation and not to enforce assumptions or special interests through the data analysis. This study also highlighted the limitations as well as the unexpected adverse outcomes and tried to explain the reasons behind inconsistencies in the result as a reference for future studies.

3.6 Chapter Summary

The study followed quantitative methodologies: a questionnaire was compiled and pre-tested to ensure its effectiveness as perceived by the respondents. Both simple random sampling and a self-administered questionnaire were implemented in distributing questionnaires to international tourists at various attractions in Abu Dhabi according to the DOPU approach. Subsequently, responses were collected and analysed and the findings were compared with the hypotheses formulated in the literature review chapter.

Chapter 4: Purification of Measures and Descriptive Analysis

4.1 Introduction

This chapter is devoted to the analysis of the preliminary research findings. Firstly, the descriptive analysis of the sample demographics provides some qualitative insights to investigate, describe and discuss the data obtained in terms of value and contribution to the aims of the research. Secondly, it focuses on the purification and computation processes of the measuring instruments. In this process, Cronbach alpha is used as an indicator of reliability of the scale measurement and factor analysis was used to examine the validity of the measures. Results of the statistical analysis are used for further analysis in chapter 5 for hypothesis testing and to interpret the findings in the context of research aims.

It is important to note that this chapter (chapter 4) and the following chapter (chapter 5) are aimed specifically to present the statistical results from the analysis. Chapter 6 will interpret and discuss the implications and findings of chapter 4 and 5 within the context of the literature discussed in chapter 2. In other words, these two chapters (chapter 4 and chapter 5) are restricted to presentation and analysis of the collected data, without drawing general conclusions or comparing results to those of other researchers. The conclusion and recommendations of these results are discussed in the final chapter (chapter 6).

4.2 Data Screening

The data screening included checking for accuracy, missing data analysis, the presence of outliers, verification of the distribution assumptions and testing of common method bias to ensure that the data was accurate, complete and suitable for a

multivariate statistical analysis. Cleaning the data once they have been collected is an important step to take before starting the analysis (Tabachnick & Fidell, 2007). The first step in preparing our data for analysis was the process of data editing, coding and data entry to SPSS. First, the data were screened for any errors and omissions, to ensure that it reached the applicable quality standards. Next, the study variables were coded into a format suitable for the statistical Package for the Social Sciences (SPSS), version 25. Each variable was given a unique label. This step helped in setting up the computer software to analyse the data.

4.2.1 Missing Data

Missing data is a common problem in data analysis. The effect of the missing data depends in their pattern, size (the amount that is missing) and the underlying reason why they may be missing (Tabachnick & Fidell, 2007). There are many options for handling the missing data. First, the data may not be modified but left alone, especially if the missing values are small and non-random. Second, the missing values may be replaced. Finally, to delete the cases or variables affected. This is the recommended option the sample size is large and/or when the respondents have not answered all the questions in the survey. The deletion of variables with missing data is also recommended if these variables are not critical to the study (Tabachnick & Fidell, 2007). In the present study, 452 collected responses were checked and cleaned. There were 10 cases with many incomplete scale answers, while 6 cases had complete scale answers but incomplete demographic responses. The fully answered surveys with complete sets of demographic and scale answers numbered 436.

4.2.2 Outliers

According to Tabachnick and Fidell (2007), outliers are survey responses that have unusually high or low values that make them distinctly different from other responses for the same variable (univariate outliers). They could also be a unique combination of several responses that stand out from other responses across multiple variables, as in the case of multivariate analysis (multivariate outliers). Outliers can distort the results of a statistical analysis by increasing error variance, reducing the power of statistical tests and biasing estimates of substantive interest (Osborne & Overbay, 2004). There are two types of outlier, "univariate" and "multivariate". Univariate outliers represent cases with an extreme value in one variable, while multivariate outliers are cases with strange combinations of scores on two or more variables (Tabachnick & Fidell, 2007). Once the outliers are identified, there are many possible ways of dealing with them. One option is deletion. If there are few outliers, those values may simply be deleted. Moreover, we could delete the variable if the question is not well constructed or many outliers are found in this variable. As well as deletion, we may transform or change the value to the next highest/lowest non-outlier number. Transformation of the entire variable is also available as another way of dealing with outliers (Tabachnick & Fidell, 2007).

To check for the presence of univariate outliers in the data set, all the variables were first converted to standardized z-scores using the SPSS. For large datasets (N>80), Tabachnick and Fidell (2007) define potential univariate outliers as those data points with absolute z-score values in excess of 3.29. Based on this rule, the standardized variables were examined, and it was found that no exceeded the cut-off point of 3,29 (Hair et al., 2014).

To assess the presence of multivariate outliers, the analysis of Mahalanobis distance has been carried out using AMOS to identify any multivariate outliers within the data. Mahalanobis' distance is a metric for estimating how far each case is from the centre of all the variables' distributions (i.e. the centroid in multivariate space) (Mahalanobis, 1927). The Mahalanobis distance test has identified 30 cases that is having an outlier.

Table 7: Multivariate Outliers Test Results (Mahalanobis Distance Method)

Observation number	Mahalanobis d-squared	p
169	91.402	.000
170	90.281	.000
140	89.866	.000
208	89.442	.000
250	86.512	.000
128	85.845	.000
171	84.737	.000
268	83.227	.000
235	81.786	.000
238	81.163	.000
129	79.253	.000
311	78.901	.000
148	78.266	.000
310	78.046	.000
227	77.815	.000
25	75.894	.000
80	75.851	.000
366	74.321	.000
133	73.487	.000
150	72.355	.000
143	71.817	.000
172	71.594	.000
273	70.694	.000
221	70.453	.000
360	70.372	.000
215	69.057	.000
243	69.029	.000
274	68.851	.000
104	68.547	.000
13	67.969	.000

The Mahalanobis Distance was compared with Chi-Square distribution with degrees of freedom equal to the number of independent variables at a significance level of p<0.001. In total 30 cases were found to exhibit the presence of multivariate outliers (see Table 7). All 30 cases were removed to avoid any bias in the subsequent statistical analysis.

4.2.3 Normality

The normality assumption refers to the shape of the data distribution for each variable being bell-shaped. A skewness-kurtosis approach was adopted to test univariate normality for each variable (Byrne, 2016; Kline, 2005). Using SPSS 23.0, the statistical values of skew-ness and kurtosis were tested and found they were within their respective levels. As reported in Table 8, all the values given sup-port the normality of univariate distribution due to all values of skewness were recognised to be below their cut-off point of "3" as well as all values of kurtosis were found to be not more than "8" (Kline, 2005; West, Finch, & Curran, 1995).

Table 8 : Partial Display of Normality Test Results for all Variables

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
A.1	406	-.142	.121	-.372	.242
A.2	406	-.343	.121	-.052	.242
A.3	406	-.501	.121	.421	.242
A.4	406	-.449	.121	-.008	.242
A.5	406	-.262	.121	-.399	.242
B.1	406	.025	.121	-.467	.242
B.2	406	.063	.121	-.533	.242
B.3	406	-.365	.121	.173	.242
B.4	406	-.056	.121	-.153	.242
B.5	406	-.137	.121	-.304	.242
C.1	406	-.294	.121	.037	.242
C.2	405	-.752	.121	1.399	.242
C.3	406	-.866	.121	1.331	.242
C.4	406	-.442	.121	.394	.242
D.1	406	-.804	.121	.102	.242
D.2	406	-.666	.121	-.115	.242
D.3	406	-.632	.121	-.004	.242
D.4	406	-.503	.121	-.528	.242
G.1	406	-.080	.121	-.399	.242
G.2	406	-.091	.121	-.464	.242
G.3	406	-.148	.121	-.336	.242
G.4	406	-.165	.121	-.542	.242
H.1	406	-.216	.121	-.199	.242
H.2	406	-.387	.121	.104	.242
H.3	406	-.130	.121	-.518	.242
H.4	406	-.338	.121	-.075	.242
I.1	406	-.060	.121	-.241	.242
I.2	406	-.287	.121	.006	.242
I.3	406	-.251	.121	-.129	.242
I.4	406	-.239	.121	-.280	.242
J.1	406	-.097	.121	-.472	.242
J.2	406	-.377	.121	-.154	.242
J.3	406	-.447	.121	.119	.242
J.4	406	-.583	.121	.567	.242
K.1	406	-.283	.121	.141	.242
K.2	406	-.469	.121	.156	.242
K.3	406	-.644	.121	.356	.242
K.4	406	-.575	.121	.512	.242
L.1	406	-.926	.121	1.467	.242
L.2	406	-1.022	.121	1.753	.242
L.3	406	-.806	.121	1.252	.242
L.4	406	-.658	.121	.633	.242
M.1	406	-.314	.121	-.614	.242
M.2	406	-.504	.121	.289	.242
M.3	406	-.509	.121	-.027	.242
M.4	406	-.403	.121	-.374	.242
N.1	406	-.610	.121	-.738	.242
N.2	406	-.557	.121	-.661	.242
N.3	406	-1.009	.121	.572	.242
N.4	406	-.549	.121	-.669	.242
N.5	406	-.630	.121	-.399	.242
O.1	406	-.583	.121	.462	.242
O.2	406	-.732	.121	.826	.242
O.3	406	-.624	.121	.128	.242
O.4	406	-.407	.121	-.021	.242
Valid N (listwise)	405				

4.2.4 Common Method Bias

Common method bias is a variance that occurs because of the measurement method used, not because of the construct of interest. It is considered one source of the systematic measurement error which yielding conclusions from empirical results that are misleading about the relationship between measures of different constructs (Campbell & Fiske, 1959; Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). Common method bias can be attributed to many factors such as "having a common rater (i.e. obtaining the independent and dependent variables from the same rater or collecting them all according to the same method), a common measurement context, a common item context, or from the characteristics of the items themselves" (Podsakoff et al., 2003, p. 885).

To check for potential common method variance, Herman's Single-Factor Test was run. The program extracted one factor to check whether a single factor could account for than 50% of the variance. The results shown in Table 9 indicate that a single factor could only account for 32.407% of the variance, which is far less than the accepted threshold of 50% (Malhotra, Kim, & Patil, 2006). This confirms that the survey responses are free from significant common method bias and that it was acceptable to proceed with the model analysis.

Table 9: Results of Herman's Single-Factor Test for Common Method Bias

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	17.824	32.407	32.407	17.824	32.407	32.407
2	3.604	6.552	38.959			
3	3.188	5.797	44.755			
4	2.685	4.882	49.637			
5	2.473	4.496	54.133			
6	2.209	4.017	58.150			
7	1.829	3.325	61.476			
8	1.748	3.179	64.655			
9	1.535	2.791	67.446			
10	1.507	2.740	70.185			
11	1.325	2.409	72.595			
12	1.211	2.202	74.797			
13	1.044	1.898	76.695			

Extraction Method: Principal Component Analysis

4.3 Descriptive Analysis

This section provides general information about respondents. The aim is to provide a brief account of the profile of the study sample. Frequency analysis is used to distribute the participants according to the following characteristics:

- Age of respondent
- Gender
- Qualification
- Income
- Region
- Number of visits
- Source of Information about Abu Dhabi

4.3.1 Age

The first descriptive analysis begins with the age of respondents. In terms of age, nearly half of the respondents were less than 40 years old [47.8%], 34.0 % of the respondents aged between 40-49 years old, 13.3% were between 50-59 years old, and a few respondents [approximately 5 %] were more than 60 years old and 12.2% were less than 30 years old. This reflects the fact that most of the UAE citizens prefer the early retirement plan. Table 10 summarize the distribution of sample by age.

Table 10: Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-28 years	55	13.5	13.5	13.5
	29-39 years	139	34.2	34.2	47.8
	40-49 years	138	34.0	34.0	81.8
	50-60 years	54	13.3	13.3	95.1
	60 Years or more	20	4.9	4.9	100.0
	Total	406	100.0	100.0	

4.3.2 Gender

Table 11 shows that more than half of the respondents (57.6%) were males and 42.4% were females. This indicates that there is a balance between the males and females within the sample.

Table 11: Gender of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	234	57.6	57.6	57.6
	Femal	172	42.4	42.4	100.0
	Total	406	100.0	100.0	

4.3.3 Qualifications

Table 12 shows that more than half of the participants (53.2%) had earned bachelor's degrees. 91 participants (22.4%) received graduate's degrees. Approximately 15.3% of the survey participants (62 participants) received high School Diploma degrees, and only few participants received either Intermediate or Secondary degrees (9.1%).

Table 12: Respondents by Level of Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Intermediate	9	2.2	2.2	2.2
	Secondary	28	6.9	6.9	9.1
	Diploma	62	15.3	15.3	24.4
	Bachelor	216	53.2	53.2	77.6
	Postgraduate	91	22.4	22.4	100.0
	Total	406	100.0	100.0	

4.3.4 Income

With respect to the income level (Table 13), 10.1% of the respondents reported that their monthly household income was less than $1,000 per month; for 14.3%, it was between $1,000 and $1,999, for 16.3% it was between $2,000 and $2,999, for 20.2% it was between $3,000 and $5,000 and for 39.2% it was more than $5,000 per month.

Table 13: Respondents by Income

Monthly Income (in USDs)				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1000	41	10.1	10.1	10.1
	1000- 1999	58	14.3	14.3	24.4
	2000 – 2999	66	16.3	16.3	40.6
	3000 – 5000	82	20.2	20.2	60.8
	More than 5000	159	39.2	39.2	100.0
	Total	406	100.0	100.0	

4.3.5 Respondents by Region

In terms of the region, Table 14 show that 23.4% of the respondents are coming from the Middle East, 20.9% of participants were Asian (85 tourists), followed by the European Union nationals (16.3%) and South America nationals (11.1%). The remaining participants came from North America (4.9%), The Caribbean (1.5%), Africa (8.6%), Oceania (5.4%), Central America (2.5%) and Eastern Europe (5.4%). This distribution reflects the diversity of the respondents.

Table 14: Respondents by Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Middle East	95	23.4	23.4	23.4
	North America	20	4.9	4.9	28.3
	The Caribbean	6	1.5	1.5	29.8
	Africa	35	8.6	8.6	38.4
	South America	45	11.1	11.1	49.5
	Oceania	22	5.4	5.4	54.9
	Asia	85	20.9	20.9	75.9
	Central America	10	2.5	2.5	78.3
	European Union	66	16.3	16.3	94.6
	Eastern Europe	22	5.4	5.4	100.0
	Total	406	100.0	100.0	

4.3.6 Respondents by Number of Visit

In terms of number of visit, Table 15 shows that more than half of the respondents (56.2%) are visiting Abu Dhabi for at least two times. 178 respondents are visiting Abu Dhabi for the first time. This give indication that the re-visit rate is quite good and is good indication of the respondents' behavioural intention.

