

# Festival tourism in the United Arab Emirates: First-time versus repeat visitor perceptions

Syed Aziz Anwar and M. Sadiq Sohail\*  
 Received (in revised form): 22nd July, 2003  
 Anonymously refereed paper

\*King Fahd University of Petroleum and Minerals, PO Box 210, Dhahran 31261, Saudi Arabia  
 Tel: +966 3 860 1746; E-mail: ssohail@kfupm.edu.sa

**Syed Aziz Anwar** is an associate professor at the Faculty of Business Administration, Arab Open University, Kuwait. Dr Anwar's teaching and research interests lie in areas such as international business, services marketing management and cross-cultural management. He is the author of a book and several research papers published in the USA, the UK and Asia. He has taught in India, Nigeria, Malaysia, Brunei, Germany, the UAE, New Zealand and Kuwait. He has addressed executive development programmes organised by eminent multinational corporations in Europe and Asia.

**Sadiq Sohail** is currently an assistant professor at the Department of Management and Marketing, College of Industrial Management, King Fahd University of Petroleum and Minerals, Saudi Arabia. His current research interests are in the areas of hospitality and tourism services and cross-cultural studies.

## ABSTRACT

**KEYWORDS:** festival tourism, UAE, visitor perceptions, policy

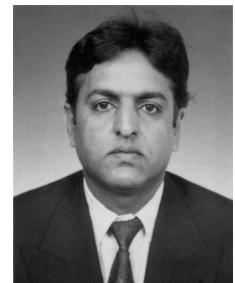
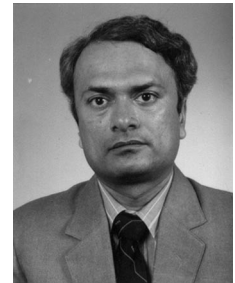
The United Arab Emirates (UAE) has been making incessant efforts to promote tourism in order to attain the avowed objective of economic diversification and growth. It has organised a number of events, including the oft-quoted Dubai Shopping Festival, to attract tourists in the UAE. The festival has been a prime mover behind tourism marketing, taking advantage of the perceived

positive international business image enjoyed by the country far and wide. Using survey data, an attempt is made in this study to analyse the perceptions of first-time visitors and of those repeating their visits to the festival and other related events and sites in the UAE. The results provide interesting insights into an assessment of festival tourism provided by the tourists for policy makers willing to expand the tourism sector in the vibrant and diversifying economy of the UAE. The study shows that tourist perception in the UAE is multi-dimensional, in line with conventional wisdom, and highlights that it is influenced by all the festival tourism-related facilities and environment.

## INTRODUCTION

Lessons of experience from several countries of the world explicitly suggest that tourism can be used as a means to attain the avowed objective of economic diversification and growth.<sup>1</sup> Therefore, the UAE has also taken steps to promote tourism in the country.<sup>2</sup> Although global tourism has been putting up steady growth in recent decades, the UAE attracts less than 1 per cent of the world's reported 500 million annual tourists.<sup>3</sup>

In recent years, the UAE has organised some events, such as the Dubai Shopping Festival (DSF), to give a boost to tourism activities in the country. In fact, a cluster of attractions and related tourist facilities and services has been created under the auspices of the DSF to attract tourists. It is assumed that any lack of positive experience with



even one of these areas may dramatically influence the perceived quality and visitor satisfaction.<sup>4</sup> Moreover, there has been a proliferation and improvement of facilities for tourists almost every year since the DSF was launched in 1997, with a view to attracting new tourists from various parts of the world and also motivating tourists to make repeat visits to the country to experience and enjoy these facilities. In view of the strategic role given to the DSF, it would be interesting, in this study, to look particularly at the demand side and make an empirical assessment of the perceptions and experiences of first-time visitors and of those repeating their visits to the UAE to participate in festival tourism.<sup>5</sup> This kind of exercise, it is hoped, would provide useful insights into tourist perceptions of the DSF-related activities and environment that have been created and enriched over the years. A comparison between the perceptions and experiences of first-time visitors with those making repeat visits to the festival hopefully would help policy makers draw a fine line between the festival activities that prove attractive to each group of visitors.