Table 15: Respondents by Number of Visit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	228	56.2	56.2	56.2
	Yes	178	43.8	43.8	100.0
	Total	406	100.0	100.0	

4.3.7 Source of Information about Abu Dhabi

When asked about the source of information about Abu Dhabi Table 16 shows that the highest means that is used to hear about Abu Dhabi was the Internet. This is normal since the Internet is classified now as the common way of getting information about different places and destinations. The second highest mean was Friends and Relatives (28.3%). This actually reflects the importance of the word of mouth as this lead to improving the intention to recommend a destination which is the main focus of this dissertation. TV still play an important role in getting information about different destinations as 49 respondents (12.1%) have got information about Abu Dhabi from the TV. Travel agency also plays an important role as 10.1% of the respondents have heard about Abu Dhabi from a travel agent. Newspapers and Magazines have been also mentioned as a source of information about Abu Dhabi (11.6%). Finally, very few (2.2%) of the respondents got their information about Abu Dhabi from Fairs and/or exhibitions. This is actually gives indication to the tourism planner in Abu Dhabi about

the way they should use to market Abu Dhabi as a tourist destination. The internet should be always used to give good information about Abu Dhabi. There should be also a planned promotional campaign utilizing the different social media as it has a very high traffic. Furthermore, Abu Dhabi Tourism Council should make sure that the tourists are given high quality service as the word of mouse play the second most important role in getting information about Abu Dhabi.

Table 16: Source of Information about Abu Dhabi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Internet	122	30.0	30.0	30.0
	TV	49	12.1	12.1	42.1
	Travel agency	41	10.1	10.1	52.2
	Newspaper	23	5.7	5.7	57.9
	Friends and relatives	115	28.3	28.3	86.2
	Fairs and/or exhibitions	9	2.2	2.2	88.4
	Magazines	24	5.9	5.9	94.3
	Books and guides	23	5.7	5.7	100.0
	Total	406	100.0	100.0	

4.4 Reliability Analysis

After the entry and recording processes had been completed, all the measures were purified by assessing their reliability and validity. There are a number of reasons for emphasising the reliability and validity of the measurements. One, a reliable and valid measuring instrument enhances the methodological rigour of the research; two, it permits a co-operative research effort and provides support for the triangulation of results; and three, it provides a more meaningful explanation of the phenomena that are being investigated (F. Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014).

In this study the reliability was measured using item-to-total correlation. The aim was to remove items if they had low correlation unless they represented an additional domain of interest. This method is considered the most common procedure used by researchers for guaranteeing the reliability of a multi-item scale (Crowther & Lancaster, 2012). The purpose of the item-to-total correlation measure is to determine the relationship of a particular item to the rest of the items in the same dimension. The process helps to ensure that the items making up the dimension share a common core (Crowther & Lancaster, 2012). In this purification process, each item to be retained for further analysis should have an item-to-total correlation score of 0.30 or above and would then be considered highly reliable (Cooper & Emory, 1995).

Additionally, the estimation of reliability was also made on the basis of the average correlation among items within a dimension, which is a matter of "internal consistency" (Nunnally & Bernstein, 1978). The basic formula for determining the reliability on the basis of this internal consistency is called the coefficient alpha (Cronbach's alpha). This technique has proved to be a good estimate of reliability in most research situations. Nunnally and Bernstein (1978) suggests that a reliability of 0.60 would be sufficient.

The following section reports the results of the reliability analyses which were conducted for all the measuring instruments in the questionnaire, namely; Local Attractions, Cultural Attractions, Facilities, Local Quality of life, Achievement, Exciting Adventure, Knowledge/ education, Escape, Political Stability, Destination Image, Tourist Satisfaction and Intention to Re-visit (Reliability Analysis). Computing the item-to-total correlation and also testing with coefficient alpha constitutes the process of analysing reliability. Item-to-total correlation and the Cronbach Alpha

coefficient are observed to be very popular in the field of social science research (Fershtman & Muller, 1986) .

All the items were found to have a high item-to-total correlation, above the acceptable level of 0.30. As shown in the last column of Table 17, the reliability coefficients ranged from 0.853 to 0.928 which were significantly higher than the acceptable level of 0.60 (Nunnally, 1978a). These results confirm that reliable scales were used. This study calculates the reliability for every single variable. Table 17 shows the reliability coefficient and item-total correlations for all the study constructs.

Table 17: Reliability Analysis for the Research Variables

Item Code	Item	Item-total correlation	Cronbach's Alpha
PULL DESTINATION ATTRIBUTES			
A	**Local Attractions**		**0.853**
A.1	Abu Dhabi has many interesting places to visit.	.686	
A.2	Abu Dhabi is a different and fascinating place to visit	.700	
A.3	Abu Dhabi has plenty of quality hotels	.638	
A.4	Abu Dhabi is a restful and relaxing place to visit	.639	
A.5	Abu Dhabi has important museums and art galleries.	.659	
	Cultural attractions		**0.910**
B.1	Abu Dhabi has many natural attractions.	.777	
B.2	Abu Dhabi offers a wide variety of outdoor activities.	.778	
B.3	Abu Dhabi's tourist information is good and readily available	.745	
B.4	Abu Dhabi has many cultural and historical sites.	.784	
B.5	Abu Dhabi has unique architectural styles	.777	
	Facilities		**0.858**
C.1	Abu Dhabi has well-appointed facilities	.674	
C.2	Signs and directions are clear Abu Dhabi.	.713	
C.3	Accessibility for those with disabilities is complete in Abu Dhabi.	.727	
C.4	Recreational activities in Abu Dhabi are highly compatible.	.701	

Table 17: Reliability Analysis for the Research Variables (Continued)

Item Code	Item	Item-total correlation	Cronbach's Alpha
	Local quality		**0.901**
D.1	Abu Dhabi standards of cleanliness are high.	.775	
D.2	Abu Dhabi has a high standard of living.	.821	
D.3	Shopping facilities are good in Abu Dhabi.	.770	
D.4	Abu Dhabi is technologically advanced.	.745	
	PUSH MOTIVATION FACTORS		
	Achievement		**0.887**
E.1	Meeting new people in Abu Dhabi	.717	
E.2	Going places friends have not been	.777	
E.3	Talking about the trip	.794	
E.4	Indulging in luxury	.722	
	Exciting Adventure		**0.908**
F.1	Finding thrills and excitement in Abu Dhabi	.799	
F.2	Being entertained and having fun in Abu Dhabi	.785	
F.3	Being daring and adventuresome in Abu Dhabi	.788	
F.4	Being free to act how I feel in Abu Dhabi	.800	
	Knowledge/ education		**0.909**
G.1	Learning new things or increasing knowledge.	.799	
G.2	Experiencing new/different	.785	
G.3	Seeing and experiencing a foreign destination	.788	
G.4	Visiting historical places	.800	
	Escape		**0.900**
H.1	Getting away from the demands at home.	.761	
H.2	Getting a change from a busy job	.785	
H.3	Feeling at home away from a home	.803	
H.4	Home Experiencing a simpler lifestyle	.767	
	DESTINATION IMAGE		
	Cognitive destination image		**0.878**
I.1	Interesting Cultural/Historical Attractions	.698	
I.2	Interesting and Friendly People	.778	
I.3	Unpolluted/Unspoiled Environment	.722	
I.4	Good Value for Money	.745	
	Affective destination image		**0.924**
J.1	Abu Dhabi is pleasant	.834	
J.2	Abu Dhabi is relaxing	.832	
J.3	Abu Dhabi is exciting	.843	
J.4	Abu Dhabi is arousing	.789	
	Political Stability		**0.913**
L.1	Political Stability is very important for me when I choose the destination I will Visit	.783	

Table 17: Reliability Analysis for the Research Variables (Continued)

Item Code	Item	Item-total correlation	Cronbach's Alpha
L.2	I consider the political stability of the destination I will visit	.831	
L.3	My family and friends will not be worried about my safety	.746	
L.4	The UAE proceedings will suffice in case of a terror attack (evacuation, treatment, etc.)	.773	
L.5	We will not be injured by terror attacks in Abu Dhabi	.753	
D	**CONSEQUENCES**		
	Tourist Satisfaction		**0.928**
K.1	My choice to travel to this destination was a wise one.	.778	
K.2	This destination fulfils my expectation	.859	
K.3	This experience is exactly what I needed.	.827	
K.4	I feel good about my decision to travel to this destination.	.864	
	Intension to Re-Visit		**0.905**
M.1	I intend to travel to Abu Dhabi sometime within the next 2 years	.806	
M.2	Abu Dhabi could be again my next vacation place	.805	
M.3	I will recommend Abu Dhabi to others	.758	
M.4	The probability that, in the same situation, the tourist would choose the same trip.	.781	

4.5 Validity Analysis

This section reports the test of measure validity and scale development for variables included in this study. A sequence of steps has been followed through the scale development process. It involves the use of exploratory factor analysis. This type of procedure was undertaken to sustain the reliability and validity of the data.

4.5.1 Push and Pull Factors

Based on the literature review, eight factors have been identified as antecedents of the destination image. These factors are Local Attractions, Cultural Attractions, Facilities, Local Quality of life, Achievement, Exciting Adventure, Knowledge/

education and Escape. To validate the constructs, the different items included have been submitted to the factor analysis. The results of our factor analysis are reported below.

Certain requirements need to be fulfilled before factor analysis can be successfully employed. One of the important requirements is to measure the variables by using interval scales. Using a 5-point Likert scale in the survey questionnaire fulfilled this requirement. A number of reasons account for this use of Likert scales. First, they communicate interval properties to the respondent, and therefore produce data that can be assumed to be interval scaled (Koed Madsen, 1989; Schertzer & Kernan, 1985). Second, in the tourism literature Likert scales are almost always treated as interval scales (see for example, Eid, 2015; Eid & El-Gohary, 2015; Eid & Elbanna, 2017).

Another important condition is that the sample size should be more than 100 since the researcher generally cannot use factor analysis with fewer than 50 observations (F. Hair Jr et al., 2014). This requirement has been also fulfilled because there were 406 tourists in this research. The results of the factor analysis tests are briefly discussed below:

4.5.1.1 Bartlett's Test of Sphericity

The 30 items representing the eight predictors (Push and Pull Factors) of the destination image have been submitted to the factor analysis. The results of Exploratory Factor Analysis (EFA) yielded an eight-factor solution that accounted for 74.917 % of the variance extracted. The result for Bartlett's Test of Sphericity (BTS) was large at 9713.438, and the associated significance value was very small (p=0.00).

This shows that the data were appropriate for factor analysis (Snedecor & William, 1989).

4.5.1.2 Kaiser-Meyer-Olkin Measure of Sampling Adequacy

The Kaiser-Meyer-Olkin (KMO) for measurement of sample adequacy (MSA) gives the computed KMO as 0.918, which is adequate, and above acceptable level (Snedecor & William, 1989) (see Table 18).

Table 18: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.918
Bartlett's Test of Sphericity	Approx. Chi-Square	9713.438
	df	561
	Sig.	.000

Source: Analysis of survey data

As the above requirements were met, the researcher concluded that factor analysis was appropriate for this data set so that the procedures for factor analysis could be performed.

4.5.1.3 Results of Principal Component Analysis Extraction Process

Factor extraction results using Principal Component Analysis (PCA) are given in Table 19. It should be noted that an eigenvalue of 1.0 is used as the benchmark in deciding the number of factors (F. Hair Jr et al., 2014).

Table 19: Principal Component Analysis Extraction Results

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.499	36.761	36.761	12.499	36.761	36.761	3.895	11.455	11.455
2	2.666	7.840	44.601	2.666	7.840	44.601	3.236	9.518	20.973
3	2.271	6.680	51.282	2.271	6.680	51.282	3.185	9.367	30.340
4	2.095	6.161	57.443	2.095	6.161	57.443	3.116	9.166	39.506
5	1.697	4.993	62.436	1.697	4.993	62.436	3.115	9.163	48.669
6	1.571	4.621	67.056	1.571	4.621	67.056	3.077	9.049	57.718
7	1.414	4.158	71.215	1.414	4.158	71.215	3.030	8.912	66.630
8	1.259	3.703	74.917	1.259	3.703	74.917	2.818	8.287	74.917

Extraction Method: Principal Component Analysis

4.5.1.4 Extraction Method: Principal Component Analysis

An initial (un-rotated) solution identified 30 items and eight factors with eigenvalues of more than one, accounting for 74.917 % of the variance (see Table 19). As Table 20 shows, all 30 items score communalities that range from 0.629 to 0.830. Therefore, it could be concluded that a degree of confidence in the factor solution has been achieved.

Table 20: Communalities

	Initial	Extraction
A.1	1.000	.713
A.2	1.000	.691
A.3	1.000	.649
A.4	1.000	.629
A.5	1.000	.647
B.1	1.000	.746
B.2	1.000	.749
B.3	1.000	.716
B.4	1.000	.763
B.5	1.000	.750
C.1	1.000	.669
C.2	1.000	.774
C.3	1.000	.741
C.4	1.000	.733
D.1	1.000	.782
D.2	1.000	.825
D.3	1.000	.757
D.4	1.000	.731
G.1	1.000	.698
G.2	1.000	.786
G.3	1.000	.803
G.4	1.000	.707
H.1	1.000	.784
H.2	1.000	.756
H.3	1.000	.785
H.4	1.000	.801
I.1	1.000	.819
I.2	1.000	.830
I.3	1.000	.777
I.4	1.000	.751
J.1	1.000	.763
J.2	1.000	.783
J.3	1.000	.805
J.4	1.000	.761

Extraction Method: Principal Component Analysis

4.5.1.5 Factor Rotation and Factor Loading

On being satisfied with the eight chosen factors, a loading of all the items within the eight factors was examined. The Varimax technique for rotated component analysis was used with a cut-off point for interpretation of the factors at 0.50 or greater (Snedecor & Cochran, 1989). The results are summarized in Table 21.

Table 21: Rotated Component Matrix[a]

	Component							
	1	2	3	4	5	6	7	8
A.1				.744				
A.2				.735				
A.3				.707				
A.4				.651				
A.5				.653				
B.1	.789							
B.2	.803							
B.3	.764							
B.4	.813							
B.5	.805							
C.1								.714
C.2								.815
C.3								.760
C.4								.724
D.1		.809						
D.2		.844						
D.3		.816						
D.4		.763						
G.1						.753		
G.2						.822		
G.3						.810		
G.4						.740		
H.1					.770			
H.2					.748			
H.3					.797			
H.4					.809			
I.1							.808	
I.2							.803	
I.3							.790	
I.4							.719	
J.1			.813					
J.2			.823					
J.3			.840					
J.4			.799					

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 7 iterations.

All items were loaded onto the expected factors for which they were designed.

Factor loadings were all higher than 0.60 so that each item loaded higher on its

associated construct than on any other construct. As suggested by Hair Jr, Hult, Ringle,

and Sarstedt (2016),a factor loading higher than 0.35 is considered statistically significant at an alpha level of 0.05. This is supported by the discriminant validity of the measurement.

4.5.1.6 Factor Naming and Interpretation Process

The interpretation of the eight-factor solution was accomplished by relating them to the theoretical concepts of tourism literature. The eight factors can be discussed as follows:

Factor 1 consists of five items and fits very well with the 'Cultural Attractions'. This factor comprises the following items (1) Abu Dhabi has many natural attractions, (2) Abu Dhabi offers a wide variety of outdoor activities, (3) Abu Dhabi's tourist information is good and readily available, (4) Abu Dhabi has many cultural and historical sites, and (5) Abu Dhabi has unique architectural styles. The values are closely grouped with the highest loading being 'Abu Dhabi has many cultural and historical sites' (.813) and the lowest loading "Abu Dhabi's tourist information is good and readily available" (0.764).

The second factor consists of four items. This factor represents the tourists' opinions regarding 'Local Quality of life'. It covers the following variables (1) Abu Dhabi standards of cleanliness are high, (2) Abu Dhabi has a high standard of living, (3) Shopping facilities are good in Abu Dhabi, and (4) Abu Dhabi is technologically advanced. The values are closely grouped with the highest loading being "Abu Dhabi has a high standard of living" (0.844) and the lowest loading ") Abu Dhabi is technologically advanced" (0.763).

The third factor consists of four items. This factor represents the tourists' opinions regarding 'Escape'. It covers the following variables (1) Getting away from the demands at home, (2) Getting a change from a busy job, (3) Feeling at home away from a home and (4) Home Experiencing a simpler lifestyle. The values are closely grouped with the highest loading being "Feeling at home away from a home" (0.840) and the lowest loading being "Home Experiencing a simpler lifestyle" (0.799).

The fourth factor consists of five items. This factor represents the tourists' opinions regarding 'Local Attractions'. It covers the following items (1) Abu Dhabi has many interesting places to visit, (2) Abu Dhabi is a different and fascinating place to visit, (3) Abu Dhabi has plenty of quality hotels, (4) Abu Dhabi is a restful and relaxing place to visit and (5) Abu Dhabi has important museums and art galleries. The values are closely grouped with the highest loading being "Abu Dhabi has many interesting places to visit" (0.744) and the lowest loading being "Abu Dhabi is a restful and relaxing place to visit" (0.651).

The fifth factor consists of four items. This factor represents the tourists' opinions regarding 'Exciting Adventure'. It covers the following variables (1) Finding thrills and excitement in Abu Dhabi, (2) Being entertained and having fun in Abu Dhabi, (3) Being daring and adventuresome in Abu Dhabi and (4) Being free to act how I feel in Abu Dhabi. The values are closely grouped with the highest loading being "Being free to act how I feel in Abu Dhabi" (0.809) and the lowest loading being "Being entertained and having fun in Abu Dhabi" (0.748).

The sixth factor consists of four items. This factor represents the tourists' opinions regarding 'Achievement'. It covers the following variables (1) Meeting new people in Abu Dhabi, (2) Going places friends have not been, (3) Talking about the

trip and (4) Indulging in luxury. The values are closely grouped with the highest loading being "Going places friends have not been" (0.822) and the lowest loading being "Indulging in luxury" (0.740).

The seventh factor consists of four items. This factor represents the tourists' opinions regarding 'Knowledge/ education'. It covers the following variables (1) Learning new things or increasing knowledge, (2) Experiencing new/different, (3) Seeing and experiencing a foreign destination and (4) Visiting historical places. The values are closely grouped with the highest loading being "Learning new things or increasing knowledge" (0.808) and the lowest loading being "Visiting historical places" (0.719).

Finally, the eighth factor consists of four items and fits very well with 'facilities. This factor comprises the following variables (1) Abu Dhabi has well-appointed facilities, (2) Signs and directions are clear Abu Dhabi, (3) Accessibility for those with disabilities is complete in Abu Dhabi, and (4) Recreational activities in Abu Dhabi are highly compatible. The values are closely grouped with the highest loading being "Signs and directions are clear Abu Dhabi" (0.815) and the lowest loading being "Abu Dhabi has well-appointed facilities" (0.714).

4.5.2 Consequences of Destination Image

Based on the literature review, five factors have been identified. Political Stability, Destination Image, Tourist Satisfaction and Intention to Re-visit. To validate the constructs, the different items included have been submitted to the factor analysis. The results of our factor analysis are reported below.

4.5.2.1 Bartlett's Test of Sphericity

The 21 items representing the political, destination image, tourist satisfaction and intention to re-visit have been submitted to the factor analysis. The results of Exploratory Factor Analysis (EFA) yielded a five-factor solution that accounted for 78.090 % of the variance extracted. The result for Bartlett's Test of Sphericity (BTS) was large at 6812.740, and the associated significance value was very small (p=0.00). This shows that the data were appropriate for factor analysis (Snedecor & Cochran, 1989).

4.5.2.2 Kaiser-Meyer-Olkin Measure of Sampling Adequacy

The Kaiser-Meyer-Olkin (KMO) for measurement of sample adequacy (MSA) gives the computed KMO as 0.894, which is adequate, and above acceptable level (Snedecor & Cochran, 1989) (see Table 22).

Table 22: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.894
Bartlett's Test of Sphericity	Approx. Chi-Square	6812.740
	df	210
	Sig.	.000

Source: Analysis of survey data

As the above requirements were met, the researcher concluded that factor analysis was appropriate for this data set so that the procedures for factor analysis could be performed.

4.5.2.3 Results of Principal Component Analysis Extraction Process

Factor extraction results using Principal Component Analysis (PCA) are given in Table 23. It should be noted that an eigenvalue of 1.0 is used as the benchmark in deciding the number of factors (Hair Jr et al., 2016).

Table 23: Principal Component Analysis Extraction Results

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.652	41.199	41.199	8.652	41.199	41.199	3.807	18.131	18.131
2	2.651	12.622	53.821	2.651	12.622	53.821	3.333	15.870	34.000
3	2.140	10.189	64.009	2.140	10.189	64.009	3.180	15.141	49.141
4	1.678	7.993	72.002	1.678	7.993	72.002	3.130	14.906	64.048
5	1.279	6.088	78.090	1.279	6.088	78.090	2.949	14.042	78.090

Extraction Method: Principal Component Analysis

4.5.2.4 Extraction Method: Principal Component Analysis

An initial (un-rotated) solution identified 21 items and five factors with eigenvalues of more than one, accounting for 78.090 % of the variance (see Table 4.23). As Table 24 shows, all 21 items score communalities that range from 0.698 to 0.860. Therefore, it could be concluded that a degree of confidence in the factor solution has been achieved.

Table 24**:** Communalities

	Initial	Extraction
K.1	1.000	.716
K.2	1.000	.777
K.3	1.000	.728
K.4	1.000	.748
L.1	1.000	.838
L.2	1.000	.835
L.3	1.000	.831
L.4	1.000	.773
M.1	1.000	.758
M.2	1.000	.856
M.3	1.000	.816
M.4	1.000	.860
N.1	1.000	.779
N.2	1.000	.826
N.3	1.000	.712
N.4	1.000	.724
N.5	1.000	.698
O.1	1.000	.797
O.2	1.000	.811
O.3	1.000	.740
O.4	1.000	.778

Extraction Method: Principal Component Analysis

4.5.2.5 Factor Rotation and Factor Loading

On being satisfied with the eight chosen factors, a loading of all the items within the eight factors was examined. The Varimax technique for rotated component analysis was used with a cut-off point for interpretation of the factors at 0.50 or greater (Snedecor & Cochran, 1989). The results are summarized in Table 25.

Table 25: Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
K.1					.791
K.2					.819
K.3					.760
K.4					.793
L.1		.889			
L.2		.883			
L.3		.872			
L.4		.831			
M.1			.768		
M.2			.836		
M.3			.808		
M.4			.845		
N.1	.852				
N.2	.879				
N.3	.801				
N.4	.810				
N.5	.781				
O.1				.826	
O.2				.820	
O.3				.771	
O.4				.822	

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 6 iterations.

All items were loaded onto the expected factors for which they were designed. Factor loadings were all higher than 0.60 so that each item loaded higher on its associated construct than on any other construct. As proposed by Hair Jr et al. (2016), a factor loading higher than 0.35 is considered statistically significant at an alpha level of 0.05. This is supported by the discriminant validity of the measurement.

4.5.2.6 Factor Naming and Interpretation Process

The interpretation of the five-factor solution was accomplished by relating them to the theoretical concepts of tourism and marketing literature. The five factors can be discussed as follows:

Factor 1 consists of five items and fits very well with the 'Political Stability'. This factor comprises the following items (1) Political Stability is very important for me when I choose the destination I will Visit, (2) I consider the political stability of the destination I will visit, (3) My family and friends will not be worried about my safety, (4) The UAE proceedings will suffice in case of a terror attack (evacuation, treatment, etc.), and (5) We will not be injured by terror attacks in Abu Dhabi. The values are closely grouped with the highest loading being ') I consider the political stability of the destination I will visit' (0.879) and the lowest loading "We will not be injured by terror attacks in Abu Dhabi" (0.781).

The second factor consists of four items. This factor represents the tourists' opinions regarding "Affective destination image". It covers the following variables (1) Abu Dhabi is pleasant, (2) Abu Dhabi is relaxing, (3Abu Dhabi is exciting, and (4) Abu Dhabi is arousing. The values are closely grouped with the highest loading being "Abu Dhabi is pleasant" (0.889) and the lowest loading "Abu Dhabi is arousing" (0.831).

The third factor consists of four items. This factor represents the tourists' opinions regarding 'Tourist Satisfaction'. It covers the following variables (1) My choice to travel to this destination was a wise one, (2) This destination fulfils my expectation, (3) This experience is exactly what I needed and (4) I feel good about my decision to travel to this destination. The values are closely grouped with the highest loading being "I feel good about my decision to travel to this destination" (0.845) and the lowest loading being "My choice to travel to this destination was a wise one" (0.768).

The fourth factor consists of four items. This factor represents the tourists' opinions regarding 'Intension to Re-Visit'. It covers the following items (1) I intend to travel to Abu Dhabi sometime within the next 2 years, (2) Abu Dhabi could be again my next vacation place, (3) I will recommend Abu Dhabi to others and (4) The probability that, in the same situation, the tourist would choose the same trip. The values are closely grouped with the highest loading being "I intend to travel to Abu Dhabi sometime within the next 2 years" (0.826) and the lowest loading being "I will recommend Abu Dhabi to others" (0.771).

Finally, the fifth factor consists of four items. This factor represents the tourists' opinions regarding 'Cognitive destination image'. It covers the following variables (1) Interesting Cultural/Historical Attractions, (2) Interesting and Friendly People, (3) Unpolluted/Unspoiled Environment and (4) Good Value for Money. The values are closely grouped with the highest loading being "Interesting and Friendly People" (0.819) and the lowest loading being "Unpolluted/Unspoiled Environment" (0.760).

4.6 Chapter Summary

This chapter emphasises the preliminary analysis of the collected data. This includes first, encoding, editing and entering the data into SPSS. This is followed by the reliability and validity tests, which covers all the research constructs to find the extent to which the measurements are reliable and valid. Item-to-total correlation was calculated for each variable. As shown in Table 26, all variables have an acceptable reliability values ranged from 0.853 to 0.928, which was significantly higher than the acceptable level of 0.60 (Nunnally, 1978b) and therefore, acceptable for further analysis.

Table 26 presents a summary of the reliability analysis of the main constructs in this study. Then, content and construct validity were discussed. The reliability and validity analyses show that our measures are both reliable and valid. Lastly, the study examined the general descriptive analysis of the respondents' profile and their response distribution. In addition, some initial interpretations are also put forward as a start for the data analysis process.

Table 26: Reliability Analysis of Main Constructs in the Study

Basic Constructs	Total Number of Items	Item-Total Correlation	Cronbach Alpha
Local Attractions	5	.543	0.853
Cultural attractions	5	.555	0.910
Facilities	4	.582	0.858
Local quality	4	.564	0.901
Achievement	4	.473	0.887
Exciting Adventure	4	.633	0.908
Knowledge/ education	4	.640	0.909
Escape	4	.554	0.900
Cognitive destination image	4	.635	0.878
Affective destination image	4	.548	0.924
Political Stability	5	.545	0.913
Tourist Satisfaction	4	.665	0.928
Intension to Re-Visit	4	.637	0.905

Next chapter, different statistical techniques will be used to explore the relationships between destination image antecedents and consequences and test the study model and hypotheses.

Chapter 5: Model and Hypotheses Testing

5.1 Introduction

The previous chapter has purified and validated the data that was obtained from the field study survey and has introduced an exploratory analysis of different aspects of Destination Image in the case of Abu Dhabi. This chapter describes the second and main phase of the data analysis, namely, hypotheses testing. SPSS/AMOS version 25 was used to analyze the data. As discussed in chapter one, the aim of the thesis is to build an integrated model that can empirically examine the relation between push & pull factors, destination image, satisfaction and intention to re-visit in Abu Dhabi context. Furthermore, the model will assess the role of political stability in the formulation of the destination image. Therefore, as explained in chapter 1, this research attempts to address three main questions. First, to find out the antecedents that lead to creating successful destination image. Second, to find out the effect of the political stability on the formation of Abu Dhabi image. Third, to examine the results and consequences of creating a successful destination image. Chapter 4 contributed partially to the answer of the previous questions; while this chapter also contributes to the full answer of the three questions.

5.2 Measurement Models

It is important to indicate that, as recommended by Anderson and Gerbing (1988), before testing the full latent model, an Exploratory Factor Analysis (EFA) was conducted in chapter four using principal components analysis with Varimax rotation. For the antecedents of destination image, the results of Exploratory Factor Analysis (EFA) yielded an eight-factor solution that accounted for 74.917 % of the variance extracted (chapter 4). For the consequences of destination image, the results of

Exploratory Factor Analysis (EFA) yielded a five-factor solution that accounted for 78.090 % of the variance extracted (chapter 4). All items loaded highly on their intended constructs.

5.2.1 Confirmatory Factor Analysis (CFA)

Before testing the model, which considers all the dimensions together, it is important to highlight, from a methodological point of view, that individualized analyses of each of the dimensions were made (the measurement model), in order to carry out a prior refinement of the items used in their measurement. Having established the different measures, a confirmatory factor analysis (CFA) was conducted. This research used both a structural model (which includes all the constructs in one model) and a measurement model (in which each construct has a separate model) (Hair Jr et al., 2016). Having established the eight dimensions of the antecedents of destination image, a confirmatory factor analysis (CFA) was conducted.