### LITERATURE REVIEW

A review of literature suggests that people's preferences for travel experiences are now more diversified, and their travel types and motivations have become more specific.<sup>6</sup> Interestingly, the supply side of tourism has dominated discussion and analysis in the literature on tourism.<sup>7</sup> Curiously enough, very few marketing researchers considered the demand side of tourism,<sup>8</sup> although it has been observed that tourists perceive many images of their destinations. These images are likely to influence their entire behavioural patterns as consumers.<sup>9</sup>

Contemporary literature recognises that event tourism has emerged as a powerful strategic tool in various parts of the world. Event tourism refers to festivals and gatherings staged outside the normal programme of activities. Those events' success as tourism generators relies mostly on their distinctiveness and timing. The event is the focal point

around which existing facilities such as accommodation, transportation and other tourism related infrastructure are provided.<sup>10</sup>

It has been observed that lack of empirical studies in tourism marketing particularly relating to events has not been helpful in generating a general understanding about the logical relationship between marketing and tourism.<sup>11</sup> As pointed out earlier, the literature is dominated by the supply side of tourism marketing. Very little is known about the behaviour of tourists in interaction with the events designed as a strategic tool for tourism marketing in the UAE. This study, therefore, seeks to generate some useful knowledge by focusing on the demand side of festival tourism in the UAE. The following section presents some reflections on tourism policies and activities in the UAE. The penultimate section discusses the research method and survey results. The final section highlights some implications of this study for policy.

### TOURISM IN THE UAE : SOME REFLECTIONS

There have been interesting ideas and policies about tourism ever since the UAE attained independence. Reaching back to the 1980s, a model based on cultural heritage, as well as the warmth and hospitality of the people, has been dominant. Over the years, however, tourism infrastructure development and a variety of tourism marketing strategies, including festival tourism, were all scrambling for policy space. In the 1980s and 1990s the government made massive investments to develop the physical infrastructure in the country. The tourism sector obviously benefited immensely from these investments. Recent years have witnessed an upsurge in interest in tourism with the advent of some oft-quoted tourism-related events such shopping festivals. A review of economic indicators of the UAE (Table 1) suggests that the services sector, including tourism, contributed 45 per cent to GDP in 2001. Table 1 also shows that the services sector (as percentage of GDP) from

**Table 1: Key economic indicators and structure of the UAE economy (1981–2001)**

	1981	1991	2000	2001
GDP (US\$ bn)	32.9	34.4	70.5	68.0
Gross domestic investment/GDP	26.3	21.5	23.2	24.6
Exports of goods and services	69.2	66.7	70.6	71.2
Gross domestic savings/GDP	61.6	41.2	41.1	36.4
Agriculture (% of GDP)	0.8	2.0	3.5	3.9
Industry (% of GDP)	72.7	61.3	55.7	51.2
Services and tourism (% of GDP)	26.5	36.6	40.8	45.0

Source: Development Data Group, World Bank, September 2002, [www.worldbank.org/data/countrydata](http://www.worldbank.org/data/countrydata)

1981 to 2001 has been steadily on the rise in comparison with agriculture and industry.

The aggressive promotion campaigns launched by the UAE to market itself as a tourist destination over the past several years have paid dividends. The number of tourists visiting the Emirates increased significantly in recent years. The number of people arriving at the major international airports in the UAE (Abu Dhabi, Dubai, Fujairah, Ras Al Khaimah and Sharjah) increased from 2.1 million in 1987 to nearly 5.5 million in 1997, a jump of about 170 per cent over a decade.

Tourism organisations in the individual Emirates have been taking steps to promote their own events and attractions. For instance, Abu Dhabi now offers visitors a wide array of options including green parks, clean beaches, a range of marine and other sports, adventures in the desert and the delight of shopping. Tourists can also visit the oasis city of Al Ain and undertake a sightseeing tour to archaeological sites, including most notably Al Hili Fun City, Ain Al Faydha Resort, Al Jahili Fort and the National Museum.

Dubai has been particularly active in promoting tourism. Its tourism industry accounts for nearly 20 per cent of GDP. Dubai is popularly perceived as a visitors' haven with clean beaches, elegant hotels and exciting shopping malls. More than 3 million people visited Dubai in the year 2000. Clearly the DSF has been playing a pivotal role in generating tourism in Dubai and

indeed elsewhere in the country. The paper now turns to explain the research method used for this study.

## RESEARCH METHOD

The research method for this study included two specific components: focus group discussions and a survey exercise. This approach was used to cover both the quantitative and qualitative aspects of the issues involved. Focus group interviews were held during the first phase of the study. Based on a review of literature, a pool of variables that influence perceptions and experiences of tourists and their assessment of factors that lead to their satisfaction about tourism destinations and events were identified.<sup>12</sup> Participants in the focus group were those who happened to be first-time and repeat visitors. A total of ten participants, five each from both the categories of tourists, were invited to a central location in Dubai where the focus group session took place. All participants were briefed on the purpose of the meeting. The guidelines for such an exercise available in the literature<sup>13</sup> formed a basis for the discussion, which lasted approximately two hours.