5.2.1.1 Confirmatory Factor Analysis for Destination Image Antecedents

The results, shown in Table 27, support the proposed eight-factor solution, comprising Local Attractions, Cultural Attractions, Facilities, Local Quality of life, Achievement, Exciting Adventure, Knowledge/ education and Escape.
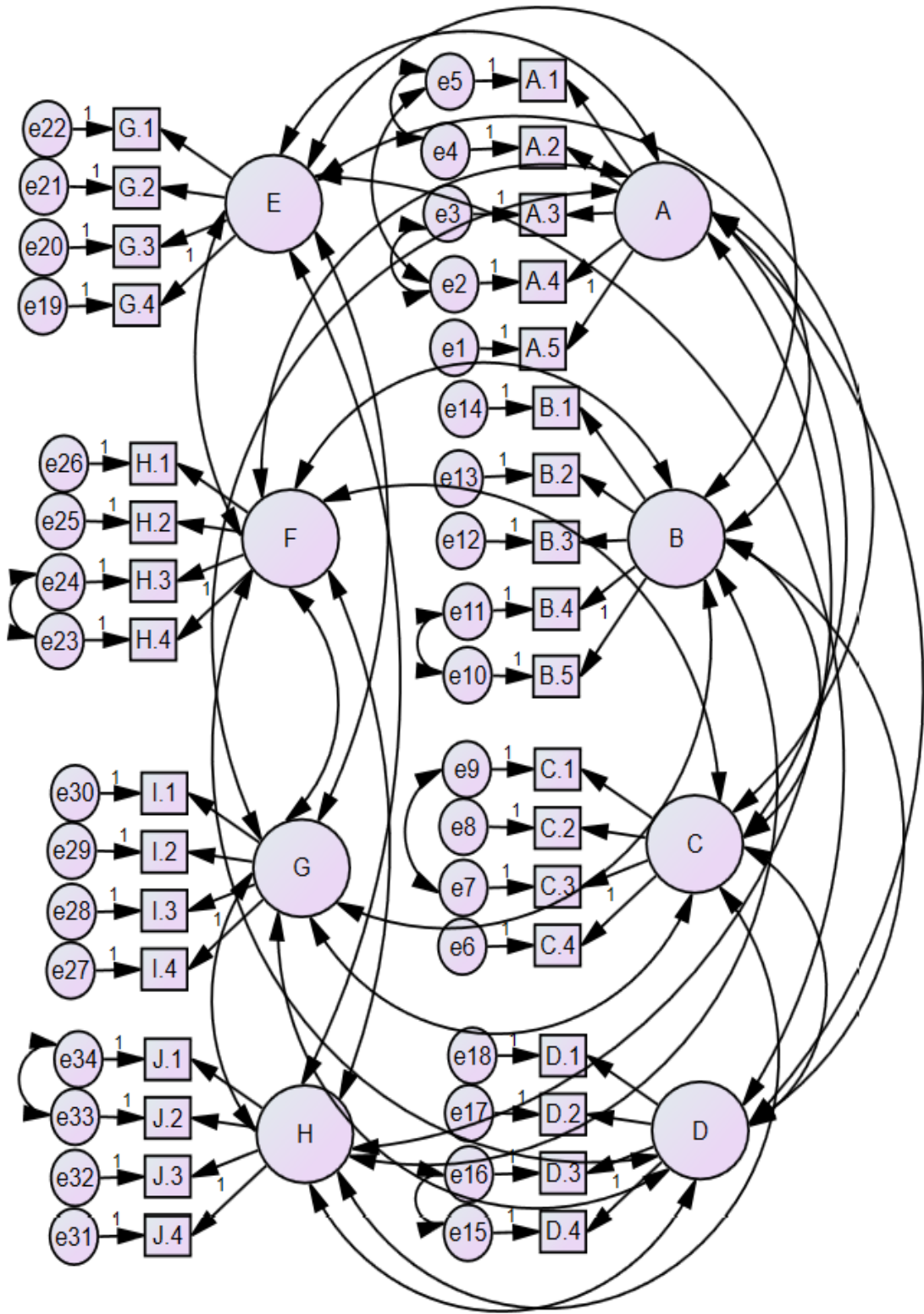
Figure 17: The Main and Sub-Constructs of Destination Image Antecedents

Confirmatory factor analysis (CFA) was conducted to verify the theorized construct of the observed variables namely the main antecedents (Push & Pull) of destination image and its 8 sub-constructs namely: Local Attractions, Cultural Attractions, Facilities, Local Quality of life, Achievement, Exciting Adventure, Knowledge/ education and Escape SPSS AMOS is used to carry out the confirmatory factor analysis. Figure 17 shows the main antecedents (Push & Pull) of destination image.

It was decided that item with factor loading and R2 less than 0.5 will be excluded. All the factor loadings on the main and sub-constructs are high. All the factor loadings and R2 are reasonably high. The results of the measurement model which are the indicators of the latent variable Bian (2011) of Figure 17 are shown in Table 27. All the factor loadings are sufficiently high and the high values of Cronbach's Alpha, Composite Reliability (CR) and Average Variance Extracted (AVE) also reflect high internal consistency and reliability of the main construct and all the sub-constructs.

Table 27: The Fitness Indices for Destination Image Antecedents

Statistic	Index value Obtained	Suggested Acceptable Level
Chi-square significance	0.00	> 0.01
CMIN/DF	1.896	<3
GFI	0.878	> 0.90
AGFI	0.852	> 0.80
TLI	0.947	>0.95
CFI	0.953	>0.90
RMSEA	0.047	<0.10

The fitness indices are listed in Table 27. Chi-square significance =0.00 which is significant and reflect a goodness of fit of the suggested measurement model. Furthermore, although the GFI is lower that the cut- off point of 0.90, the other indices show also that the model has a good fit and aligned with the suggested statistic proposed experts(Bentler, 1990; Hoyle, 1995; Jöreskog & Sörbom, 1982) such as Adjusted goodness-of-fit indices (GFI) for model show the AGFI=0.852 ($\geq$0.80), the Comparative fit index (CFI) =0.953 ($\geq$0.90), the CMIN/DF=1.896 (<3), RMSEA =0.047 (<0.10) and TLI=0.97 (>0.95).

Both Cronbach's Alpha and the Composite Reliability Index can take any value between 0 and 1, with values between 0.7 and 0.9 considered as satisfactory (Hair Jr et al., 2016). Table 28 gives a summary of values for Cronbach's Alpha, the Composite Reliability Index and Average Variance extracted for all the model constructs. The values suggest that all the measurement constructs are both valid and reliable and can be used for path analysis.

Table 28: Destination Image Antecedents Confirmatory Factor Analysis Results

Construct	Scale	Factor Loading	Cronbach's Alpha	CR	AVE
Local Attractions	A.1	.756	**0.853**	**0.842**	**0.717**
	A.2	.693			
	A.3	.652			
	A.4	.745			
	A.5	.743			
Cultural attractions	B.1	.794	**0.910**	**0.907**	**0.812**
	B.2	.800			
	B.3	.793			
	B.4	.836			
	B.5	.838			
Facilities	C.1	.771	**0.858**	**0.875**	**0.797**
	C.2	.858			
	C.3	.771			
	C.4	.790			
Local quality	D.1	.754	**0.901**	**0.883**	**0.823**
	D.2	.771			
	D.3	.905			
	D.4	.864			
Achievements	E.1	.785	**0.887**	**0.883**	**0.814**
	E.2	.864			
	E.3	.837			
	E.4	.773			
Exciting Adventure	F.1	.809	**0.908**	**0.902**	**0.833**
	F.2	.793			
	F.3	.858			
	F.4	.875			
Knowledge/ education	G.1	.809	**0.909**	**0.910**	**0.846**
	G.2	.816			
	G.3	.886			
	G.4	.873			
Escape	H.1	.847	**0.900**	**0.894**	**0.823**
	H.2	.877			
	H.3	.799			
	H.4	.769			

5.2.1.2 Confirmatory Factor Analysis for the Destination Image Consequences

Similarly, Confirmatory Factor Analysis (CFA) was conducted to verify the theorized construct of the observed variables of political stability, destination image and its 2 sub-constructs namely: cognitive destination image and Affective destination image, tourist satisfaction and intention to re-visit. Figure 18 shows the main construct. The results, shown in Table 29, support the proposed five-factor solution, comprising the political stability, cognitive destination image and affective destination image, tourist satisfaction and intention to re-visit.
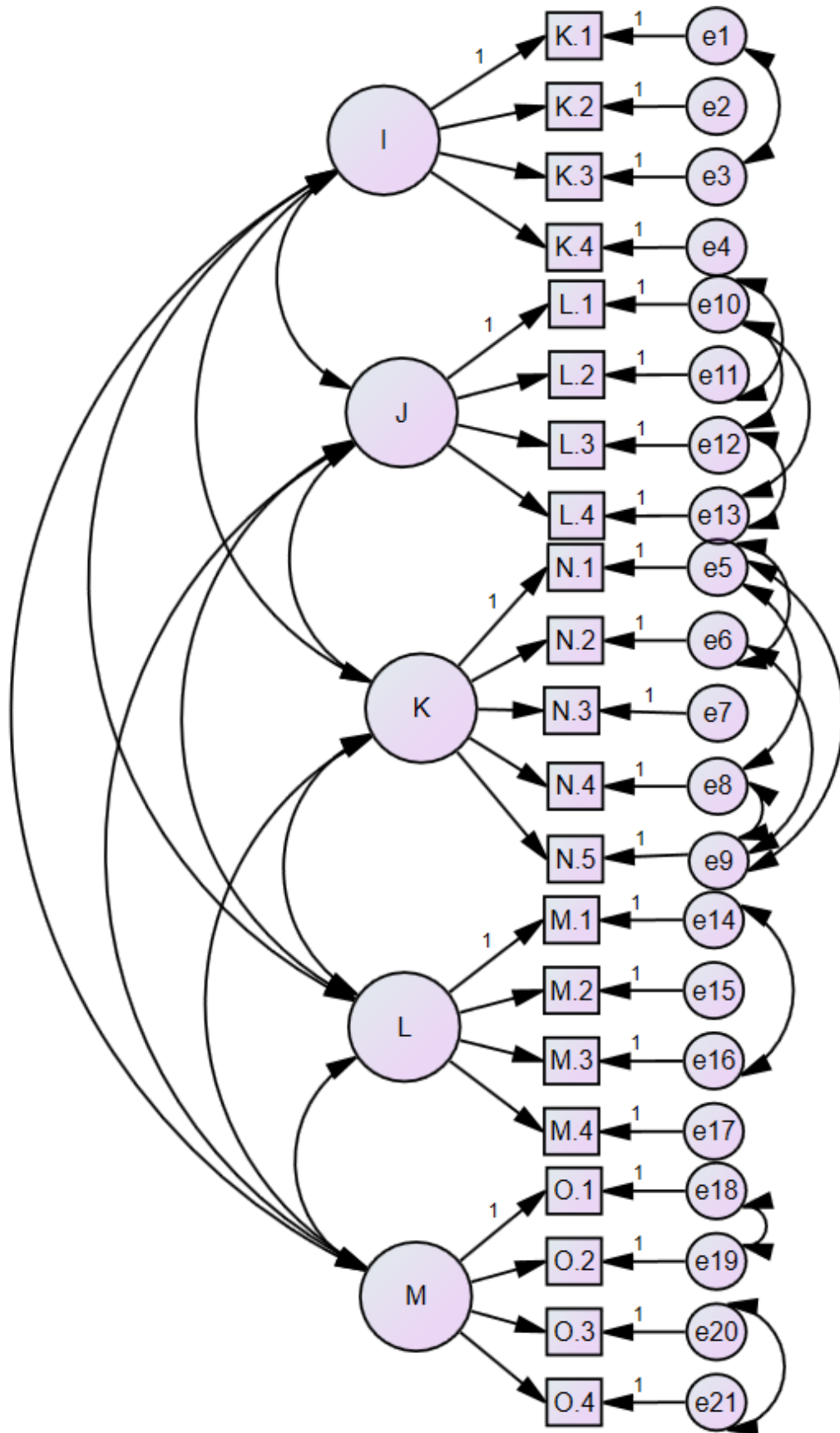
Figure 18: Political Stability, Destination Image and Consequences

As it was the case with the components of the destination image antecedents, it was decided that item with factor loading and R^2 less than 0.5 will be excluded. All the factor loadings on the main and sub-constructs are high. All the factor loadings and R^2 are reasonably high. The results of the measurement model which are the indicators of the latent variable Bian (2011) of Figure 18 are shown in Table 29 and Table 30. All the factor loadings are sufficiently high and the high values of Cronbach's Alpha, Composite Reliability (CR) and Average Variance Extracted (AVE) also reflect high internal consistency and reliability of the main construct and all the sub-constructs.

Table 29: The Fitness Indices for the Political Stability, Destination Image and Consequences

Statistic	Index value Obtained	Suggested Acceptable Level
Chi-square significance	0.000	> 0.05
CMIN/DF	1.961	<3
GFI	0.929	> 0.90
AGFI	0.901	> 0.80
TLI	0.970	>0.95
CFI	0.976	>0.90
RMSEA	0.049	<0.10

The fitness indices are listed in Table 29 Although Chi-square significance =0.000 the other indices show that the model has a good fit and aligned with the suggested statistic proposed by Bentler (1990) ,Hoyle (1995) and Jöreskog and Sörbom (1982) such as goodness-of-fit indices (GFI) for model show the GFI=0.929 ($\geq$0.90), the Comparative fit index (CFI) =0.976 ($\geq$0.90), the CMIN/DF=1.961 (<3), Adjusted goodness-of-fit index (AGFI) =0.901 ($\geq$0.80) and TLI=0.970 (>0.95).

Table 30: Political Stability, Destination Image and Consequences

Construct	Scale	Factor Loading	Cronbach's Alpha	CR	AVE
Cognitive destination image	I.1	.799	**0.878**	**0.888**	**0.815**
	I.2	.829			
	I.3	.839			
	I.4	.792			
Affective destination image	J.1	.775	**0.924**	**0.904**	**0.836**
	J.2	.815			
	J.3	.911			
	J.4	.843			
Political Stability	K.1	.808	**0.913**	**0.909**	**0.816**
	K.2	.839			
	K.3	.796			
	K.4	.816			
	K.5	.823			
Tourist Satisfaction	L.1	.840	**0.928**	**0.932**	**0.880**
	L.2	.892			
	L.3	.893			
	L.4	.896			
Intension to Re-Visit	M.1	.832	**0.905**	**0.898**	**0.829**
	M.2	.838			
	M.3	.818			
	M.4	.831			

5.2.2 Convergent Validity Analysis

Convergent validity describes the extent to which items of a specific dimension or construct converge or share a high proportion of variance (Hair Jr et al., 2016). Convergent validity can be evaluated by three criteria (Čater & Čater, 2010; Fornell & Larcker, 1981; Hair Jr et al., 2016; Hooper, Coughlan, & Mullen, 2008; Liang & Wen-Hung, 2004). Firstly, factor loading for an item is at least 0.6 and significant. Secondly, construct reliability is a minimum of 0.60 (See Table 30). Finally, average variance extracted (AVE) for a construct is larger than 0.5. Table 31 summarizes the results of the convergent validity analysis. Note that all of the scales had an acceptable convergent validity.

Table 31: Convergent Validity Results

Constructs	Composite Reliability	AVE
Local Attractions	0.842	0.717
Cultural Attractions	0.907	0.812
Facilities	0.875	0.797
Local Quality	0.883	0.823
Achievement	0.883	0.814
Exciting Adventure	0.902	0.833
Knowledge/ education	0.910	0.846
Escape	0.894	0.823
Political Stability	0.909	0.816
Destination Image	0.896	0.825
Tourist Satisfaction	0.932	0.880
Intention to Re-Visit	0.898	0.829

5.2.3 Discriminant Validity Analysis

Discriminant validity is the distinctiveness of two conceptually similar constructs (Hair Jr et al., 2016). This indicates that each construct should share more variance with its items than it shares with other constructs. Discriminant validity is present when the variances extracted by the constructs (AVE) from each construct are greater than the correlations. As seen in Table 32, all latent constructs had the squared root of AVE higher than their inter-correlation estimates with other corresponding constructs (the factor scores as single item indicators were used to calculate the between-constructs correlations); this implied that the constructs were empirically distinct (Fornell & Larcker, 1981). For example, Local Attractions' squared root of AVE is 0.846 is greater than any squared correlation among the other constructs, i.e. 0.422, 0.393, 0.297, 0.353, 0.335, 0.411, 0.589, 0.248, 0.425. 0.335 and 0.402 which means that Local Attractions as a construct is empirically distinct.

Table 32: Discriminant Validity Results

					Correlations							
	LA	CA	F	LQL	ACH	EXC	KNO	ESC	PS	DI	CS	IR
LA	**.846**											
CA	.422**	**.901**										
F	.393**	.466**	**0.892**									
LQL	.297**	.329**	.437**	**0.907**								
ACH	.353**	.296**	.403**	.296**	**0.902**							
EXC	.335**	.406**	.373**	.458**	.421**	**0.912**						
KNO	.411**	.451**	.391**	.356**	.433**	.511**	**0.919**					
ESC	.589**	.325**	.316**	.377**	.277**	.485**	.423**	**0.907**				
PS	.248**	.296**	.298**	.363**	.176**	.294**	.365**	.312**	**0.903**			
DI	.425**	.431**	.487**	.505**	.353**	.516**	.505**	.522**	.455**	**0.908**		
CS	.335**	.374**	.341**	.413**	.304**	.396**	.426**	.396**	.558**	.652**	**0.938**	
IR	.402**	.375**	.401**	.346**	.242**	.361**	.425**	.316**	.710**	.516**	.642**	**0.910**
Coefficient Alpha	.873	.860	.851	.871	.850	.855	.948	.956	.927	.883		

** Correlation is significant at the 0.01 level (2-tailed); ns Correlation is insignificant.
Note: Diagonal values (in bold) are squared roots of AVE; off-diagonal values are the estimates of inter-correlation between the latent constructs.

5.3 Hypotheses Testing

The data were analyzed using path analysis, which is a multivariate analytical methodology for empirically examining sets of relationships in the form of linear causal models (Duncan, 1966; Li, 1975). The aim of Path analysis is to examine the direct and indirect effects of each hypothesis on the basis of knowledge and theoretical constructs (Craig A. Wendorf, 2004). Path analysis does not establish causal relations with certainty, but is used for quantitative interpretations of potential causal relationships (Borchgrevink & Boster, 1998). A path diagram represents the proposed antecedents and consequents among the variables in the model. Arrows are used to symbolize the hypothesized relationships and the direction of the influence in the model. When specifying a path model, a distinction is drawn between exogenous variables and endogenous variables. Exogenous variables influence is outside the

model and endogenous variables have influence within the model. In this case, destination image antecedents are treated as the sole exogenous variables, and destination image consequences are the endogenous variables.

In the study research model, the proposed structural model that reflects the relationships between the variables. The value of the path coefficient associated with each path represents the strength of each linear influence. The structural equation-modelling package, AMOS, has been used to test the hypotheses developed in the model. The researcher used the factor scores as single item indicators and performed a path analysis, applying the Maximum Likelihood Estimates (MLE) method, following the guidelines suggested by Jöreskog and Sörbom (1982).

5.3.1 Structural-Model Testing

Finally, given that the purpose of the study was to test the hypothesized causal relationships among the constructs of the model, the structural equation-modeling package, AMOS 23 has been used. The factor means were employed as single item indicators to perform path analysis, applying the maximum likelihood estimates (MLE) method, following the guidelines suggested by Jöreskog and Sörbom (1982). A more detailed analysis of the results and measures for model fit is reported in Table 33.

To apply the MLE method for estimating the model, the constructs must satisfy the criterion of multivariate normality (Bagozzi & Yi, 1988). Therefore, for all the constructs, tests of normality, i.e. skewness, kurtosis, (Bagozzi & Yi, 1988), were conducted. Table 5-7 indicated no departure from normality as most of the results are close to one (i.e. +/- 1) (Bagozzi & Yi, 1988). Thus, once normality was confirmed for

all the constructs, it was decided to proceed with the use of the maximum likelihood estimation (MLE) method to estimate the model. The reliability of the constructs was assessed by item-to-total correlations and Cronbach's alpha reliability coefficient (see Chapter 4) (Nunnally & Bernstein, 1978).

Furthermore, as discussed in chapter 4, to assess the presence of multivariate outliers, the analysis of Mahalanobis distance has been carried out using AMOS to identify any multivariate outliers within the data. Mahalanobis' distance is a metric for estimating how far each case is from the center of all the variables' distributions (i.e. the centroid in multivariate space) (Mahalanobis, 1925). The Mahalanobis distance test has identified 30 cases that is having an outlier.

The Mahalanobis Distance was compared with Chi-Square distribution with degrees of freedom equal to the number of independent variables at a significance level of $p<0.001$. In total 30 cases were found to exhibit the presence of multivariate outliers (see Table 33). All 30 cases were removed to avoid any bias in the subsequent statistical analysis.

Table 33: Assessment of Normality

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Local Attractions	406	3.9655	.72268	-.343	.121	-.052	.242
Cultural Attractions	406	3.5842	.69534	-.228	.121	-.088	.242
Facilities	406	4.1188	.59099	-.623	.121	.955	.242
Local Quality	406	4.1927	.69585	-.656	.121	.101	.242
Achievement	406	3.8941	.69290	-.080	.121	-.399	.242
Exciting Adventure	406	3.8417	.68857	-.508	.121	.360	.242
Knowledge/ education	406	3.7894	.68425	-.210	.121	-.057	.242
Escape	406	3.9138	.68535	-.323	.121	-.007	.242
Political Stability	406	4.2759	.64414	-.516	.121	-.619	.242
Destination Image	406	4.0563	.55807	-.915	.121	1.554	.242
Tourist Satisfaction	406	4.1543	.59116	-.493	.121	-.243	.242
Intention to Re-Visit	406	4.1847	.65553	-.532	.121	-.246	.242
Valid N (listwise)	406						

The current study model explains 57.3% for the Intention to Re-Visit, 51.1 % for Tourist satisfaction and 51.9 % for the Tourist Satisfaction which indicates that it has a stronger prediction capacity. The results of testing hypotheses from H1 to H14 using MLE-SEM approach were illustrated in Figure 19.
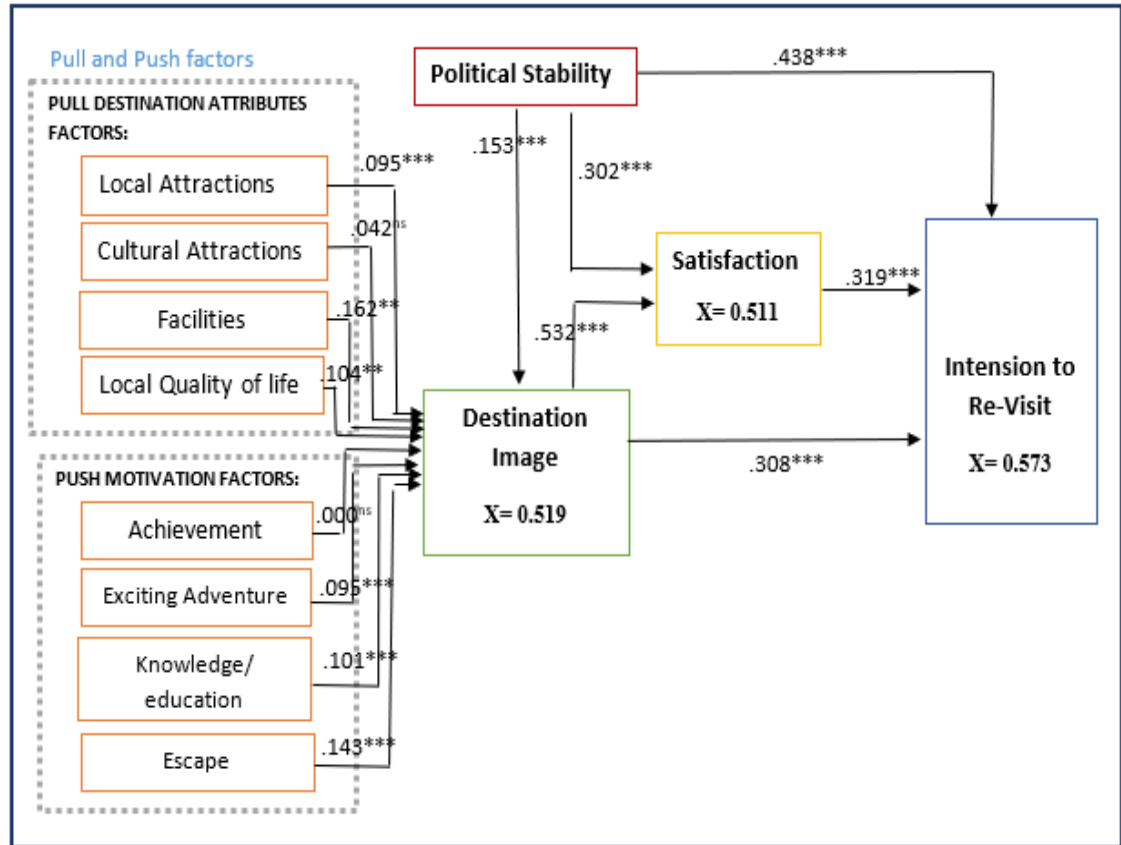
Figure 19: Tested Model

Since there is no definitive standard of fit, a variety of indices is provided along with suggested guidelines. The X2 test was not statistically significant at 1% level (probability level= 0.024), which indicated an adequate fit. The other fit indices, together with the squared multiple correlations, indicate a good overall fit with the data (GFI = .985, CFI = .988, AGFI=0.922, NFI = .981, RMSEA = .062, RMR=0.036) (Table 34). Since these indices confirm that the overall fit of the model to the data was good, it was concluded that the structural model was an appropriate basis for hypothesis testing.

Table 34: Standardized Regression Weights

Predictor variables	Criterion Variables	Hypothesized relationship	Standardized coefficient	R^{2a}
Local Attractions	Destination Image	H1	0.095***	0.519
Cultural Attractions	Destination Image	H2	0.042 ns	
Facilities	Destination Image	H3	0.162***	
Local Quality	Destination Image	H4	0.104 ***	
Achievement	Destination Image	H5	0.000 ns	
Exciting Adventure	Destination Image	H6	0.095***	
Knowledge/ education	Destination Image	H7	0.101***	
Escape	Destination Image	H8	0.143***	
Political Stability	Destination Image	H9	0.153***	
Destination Image	Tourist Satisfaction	H10	0.532***	0.511
Political Stability	Tourist Satisfaction	H11	0.302***	
Destination Image	Intention to Re-Visit	H12	0.308***	0.573
Political Stability	Intention to Re-Visit	H13	0.438***	
Tourist Satisfaction	Intention to Re-Visit	H14	0.319***	
Statistic			Suggested	Obtained
Chi-Square Significance			≥0.01	0.024
Goodness-of-fit index (GFI)			≥0.90	0.985
Adjusted Goodness-of-fit index (AGFI)			≥0.80	0.922
Comparative fit index (CFI)			≥0.90	0.988
Normed Fit Index (NFI)			≥0.90	0.981
Root Mean Square Residual (RMR)			≤0.05	0.009
Root mean square residual (RMSEA)			≤0.10	0.0962

***$P<0.01$, ns is not significant

The causal effects of political stability and destination image on a tourist's intention to re-visit may be direct or indirect (i.e., mediated via the effect of tourist satisfaction), or both; in this case, the total causal effects were calculated. More specifically, the indirect effects are the multiplicative sum of the standardized path coefficients. The total effects are the sum of the direct effect and all the indirect effects. Table 35 shows the direct, indirect and total effects of the suggested factors.

To test the 14 hypotheses, a structural model was used. The results give support to most of the hypotheses. Table 35 shows the estimated standardized parameters for the causal paths. First, apart from the hypotheses of the cultural attractions (H2) (Standardized Estimate=0.042, P > 0.10) and Achievements (H5) (Standardized

Estimate=0.000, P > 0.10) that have been rejected, Hypotheses 1, 3, 4, 6, 7 and 8 were supported, they were accepted. Therefore, the suggested factor positively affects the destination image, namely local attractions (H1) (Standardized Estimate=0.095, P< 0.01), Facilities (H3) (Standardized Estimate=0.162, P< 0.01), local quality of life (H4) (Standardized Estimate=0.104, P< 0.01), Exciting Adventure (H6) (Standardized Estimate=0.095, P< 0.01), Knowledge/ education (H7) (Standardized Estimate=0.101, P< 0.01), Escape (H8) (Standardized Estimate=0.143, P< 0.01) and political stability (H9) (Standardized Estimate=0.153, P< 0.01).

The results from the path analysis show that among all independent variables, the political stability was the key driver behind the formation of the destination image as the political stability has the strongest effect on tourist's perception of destination image ($\beta = 0.153$). It also affects the tourist satisfaction with regression value of 0.302. Those results give the political stability factor the first priority among the factors that might affect the destination image. The second priority is given to facilities at the destination, which affects the formation of city image in regression value of 0.162. Finally, local attraction, local quality, exciting adventure, knowledge/education and escape towards the destination also affect the tourist perception of destination image.

Second, tourist satisfaction is significantly influenced by the specified factors, namely, destination image (H10) (Standardized Estimate=0.532, P< 0.01) and political stability (H11) (Standardized Estimate=0.302, P> 0.01). Therefore, Hypotheses 10 and 11 were accepted.

Finally, the following suggested factors positively affect the tourist intention to re-visit the destination, namely, destination image (H12) (Standardized Estimate= 0.308, P< 0.01), political stability (H13) (Standardized Estimate=0.438, P< 0.05) and

tourist satisfaction (H14) (Standardized Estimate=0.319, P> 0.01). Therefore, Hypotheses 12, 13 and 14 were accepted.

Furthermore, the results from the path analysis show that among all independent variables, the political stability was the key driver behind the tourists' intention to re-visit Abu Dhabi as m-political stability has the strongest effect on tourist's intention to re-visit Abu Dhabi ($\beta = 0.438$) (Table 35). The findings did verify the strong impact of tourist satisfaction and destination image on his/her intention to re-visit Abu Dhabi. Furthermore, the strong explanation of the tourist intention to re-visit Abu Dhabi, standing at 57.3%, gives reasonable explanations of the factors that can be highlighted if there is ever an urgent need by Abu Dhabi governments to improve tourist intention to re-visit Abu Dhabi.

Table 35: Direct, Indirect and Total Effect

Criterion Variable	Predictor variables	Direct Effect	Indirect Effect	Total Effect
Destination Image	**Local Attractions**	0.095	0.000	0.095
	Cultural Attractions	0.042	0.000	0.042
	Facilities	0.162	0.000	0.162
	Local Quality	0.104	0.000	0.104
	Achievement	0.000	0.000	0.000
	Exciting Adventure	0.095	0.000	0.095
	Knowledge/ education	0.101	0.000	0.101
	Escape	0.143	0.000	0.143
	Political Stability	0.153	0.000	0.153
Tourist Satisfaction	**Destination Image**	0.532	0.000	0.532
	Political Stability	0.302	0.089	0.391
Intention to Re-Visit	**Destination Image**	0.308	0.145	0.453
	Political Stability	0.438	0.167	0.605
	Tourist Satisfaction	0.319	0.000	0.319

Empirical research in tourism investigating the relationship between political stability and destination image remains scant. Advancing knowledge, the current study findings show that political stability has the greatest role in forming the intention to re-visit through the direct and indirect effect ($\beta = 0.605$). This is in line with Eid and Elbanna's view (2018) that the main pillars in the UAE's attractiveness are its security and safety. Danger and conflict are seemingly ousted; safety, security, and stability take centre stage in UAE tourism. The country is perceived by most tourists as a safe place that is protected from the political conflicts in the region. Therefore, the political stability dimension of the country's image is the one that the Abu Dhabi Government should focus on. Tourism marketers, therefore, should know that one important solution to improving a country's image rate may be to concentrate on highlighting its positive political stability.

5.4 Conclusion and Summary of Key Findings

This chapter reports on inferential statistics that enable the researcher to come to conclusions that extend beyond the immediate data. This chapter describes the procedures and findings of the confirmatory factor analysis, path analysis, and hypotheses testing, which were used for analytic purposes.

Confirmatory factor analysis for all 8 push and pull factors was undertaken mainly to first, validate the measures in each stage and second to reduce the specific factors tested to a more general classification to enrich theory development of destination image in Abu Dhabi. Regarding to the political stability and destination image consequences, confirmatory factor analysis shows that these four variables. These factors were than taken to be the most interpretable and thus were accepted as

the final factor solution. The 12 factors support the literature review (Chapter 2) and

defined as:

1. Local Attractions
2. Cultural Attractions
3. Facilities
4. Local Quality
5. Achievement
6. Exciting Adventure
7. Knowledge/Education
8. Escape
9. Political Stability
10. Destination Image
11. Tourist Satisfaction
12. Intention to re-Visit

After the results of confirmatory factor analysis, the hypotheses of each stage

have been tested. The results summary of hypotheses testing is presented in Table 36.

Table 36: Results of Hypotheses Testing

Hypotheses	Results
H1. local attractions have a significant impact on destination image.	Accepted
H2. Cultural attractions have a significant impact on destination image.	Rejected
H3. Facilities have a significant impact on destination image.	Accepted
H4. Local quality of life has a significant impact on destination image.	Accepted
H5. Achievement has a significant impact on destination image.	Rejected
H6. Exciting Adventure has a significant impact on destination image.	Accepted
H7. Knowledge/education has a significant impact on destination image.	Accepted
H8. Escape has a significant impact on destination image.	Accepted
H9. Political stability has a positive impact on destination image.	Accepted
H10. Destination image has a positive impact on tourist satisfaction.	Accepted
H11. Political stability has a positive impact on tourist satisfaction.	Accepted
H12. Destination image has a positive impact on intention to re-visit.	Accepted
H13. Political stability has a positive impact on the intention to re-visit	Accepted
H14. Satisfaction has a positive impact on tourists' intention to re-visit.	Accepted

Source: Analysis of Survey Data

Chapter 6: Discussion and Conclusion

The present study explored and examined the possible relationships between the push and pull factors of a destination, its political stability, image, tourist satisfaction and the intention to re-visit. It aimed also to develop and test a conceptual model of the antecedents and consequences of destination image in the Abu Dhabi context. The present chapter discusses and interprets the results generated from the survey phase, in relation to the theoretical framework and review of the relevant scholarly works that dealt with the destination image antecedents and consequences. This chapter will address the main findings and their implications for UAE decision makers, having answered the questions identified in the study through validating and testing the research hypotheses.

6.1 Key Finding

6.1.1 Survey Finding Q1: Antecedents that Lead to Creating Successful Destination Image

Although images of a destination can often be shared, each individual tourist may develop a distinctively personal image of a place, based on personal experiences, memories and imaginings (Jenkins & McArthur, 1996). For this reason, many studies have tried to build a framework for forming the destination image (DI); however, researchers have not reached consensus on a framework (Beerli & Martin, 2004). Therefore, the selection of push factors Battour et al. (2017) and pull factors was based on existing studies in a similar context.

The reliabilities, factor loading, and validity test indicated that the 34 push and pull factors and their eight dimensions had sound and stable psychometrical properties. The scale demonstrated that tourists assess destination image, not merely in destination

attributes such as local attractions, cultural attractions and facilities but also in terms of providing intangible motivational factors such as achievement, exciting adventure, knowledge/education and escape. The questionnaire survey used a 5-point Likert scale to assess the responses of the participants, asking the targeted sample to rate the images that might come to mind if they thought of Abu Dhabi city as a touring destination. Next, the tourists' images were linked to the push motivation factors and pull destination attributes. Subsequently, each tourist developed particular images about a touring destination that could be observed as an interpretation of complex information, pictures and impressions about an interesting destination.

The study findings confirmed that the destination attributes of Abu Dhabi have significant influence on tourist destination image. This indicates that international tourists above 18 years old perceived Abu Dhabi as a successful destination through pull destination attributes such as local attractions (H1: Standardized Estimate = 0.095, $P<0.01$), facilities (H3: Standardized Estimate = 0.162, $P<0.01$) and local quality of life (H4: Standardized Estimate = 0.104, $P<0.01$). This finding is similar to the outcome of a previous study conducted by Coban (2012) this states that individuals believe or consider a destination suitable if it has suitable local attractions that enhance their overall experience. Naturally, destinations with poor local attractions are considered and believed to be unsuitable locations for tourism. The result also confirms the result reached by Kim (2014), who concludes that facilities comprise one of the pull factors that influence individuals' destination choices. He confirms that perceptions regarding a destination are influenced by a combination of several factors including natural factors, physical amenities and facilities. In this regard, tourists look for information on the facilities in a prospective destination before making a choice. Furthermore, the positive relationship between local quality and destination image was

underlined by Khuong and Ha (2014) who find evidence that the local standard of living, cleanliness and shopping facilities have the power to influence the overall experience of tourists when visiting a certain location.

However, tourists did not perceive cultural attractions among the pull destination attributes; here, the result of the proposed positive relationship was insignificant (H2: Standardized Estimate = 0.042, P>0.1). This may clarify the dilemma between culture and modernity, where tourists who visited Abu Dhabi seems that they perceived this destination as a modern rather than a cultural and historical destination. Therefore, the country might capitalize on its heritage and cultural sites. This finding is consistent with a study conducted by Valek and Williams (2018), who examined the destination image as perceived by both locals living in the destination and tourist travelling to it. The responses to this study were considered qualitatively and it was undertaken in Abu Dhabi, the capital of the UAE. This was perceived by the tourists as a place for enjoying the sea, sun and sands. while the locals perceived Abu Dhabi as a place to access the Emirate's cultural attractions.

Defining the preferred pull destination attributes can further help destination marketer to plan and develop better product and services. The abundance and variety of tourism resources are broadly recognized as vital economic assets for the UAE to sustain the growth of its tourism industry. where promoting a tourist destination can be achieved through projecting the destination attractiveness that leads the desirable for potential tourists (Cossío-Silva et al., 2018).

This study also confirmed that tourists had perceived Abu Dhabi as a high destination image through push motivational factors such as its promise of exciting adventure (H6: Standardized Estimate = 0.095, P<0.01), knowledge/education (H7:

Standardized Estimate = 0.101, P<0.01) and escape (H8: Standardized Estimate = 0.143, P<0.01). This indicates that tourists have an emotional and motivational attachment to the UAE in general and Abu Dhabi in particular. Andersen, Øian, Aas, and Tangeland (2018), state that the affective image of the destination is generated by its possession of arousing, exciting and pleasant features. The study result was found to support the existing literature that describes a positive relation between push motivation factors and destination image, consistent with the outcome reached by Akin et al. (2015), that motivation to find excitement and adventure is among the factors that significantly impact likelihood that tourists will visit, recommend and return to a destination. Likewise, Rajesh (2013) linked knowing and education with destination image in cases where the destination would help people in learning and experiencing new/different things. This influences travel motivation and destination choice among tourists. Madden et al. (2016) also agree that in the decision-making process among tourists, the need to escape from the pressures and routines of everyday life is a cognitive influence on destination choice.

The tourists visited Abu Dhabi did not perceive achievement as one of the push motivational factors, according to the outcome, which clearly indicates an insignificant relationship between achievement and destination image (H5: Standardized Estimate = 0.000, P>0.10). More precisely, this study also shows that tourists did not choose to travel to Abu Dhabi to see a place which their friends had not visited. This confirms the high reputation of the UAE in general and Abu Dhabi city in particular. Due to cultural barriers, the sample of tourists represented in this study did not aim to meet new people while visiting Abu Dhabi.

In addition, this study revealed that tourists did not perceive Abu Dhabi as a favourable destination from single pull factor only, but also various factors at the same time since it responds well with the push factors. Therefore, it is worth mentioning that any of the pull factors of a specific destination may be driven by one or more push factors. Activities that are easily accessible to tourists in their home destination may be perceived as the least important pull factors. However, this study confirms that tourists make their travel decisions on the basis of their perceptions rather than reality and destinations as part of their marketing and branding strategy need to work on what occurs in these destinations (Avraham, 2013; Chiu & Lin, 2011; George & Swart, 2012; Karl, 2018; Seabra, Dolnicar, Abrantes, & Kastenholz, 2013; Walters, Wallin, & Hartley, 2018; Yang, Khoo-Lattimore, & Arcodia, 2017).

6.2 Survey Finding Q2: The Effect of Political Stability on the Formulation of Destination Image

The literature on elements of political stability such as safety and security and destination image reveals that an assessment of a destination's image based on safety and security, if addressed effectively, will trigger travel to the destination, hence enabling destinations to provide quality tourist experience (Lim et al., 2012). Previous literature has clearly identified the role of political (in)stability while inversing the relation, positive outcome will be promoted. When an individual's desire to visit a destination, they also consider a set of indirect factors which may include the variables of political stability. In the present study empirical research carried out among international tourists visiting Abu Dhabi city revealed the perspective of others regarding political stability in the UAE and Abu Dhabi in particular. The result from the path analysis showed that among all independent variables, the political stability

was the key driver behind the formulation of destination image, because political stability has a strong effect on tourists' perception of destination image (β =0.153).

The concept of political stability is significant factor in understanding the evaluation and decision making made by the customer to choose a specific organization (Seow, Choong, Moorthy, & Chan, 2017). The result of hypothesis nine (H9) endorses the positive relationship between political stability and destination image in the present context. It confirms that tourists are keen to assess the state of political stability; this strongly influences tourists' behaviour and decision-making processes. This is a strong indication that it is a priority for any tourists when choosing Abu Dhabi as a city to visit that it can provide them peace of mind, knowing that they can feel safe anywhere they go in Abu Dhabi. This indication is further justified by the available information from the global mass media about the high level of security and firm procedures conducted in the UAE, which empower the international tourist to considered Abu Dhabi as one of the politically stable countries.

The city of Abu Dhabi has been named recently as the safest city in the world by Numbeo, the largest compilation worldwide of user contributed information about cities and countries. With the lowest crime index of just 13.54 in the past six months and a safety index of 86.46, Abu Dhabi was declared as number one on Numbeo. It is followed by Dubai, with a 19.52 crime index and 80.48 safety index. Crime levels lower than 20 count as "very low," between 20 and 40 as "low," between 40 and 60 as "moderate," between 60 and 80 as "high" and higher than 80 as "very high." Alternatively, if the city has a high safety index, it is considered very safe.

Respondents to the index specified that Abu Dhabi has very low crime levels, where the UAE capital scored a 94 per cent for an overall feeling of safety and high

security in the city. This is not the first time Abu Dhabi has been ranked first: in 2015 it was also declared the safest city in the Middle East in The Economist Intelligence Unit's Safe Cities Index. Cities were ranked according to their digital security, infrastructure safety, health security and personal security, which was linked to their crime level and the level of police intervention. Additionally, in July 2018, Abu Dhabi was named in the most recent Ipso City Index the second-best city in the world to live, work and do business in, overtaking both London and Paris. This is the reason why the number of tourists has increased rapidly, in the UAE in general and Abu Dhabi in particular. It has achieved these recorded positive results due to the leadership's support and interest in providing the best strategies to enhance the level of security and safety.

Furthermore, the UAE government has launched many comprehensive initiatives that reflect the directives of UAE leadership to safeguard its infrastructure. One of the main initiatives is the Higher Committee for Crises and Terrorist Acts Management (HCCTAM) which seeks to increase the resilience of the UAE against attacks. Risk and crisis management strategies have been considered important components in tourism to help bring chaotic situations back to order if need be (Maynard, Kennedy, & Resick, 2018; Uitdewilligen & Waller, 2018). It also helps to preserve tourists from as much harm as possible in crisis situations (Godtman Kling, Fredman, & Wall-Reinius, 2017; Guo, Zhang, Zhang, & Zheng, 2018). Currently there are more than 34,000 police officers in Abu Dhabi , according to Choi, Khajavy, Raddawi, and Giles (2018) in 2021 the number will be more than 47,500 which represents one officer for every 58 people in the growing city. Abu Dhabi's intention to promote safety and security as a result of sustained political stability is in agreement with the conclusion drawn by Muhoho-Minni and Lubbe (2017), Chew and Jahari

(2014) and Li et al. (2018), who surveyed the perception of the political stability that could prove to be a positive influence on organic and induced destination images.

6.3 Survey Finding Q3: The Result and the Consequences of Creating a Successful Destination Image

6.3.1 Discussion of the Factors Influencing Satisfaction

The tenth hypothesis (H10) claimed that destination image has a positive impact on tourist satisfaction. The study result supported this hypothesis; hence, the present study confirms that destination image is positively correlated with satisfaction (Standardized Estimate = 0.532, P<0.01). In other words, tourists' destination satisfaction is influenced by individuals' personal images of the destination (cognitive and affective) and tourists depend on their knowledge of a place to evaluate whether the destination will be able to satisfy their travel needs. This study, like other studies, argues, with evidence, that higher level destination images in turn lead to higher tourist satisfaction(Bigne et al., 2001; Chen & Phou, 2013; Coban, 2012; Hernández-Lobato et al., 2006; Kim, 2017; Lee et al., 2014; Loi et al., 2017; McDowall, 2010; Shafiee et al., 2016; Sharma & Nayak, 2018; Tavitiyaman & Qu, 2013; Veasna et al., 2013; Wang & Hsu, 2010). More precisely, Foroudi et al. (2018) and Sharma and Nayak (2018) demonstrate that destination image is a powerful force for increasing tourist satisfaction; a positive level of destination image will lead to tourists having high levels of satisfaction. Therefore, it may be concluded that destination image is a direct antecedent of tourist satisfaction.

Furthermore, in tourism research, the term 'satisfaction' has conceptually been observed as tourists' emotional state or extent of overall pleasure after experiencing a trip (Hasan et al., 2017; Quintal & Polczynski, 2010). It is viewed as a post-purchase

or post-consumption measure of each and all the attributes of a travel destination (Kim et al., 2018; Kozak, 2001; Prayag et al., 2017; Um, Chon, & Ro, 2006). Hypothesis eleven (H11) finds a positive relationship between political stability and satisfaction; since its result is significant (Standardized Estimate=0.302, P<0.01), political stability can be expected to generate satisfaction with a destination. In general, visitors who travel in times of crisis perceive the risks of things getting worse and tourist satisfaction as their primary concerns. This argument was found to be consistent with the result generated by Ruan et al. (2017), confirming that travellers with low perceptions of the risks of man-made disasters and security concerns had a tendency to derive greater positive overall satisfaction than travellers with high perceptions of such risks. Therefore, the outcome of this study confirms the travellers to Abu Dhabi perceived a low risk of man-made disasters and security concerns and had a high level of satisfaction. Adding to our knowledge, the current study finding shows that political stability has an indirect effect on tourists' satisfaction through destination image (indirect effect = 0.089).

6.3.2 Discussion of the Factors Influencing Intention to Re-visit

H12 - Destination image → intention to re-visit (direct and indirect effect)

Extensive research has shown that destination image has a huge impact on tourist behaviours before, during and after a trip. In other words, destination image is a major factor in the decision making process, the choice of one destination over the others, the evaluation of the place and its activities while there and future behaviours (Cohen, Prayag, & Moital, 2014; Han, McCabe, Wang, & Chong, 2018; Tasci & Gartner, 2007).

Destination image studies are in agreement that a positive image is needed to stimulate tourists' intention to re-visit (Tan, 2017; Tan & Wu, 2016). The present study confirms this observation while addressing the significant relationship between destination image and intention to re-visit the destination in the future with a standardized estimate = 0.308 and P value <0.01. The studies conducted by Zhang et al. (2014) and Foroudi et al. (2018) confirm through meta-analytic study the importance of destination image in enhancing tourists' intention to re-visit a destination. In contrast, the findings of the present study are partially consistent with the empirical study conducted by Li, Cai, Lehto, and Huang (2010), who recognize a direct relationship between the affective image and intention to re-visit while fail to confirm the link between cognitive image and the intention to re-visit. Furthermore, this finding is in line with Stylidis et al. (2017b) who reveal the effect of cognitive and affective images on future behaviour. The tourists' intention to visit again can be further justified as most probably influenced by the reputation of the UAE and Abu Dhabi in particular.

The present study also demonstrated that the destination image has an indirect effect on the intention to re-visit that could be attributed to tourist satisfaction (indirect effect = 0.145). This finding means that a favourable image of a destination could encourage tourists to return to it. However, an unsatisfied tourist may not re-visit the destination even though s/he perceived it as having a good image. Therefore, satisfaction plays a fundamental mediatory role between destination image and the intention to re-visit. The indirect effect is consistent with the findings obtained by Wang and Hsu (2010), who tested their conceptual model by using survey data gained from 550 tourists and reveal that a tourism destination image has an indirect impact on behavioural intention through satisfaction.

Moreover, the model proposed by Chi and Qu (2008), further supports the indirect effect of destination image in a survey of 345 participants. An SEM analysis of the survey data confirms the full mediatory role that satisfaction plays between both the cognitive and affective destination image and the intention to re-visit. In addition to this, Loi et al. (2017) confirm that destination image predicts the intention to re-visit through tourist satisfaction with a destination. Consequently, tourists' satisfaction can strengthen the cause and effect relationship between the two main variables being explored. It can be said that tourists' intention to re-visit is enhanced by both positive destination image and high satisfaction. Hence, offering more functional and psychological attractions by government and local business is not enough to support tourists in building a good destination image and strengthening tourists' intention to re-visit. It is even more important that front line staff who represent the stakeholder should deliver services that will exceed the expectations of tourists and thus create tourists' satisfaction.

H13 – political stability → intention to re-visit (direct and indirect effect)

This study also found that political stability has a positive impact on intention to re-visit (H13) with standardized estimate =0.438 and P<0.05. Through path analysis the outcome indicates that, among all the independent variables affecting intention to re-visit, political stability was the key driver behind the visits of international tourists to Abu Dhabi (β=0.438). Thus, if the perceived political probability of loss associated with visiting a destination is low, tourists will show positive attitudes to the purchase. Therefore, as it will not cause an expectation of probable loss, it is likely to positively affect individuals' attitudes to a behaviour. This confirms that the UAE is effectively a safe country, with no terrorist attack episodes so far. The UAE has benefited from

the image of a safe tourist destination, thus contributing to the growth of tourism in recent years. In travel and tourism marketing, understanding the relationship between tourists' perceptions of political stability and their attitude is crucial for destination marketers who want to devise promotional strategies (Baker, 2014; Hasan et al., 2017). The finding is aligned with the conclusion reached by Loi et al. (2017) and Zhang et al. (2018) that the internal security of a destination (its political stability) and safety count as a significant antecedent of tourists' intention to re-visit. Similarly, Chen et al. (2017) also discovers reaches a conclusive outcome with regard to the effect of perceived safety and risk on tourists' intention to re-visit. Several empirical studies have been found in general support of this relationship in a variety of contexts (Artuğer, 2015; Baker, 2014; Campbell & Goodstein, 2001; Li & Murphy, 2013; Lobb, Mazzocchi, & Traill, 2007; Lu, Yeh, & Chen, 2016; Quintal & Polczynski, 2010; Saha & Yap, 2014).

Furthermore, the analysis of direct, indirect and total effect clearly addresses that a positive and indirect relationship exists between political stability and re-visit intention (indirect effect = 0.167) through destination image. This result confirmed that robust findings suggested by Chew and Jahari (2014) , who explored Chinese tourists' intention to re-visit Japan despite the historical tension since WWII between the two countries concerned. The authors find that a positive and indirect relationship exists in which destination image in the case of a risky destination plays a mediating role between perceived risk and the intention to re-visit.

Nevertheless, satisfaction is posited to have a moderating effect on the relationship between political stability and the intention to re-visit with a value equal to 0.167. Therefore, it is argued that tourists' perception of service value increases if

the perceived risk decreases, which strengthens the positive effect of service value on customer satisfaction. This finding is also consistent with prior research that highlights the importance of customer satisfaction particularly in less risky circumstances, with other antecedents as determinants of the intention to purchase frequently (Fornell, Rust, & Dekimpe, 2010).

H14 satisfaction → intention to re-visit

The literature on marketing is replete with empirical studies establishing a link between customer satisfaction and tourists' behaviour (Chen et al., 2017; Foroudi et al., 2018; Kani et al., 2017). In line with other studies, the present study establishes a close link between tourists' satisfaction and the intention to re-visit, with a Standardized Estimate equal to 0.319 and a P-value greater than 0.01. The result suggests that customer loyalty is influenced by customer satisfaction. Similarly, tourists who visited Abu Dhabi as a holiday destination and enjoyed a better than expected experience are more likely to return in the future.

6.4 Conclusion

With a growing number of popular tourism destinations competing for international tourists, competition in the tourism industry has intensified. Increasing tourist loyalty has been and will continue to be a challenge for destination planners. This study examined the relationship between push and pull factors, political stability, destination image, tourist satisfaction and intention to re-visit to develop and test a conceptual model of the antecedents and consequences of destination image in the Abu Dhabi context. Based on previous theoretical and empirical studies, the research built a conceptual framework and tested fourteen hypotheses. After analysing the collected data, twelve of these were accepted, thus obtaining the research objectives.

In tourism destination management, enhancing tourists' destination image is crucial. Travel motivation, including internal forces (push or psychological factors) and external aspects of the destination attributes (pull factors) are the fundamental reasons behind tourists' travelling behaviour. Abu Dhabi is rich in pull destination attributes, such as local attractions, facilities and a high local quality of life. In addition, it has such push motivational factors as providing exciting adventure, knowledge/education and escape. The research findings concluded that both push and pull factors have significant and positive influences on destination image. Therefore, push and pull factors are considered important elements in evaluating Abu Dhabi and selecting it as a destination. In order to distinguish Abu Dhabi from competitors in the region, the mass media can play an essential role in forming a distinctive destination image. The strategic challenge for any destination is not only working out how to supply positive images that encourage people to travel to the country. It also needs to know how to grow sustainable images differentiating it from other competing locations, since push and pull factors are considered effective tools for explaining and predicting destination image, satisfaction and intention to re-visit. Therefore, business organizations working in the tourism sector in the UAE in general and Abu Dhabi in particular should take into consideration the vital role of push and pull factors, in order to respond to tourists' demands and expectations when they travel to Abu Dhabi.

One of the major findings of this study is the positive identification of the relationship between political stability and destination image. The UAE are quite popular among tourists from all over the world, not merely for its big shopping malls, luxurious hotels and sunshine, but also for the safety and security that make it attractive. More importantly, in the tourism industry political stability is an attribute that grants competitive advantage to a destination. In today's world, to be viewed as a

safe, secure and trustworthy destination, with other components that add to the motivation of the trip, can further define the success of tourism. This study confirms that international tourists are satisfied with toward a destination so long as it fulfils their tourism needs. Therefore, it is important to obtain a clear destination image, which responds to different levels of satisfaction. Undoubtedly, improving and maintaining a high level of tourist satisfaction leads the popularity of a destination to be sustained and enriches the local economy since it is directly linked to destination choice, products/services consumption and repeat visits. However, guaranteeing consistent satisfactory trip experiences for international tourists visiting Abu Dhabi and increasing their intention to re-visit remains challenging for many international tourism destinations.

Consequently, the outcome of the present study can be used as a valuable source from which destination marketers and managers can develop strategies and plans, not only to attract more tourists, but also to enhance their destination image and satisfaction and encourage them to re-visit to Abu Dhabi in the near future.

6.4.1 Theoretical Implication

This study empirically investigated the relationship between push and pull factors, political stability, destination image, tourist satisfaction and the intention to re-visit in order to develop and test a conceptual model of the antecedents and consequences of destination image in the context of Abu Dhabi. Thus, this study makes several contributions to the body of knowledge in certain areas.

First, this study contributes to the theory of travel motivation (push and pull theory) by supporting it in a different Arab context. The study did not investigate the

push motivational factors only but also the most important pull destination attributes and this adds to the very limited research on the travel market to the Emirates.

Second, this study empirically investigates a new area of research. The primary contribution of this study is the development of a theoretical framework linking political stability and push and pull factors with the destination image for a better understanding of tourists' behaviour through the intention to re-visit.

Third, the availability of such push and pull factors, which can affect both cognitive and effective aspects of the destination image is considered very important in the process of deciding to visit a specific destination. Consequently, visitors may not visit a specific city if they cannot find such attributes. From the theoretical perspective, therefore, this study supports the experiential view proposed by Holbrook and Hirschman (1982). This means that both dimensions, cognitive and affective, play essential roles in explaining the consumption behaviour of tourists.

Fourth, this study identifies political stability as an independent factor, using the identified constructs and their corresponding items to advance the study of destination image as applied to countries similar to the UAE and thus enabling comparative studies to be made in other countries.

Finally, the theoretical model was developed on the theoretical basis of push and pull motivation by adding both push and pull factors and political stability to the model, which then tested the intention to re-visit Abu Dhabi. This can be considered a contribution which will open a new area for future research.

6.4.2 Practical Implications

This study can offer some valuable and practical guidelines which can direct the development of promotion strategies targeting the visitors from all over the world. The study discovered some push destination attributes and pull motivation factors that have been developed and tested in different contexts and have a strong impact on destination image. Countries should understand that to influence the affective evaluation of their destination, both cognitive and effective aspects of their image should be considered. Destinations spend significant time and money on generating and sustaining a positive image. Concentrating on the most important factors, as revealed in the present investigation, will efficiently guide budget spending in motivating demand from prospective tourists and more effectively attracting visitors who evaluate Abu Dhabi as a new destination. Therefore, destination marketers may learn to structure creative programmes that connect the unique characteristic of tourism products to satisfy and delight tourists.

In addition to this, this study finds that discussion makers should focus on promoting cultural attractions. 21st century tourism is largely dependent on and influenced by the social media and other media can be used as effective tools for communication (Avraham, 2016; Cró & Martins, 2017; Garg, 2015; Ghaderi, Mat Som, & Henderson, 2015; Guo et al., 2018; Machado, 2012). Therefore, it is suggested that social media should be used as important media on which to promote the local attractions in Abu Dhabi. In particular, the results of this study indicate that the internet is the primary and preferred source of information that tourists rely on in their search for a destination. The department of culture and tourism can develop a "tourism in Abu Dhabi" App for smart phones that can be accessible for all visitors containing all the

up to date information, events, and indoor and outdoor activities in the city. According to Michael, Wien, and Reisinger (2017) tourism using the social media network would do well to display photographs, the main tourist attractions and activities. Moreover, when tourists are provided in advance with trip information about current events and attractions to be visited, they can choose a destination and thereby generate greater satisfaction, thus strengthening their intention to re-visit.

Finally, the political stability dimension of the country's image is the one that the Abu Dhabi Government should focus on. Tourism marketers, therefore, should know that one important solution to improving a destination's image is to concentrate on highlighting its positive political stability.

6.4.3 Research Limitations and Recommendation for Future Research

Building on existing conceptualizations of Push and Pull factors, destination image, political stability, tourist satisfaction and behavioral intentions, the study established and verified a model linking between tourists' perception of push and pull factors, destination image, political stability, tourist satisfaction, and intention to re-visit. As with any study, there are certain limitations that should be recognized. These limitations are mainly related to the scope of the topic under investigation, its measurement and time constraints. These limitations and subsequent recommendation are as follows:

First, in terms of the selectin of the push and pull factors, the study assesses only eight of the push and pull factors using only eight factors; Local attractions, cultural attraction, facilities, local quality of life, achievement, exciting adventure, knowledge/ education and scape. As described in the literature review in Chapter 2, much evidence

confirms that the push and pull factors are a much broader construct. Push motivational factors may change as travellers seek to meet their motives and needs, while pull destination attributes can vary from one destination to another in different markets and nationalities. Since push and pull motivation interact in a dynamic and evolving context, tourists' motivations should be further examined. Future research might consider tourism services (Eid & Elbanna, 2017) as a pull factor and relaxation (Suni & Pesonen, 2017) and family togetherness (Battour et al., 2017) as a push factor.

Second, future research must be conducted to analyze the moderating role of experience, culture, demographic facts in the relationship between destination push and pull factors and destination image.

Third, the study focused on examining the model in the UAE, precisely in Abu Dhabi, where the data were collected. As a developed country with the world's seventh largest proven crude oil reserves, the UAE has one of the most open economies in the world, which empowers the resources for tourism and welcomes its diverse society. However, testing the suggested model only in Abu Dhabi is not enough. Future research should test the model in other countries with different economic levels and at different stages of development.

Fourth, as described in the literature review, political stability is a broad construct and so far, no agreement has been reached about its definition and operationalization. Therefore, future research should focus more on exploring this construct and its measurement items to cover all the aspects of safety and security that might emerge in future.

Fifth, destination image was measured and conceptualized as a post consumption evaluative construct. However according to Beerli and Martin (2004) and Prayag and Ryan (2011), in a tourists' decision making process destination image can be treated as an influencer. Therefore, future studies should evaluate the relationship between tourists' pre-travel images and behavioural intentions.

Sixth, According to Song et al. (2013), most tourism image studies use quantitative methods, with very few recent ones taking a qualitative approach, though it can yield deeper insights. Other researchers support the use of qualitative methods to gather information on the affective images of destinations (Huang & Gross, 2010; Hughes & Allen, 2008; Michael et al., 2018; Pan & Li, 2011). It may also be recommended to use triangulation as a method that can improve the understanding of tourists' perceptions and theorizing the concept of the destination image.

Seventh, many tourism studies have focused on the antecedents of intention to re-visit in order to understand the likelihood of visitors repeating an activity or re-visiting a destination. Future research can include in the framework tested in this study further major antecedent factors identified in previous studies: perceived value (Petrick, Morais, & Norman, 2001), previous travel experience (Huang, 2009) and place attachment (Petrick, 2004).

Eighth, the size of the sample and the data analysis show that the study outcomes are robust, but the question still remains whether these results are generalizable or related only to the specific international tourists who formed the study sample. Even though the collected sample is relatively big (406 respondents) and diverse enough, are the results representative? Other researchers should replicate this study by getting tourists' feedback from different attractions location from different seasons in Abu

Dhabi using the developed model in this study to test the robustness of their results. Since many visitors to Abu Dhabi come from Germany, Russia and China, it is recommended to translate the survey into more than its present two languages (Arabic and English) to break down the language barriers and be able to consider their feedback.

Ninth, Abu Dhabi remains an interesting case given its worldwide reputation for tourism; hence, the present results cannot be generalized to other destinations without caution. Therefore, further research should be done to better understand the formation of destination images for those countries that are politically stable.

Tenth, this study focused on studying the perceptions of international tourists only. Future research should focus on single studies that include and compare the perceptions of destination image from both tourists and residents. Promoting tourism in any destination requires a clear understanding of destination image in both groups. As stated by Ryan and Aicken (2010) it is very important that the differences in perceptions between the two groups of stakeholders are as small as possible in order to establish a positive and effective destination image.

Finally, this study focused on examining the relationship between push and pull factors, political stability, destination image, tourist satisfaction and intention to re-visit, to develop and test a conceptual model of the antecedents and consequences of destination image in the Abu Dhabi context. Future research can include both types of tourist behavioural loyalty, the intentions to re-visit and to recommend.

Despite these limitations the research augments the existing literature on destination image by empirically testing the antecedents that lead to creating a

successful destination image. The research also sought to explain the effect of political stability on the formation of Abu Dhabi's image. It also addresses the gap in the literature by developing and testing a holistic model to understand the relationship between the antecedents and consequences of destination image in the context of a new culture and industry.

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Appendix 1: Copy of the Survey Questionnaire Document

UAEU Faculty of Business and Economics

The Impact of Push & Pull Factors and Political Stability on Destination Image, Tourist Satisfaction and The Intention to Re-Visit: The Case of Abu Dhabi in The UAE

Dear Survey Participant,

We would like you to participate in this study to determine the impact of push & pull factors and political stability on destination image, tourist satisfaction and intention to re-visit in Abu Dhabi (UAE). This research is conducted as part of completing the Doctorate of Business Administration (DBA) Degree in the United Arab Emirates University (UAEU). This study is intended to identify the motivational push & pull factors that can affect the formulation of destination image. Moreover, this study will highlight and examine the relationship between push & pull factors, political stability, destination image, tourist satisfaction and intention to re-visit in order to develop and test the antecedent and consequences of destination image in Abu Dhabi context.

A summary of the report will be available to all the interested participants. Please indicate your interest by providing us with your email address in the specified section.

Kindly note that participation is voluntary, accordingly you may withdraw at any time from the study. There is minimal risk in participating in this study since all data collected will be anonymous.

If you have questions regarding this study, please do not hesitate to contact the researcher directly as per the contact information below.

Thank you in advance for your valuable contribution to this important study.

General instructions to complete the survey
- Please answer all the questions, to the best of your knowledge
- Please tick the following statement if you agree to participate:

I agree to voluntarily participate in the study ___ Agree

Muzoun AlAnsaari
Doctorate of Business Administration (DBA) Student
College of Business and Economics
United Arab Emirates University (UAEU)
E-Mail: 201590094@uaeu.ac.ae

First: Background information

Please put a tick in the appropriate box

1.1. Age Category

☐ 18-28 years	☐ 29-39 years	☐ 40-50 years	☐ 50-60 years	☐ 60 years or older

1.2. Gender

☐ Male	☐ Female

1.3. Qualifications

☐ Intermediate	☐ Secondary	☐ Diploma	☐ Bachelor	☐ Postgraduate

1.4. Monthly Income (in USD)

☐ Less than $1000 (~3,670 Dhs)	☐ $1000-$1999 (~3,670 Dhs-7,336 Dhs)
☐ $2000 –$2999 (~7,337Dhs – 11,006Dhs)	☐ $3000 –$ 4999 (~11,007 Dhs – 18,346 Dhs)
☐ More than $5000 (~ 18,347Dhs)	

1.5. Region of origin

☐ Middle East	☐ North America	☐ The Caribbean
☐ Africa	☐ South America	☐ Oceania
☐ Asia	☐ Central America	☐ European Union
☐ Eastern Europe	Please specify your nationality , ...	

1.6. Is this your first visit to Abu Dhabi (this tourist destination) ?

☐ Yes
☐ No. How many times have you visited Abu Dhabi in the past, please specify ……….
☐ Not applicable . i.e. resident

1.7. Where did you hear about Abu Dhabi (this tourist destination)?

☐ Internet	☐ TV	☐ Travel agency
☐ Newspaper	☐ Friends and relatives	☐ Fairs and/or exhibitions
☐ Magazines	☐ Books and guides	☐ Others , please specify ………………………

Second: Push and Pull Factors

Please Identify to what extend you agree or disagree with the following statements.

1	2	3	4	5
Strongly disagree	Disagree	Neutral	Agree	Strongly agree

❖   Destination Attributes as a pull factors

A. Local Attractions :					
A.1 Abu Dhabi has many interesting places to visit.	1	2	3	4	5
A.2 Abu Dhabi is a different and fascinating place to visit	1	2	3	4	5
A.3 Abu Dhabi has plenty of quality hotels	1	2	3	4	5
A.4 Abu Dhabi is a restful and relaxing place to visit	1	2	3	4	5
A.5 Abu Dhabi has important museums and art galleries.	1	2	3	4	5
B. Cultural attractions:					
B.1 Abu Dhabi has many natural attractions.	1	2	3	4	5
B.2 Abu Dhabi offers a wide variety of outdoor activities.	1	2	3	4	5
B.3 Abu Dhabi's tourist information is good and readily available	1	2	3	4	5
B.4 Abu Dhabi has many cultural sites.	1	2	3	4	5
B.5 Abu Dhabi has unique architectural styles	1	2	3	4	5
C. Facilities:					
C.1 Abu Dhabi has well-appointed facilities.	1	2	3	4	5
C.2 Signs and directions are clear in Abu Dhabi.	1	2	3	4	5
C.3 Accessibility for those with disabilities is complete in Abu Dhabi.	1	2	3	4	5
C.4 Recreational activities in Abu Dhabi are highly compatible.	1	2	3	4	5
D. Local quality:					
D.1 Abu Dhabi standards of cleanliness are high.	1	2	3	4	5
D.2 Abu Dhabi has a high standard of living.	1	2	3	4	5
D.3 Shopping facilities are good in Abu Dhabi.	1	2	3	4	5
D.4 Abu Dhabi is technologically advanced.	1	2	3	4	5

❖   Motivation as a push factors

E. Achievement :					
E.1 Meeting new people in Abu Dhabi	1	2	3	4	5
E.2 Going places friends have not been	1	2	3	4	5
E.3 Talking about the trip	1	2	3	4	5
E.4 Indulging in luxury	1	2	3	4	5
F. Exciting Adventure:					
F.1 Finding thrills and excitement in Abu Dhabi	1	2	3	4	5
F.2 Being entertained and having fun in Abu Dhabi	1	2	3	4	5
F.3 Being daring and adventuresome in Abu Dhabi	1	2	3	4	5
F.4 Being free to act how I feel in Abu Dhabi	1	2	3	4	5

3

G. Knowledge/ education					
G.1 Learning new things or increasing knowledge	1	2	3	4	5
G.2 Experiencing new/different knowledge	1	2	3	4	5
G.3 Seeing and experiencing a foreign destination	1	2	3	4	5
G.4 Visiting historical places in Abu Dhabi	1	2	3	4	5
H. Escape					
H.1 Getting away from the demands at home	1	2	3	4	5
H.2 Getting a change from a busy job	1	2	3	4	5
H.3 Feeling at home away from a home	1	2	3	4	5
H.4 Experiencing a simpler lifestyle	1	2	3	4	5

Third: Destination Image

The following statements explore the factors affecting destination image (impressions held by an individual or individuals regarding states they do not reside), indicate the level of agreement with each of the following statements.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

I. Cognitive destination image (tangible):					
I.1 Availabilty of interesting Cultural/Historical Attractions in Abu Dhabi	1	2	3	4	5
I.2 Interesting and Friendly People living in Abu Dhabi	1	2	3	4	5
I.3 Unpolluted/Unspoiled Environment in Abu Dhabi	1	2	3	4	5
I.4 Good Value for Money paied to this trip	1	2	3	4	5
J. Affective destination image (intangible) :					
J.1 Abu Dhabi is pleasant	1	2	3	4	5
J.2 Abu Dhabi is relaxing	1	2	3	4	5
J.3 Abu Dhabi is exciting	1	2	3	4	5
J.4 Abu Dhabi is arousing	1	2	3	4	5

Fourth: Satisfaction

The following statements explore the impact of satisfaction on intention to re-visit , indicate the level of agreement with each of the following statements.

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

K. Satisfaction :					
K.1 My choice to travel to Abu Dhabi was a wise one.	1	2	3	4	5
K.2 This destination (Abu Dhabi) fulfils my expectation	1	2	3	4	5
K.3 This experience is exactly what I needed.	1	2	3	4	5
K.4 I feel good about my decision to travel to Abu Dhabi.	1	2	3	4	5

Fifth: Political Stability

The following statements explore the impact of political stability on destination, indicate the level of agreement with each of the following statements.

1	2	3	4	5
Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**

L. Political Stability :					
L1. Political stability is a very important issue for me when I choose the destination I will visit	1	2	3	4	5
L2. I considered the political stability of the destination I will visit	1	2	3	4	5
L.3. My relatives will not be worried about my safety	1	2	3	4	5
L.4.The UAE proceedings will suffice in case of a terror attack (evacuation, treatment, etc.)	1	2	3	4	5
L.5. We will not be injured by terror attacks in Abu Dhabi	1	2	3	4	5

Sixth: Intention to Re-Visit

The following statements explore tourist intention to re-visit Abu Dhabi , indicate the level of agreement with each of the following statements.

1	2	3	4	5
Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**

M. Intention to re-visit :					
M.1 I intend to travel again to Abu Dhabi sometime within the next 2 years	1	2	3	4	5
M.2 Abu Dhabi could be again my next vacations place	1	2	3	4	5
M.3 I will recommend Abu Dhabi to others	1	2	3	4	5
M.4 The probability that, in the same situation, the tourist would choose or undertake the same trip.	1	2	3	4	5

Any additional comments:
....
....
....
....
....
....

Thank you for your co-operation
If you would like a copy of the study report, please, provide your email address below.

E-mail: ....

Appendix 2: Detailed Calculation for Sample Size

$$S = Z\sqrt{\frac{P(1-P)}{n}}\sqrt{\frac{N-n}{N-1}}$$

Where:

Z = Degree of required confidence (95%)

S = Sample error (5%)

P = Ration of population characteristics available in the sample (50%)

N = Population size

n = Sample size

➔ Equation solution:

$$0.05 = 0.95\sqrt{\frac{0.25}{n}}\sqrt{\frac{4\,400\,000 - n}{4\,400\,000 - 1}} \implies 0.05 = 0.000226447\sqrt{\frac{4\,400\,000}{n} - 1}$$

$$\sqrt{4\,400\,000 - n}\sqrt{\frac{1}{n}} = 220.802$$

Alternate form assuming n is positive:

$$\sqrt{\frac{4\,400\,000}{n} - 1} = 220.802$$

Alternate form assuming n>0:

$$0.05 = \frac{0.000226447\sqrt{4\,400\,000 - n}}{\sqrt{n}}$$

Solution:

$$n \approx 90.2482$$

Appendix 3: Copy of the Ethical Approval

Social Sciences Research Ethics Committee
-Approval-

Proposal number: *ERS_2018_5714*

Title of Project: The Impact of Push & Pull Factors and Political Stability on Destination Image, Tourist Satisfaction and Intention to Re-Visit: The Case of Abu Dhabi in UAE

PI: Muzoun Ali AlAnsaari
Co-PI:

The above proposal has been reviewed by:

☒ one member of the Social Sciences REC
☐ two members of the *Social Sciences REC*

And the decision is:

☒ Favourable
☐ Favourable with Additional Conditions
☐ Provisional Opinion
☐ Unfavourable Opinion
☐ No Opinion (Proportionate Review* only)

Reason:
After evaluating this proposal, we see no major ethical concerns. Therefore, the proposal is approved for one year.

Please ensure that you indicate to research participants that your study has received ethical approval from UAE University by referring to the proposal number.

Name (Chair or designee):   Clara Morgan

Clara Morgan

February 25, 2018
Signature   Date

The decisions available to the Committee are defined as follows:

"Favourable with standard conditions"** means that the study has ethical approval to proceed, as long as local management approval is in place prior to the study starting.

"Favourable with Additional Conditions" means that the study has ethical approval in principle but there are certain issues, which need to be addressed prior to the study starting such as a minor change to participant documentation. It is the responsibility of the Principal Investigator to ensure that additional conditions are met.

"Provisional Opinion" means that there are more substantial changes, which need to be made before the study starts. These changes would require further ethical review on the basis of which a favourable or unfavourable opinion would be given by the Ethics Committee.

Unfavourable Opinion means that the study does not have ethical approval to proceed and a further application would need to be submitted should the applicant choose to proceed with the study. Advice and guidance will be provided by the Committee setting out the reasons for their decision and suggesting changes which would mean that a favourable opinion on resubmission would be more likely. For applications processed through the Proportionate Review* Service an unfavourable opinion is only given where the application is of such poor quality that it is probable that an unfavourable opinion would be given if it were to be reviewed at a full meeting.

No Opinion (Proportionate Review* only), means that the Proportionate Review sub-committee (3 members) have deemed that the proposed study does have material ethical issues and will therefore need to be reviewed by a full committee.

The aim of proportionate review is for studies which present minimal risk or burden for participants to be reviewed by a proportionate review sub-committee within 14 days of receipt of a valid application.