The findings from focus group research were used to refine the survey instrument design. The survey instrument had two parts. The first part sought information from the respondents on each of the 45 variables identified. A five-point Likert scale, with 1 representing 'strongly disagree' and 5

‘strongly agree’, was used to measure the responses. This type of scale is believed to be suitable for measuring customer perception and satisfaction as it reduces the skewedness of satisfaction responses.<sup>14</sup>

The questionnaire included:

- six questions to capture the travel experiences of tourists
- nine questions to assess the satisfaction level of tourists
- five questions about the factors that determine the choice of UAE as an alternative tourist destination
- six questions to measure the attractiveness of UAE as a tourist destination
- 11 questions to find out the events visited/not visited.

The second part of the questionnaire sought to obtain information on the demographics of the respondents. Information sought related to gender, age, occupation and the nationality of the respondents. The frequency of visits was also examined.

### Data collection

Data were collected by using the mall-intercept survey technique<sup>15</sup> by stationing pairs of research assistants along different points of the shopping malls, international airports in Dubai and Sharjah, prominent hotels, restaurants and amusement parks. While by no means perfect, the mall-intercept approach can result in ‘a sample, which, while not strictly representative, may nonetheless be relatively free of any systematic bias’.<sup>16</sup> The mall-intercept technique has been used in a number of similar studies.<sup>17</sup> Only those tourists who could read, write and speak the English language were approached.

Twelve hundred responses from tourists coming from 41 countries were obtained in this manner. All the questionnaires were found to be fully usable. This was possible mainly due to the fact that the survey was conducted with the help of a questionnaire addressed personally by the research assistants. For the same reason, some interesting additional points of an explanatory nature were also made by the respondents. These

points surely enriched understanding of the strategic issues pertaining to festival tourism in the UAE.

### RESULTS

In this section, an attempt is made to present the results of the survey exercise. Unfortunately, the demand side of tourism particularly in the UAE has not been subjected to a rigorous analysis, presumably owing to lack of empirical data. This section, it is hoped, will go in the direction of filling this gap in the literature.

The 1,200 respondents included 870 male and 330 female tourists. The reason for the smaller percentage of female respondents may be explained due to the fact that female tourists from neighbouring Middle Eastern countries are generally unapproachable, particularly from countries such as Saudi Arabia.<sup>18</sup> In terms of age grouping, almost two-thirds of the respondents were between 30 and 40 years of age, and a little over a quarter of the respondents were between of 40 and 50 years of age.

In a grouping based on the respondents’ primary occupation, over half of the respondents were business personalities, while 43 per cent were professionals. The nationalities of the respondents demonstrated a widespread distribution. India, the USA and the UK contributed nearly 30 per cent to the nationality mix of the respondents. Table 2 provides an overview of the respondent demographics.

Table 3 shows the various events visited by the respondents. The shopping festivals attracted the largest number of tourists, in line with the popular perception of the UAE as a shopping haven.

Table 4 presents responses from the first-time visitors as well as those making repeat visits to the country about their perceptions and experiences. Respondents were asked to give their opinions on six constructs measured on a five-point scale (1 = strongly disagree and 5 = strongly agree). The first-time visitors reported a strong degree of agreement with the shopping opportunities at the festival. Overall, the first-time visitors

**Table 2: Demographic profile of respondents**

	<i>Frequency</i>	<i>%</i>
Gender		
Male	870	72.5
Female	330	27.5
Age		
20–30	50	4.1
31–40	780	65
41–50	330	27.5
Above 50	40	3.3
Primary occupation		
Business personalities	680	52.5
Professionals	500	43
Students	20	1.66
Frequency of visits		
Repeat	720	60
First time	480	40
Nationality		
USA	120	10
UK	110	9.16
India	110	9.16
Austria	60	5
Saudi Arabia	60	5
Others*	740	61.68
Type of accommodation		
Hotel	851	70.8
Motel	40	3.33
Guest house	190	15.8
Others (relatives)	120	10.0

\*Others include Canada, Egypt, Germany, Lebanon and 25 other countries.

reported a better travel experience as compared to repeat visitors. The generally small standard deviation indicates that there has been a higher degree of consistency in the opinions of the respondents.

Most of the tourists making a repeat visit to the UAE agreed that they were pleasantly surprised with the shopping opportunities. It indicates that festival organisers have been improving shopping facilities each year as perceived by the tourists.

To test whether the means of each of the measures in the two groups are statistically different from each other, the two groups of visitors (first-time and repeat visitors) were compared on their travelling experience in UAE using *t*-tests. Of the total of six constructs that were examined, two were found to be significant. The study found that for first-time visitors, everything was perfectly well organised compared to repeat visitors (significance level 0.007). The first-time visitors have been comparatively more pleasantly surprised with the shopping opportunities than repeat visitors (significance level 0.017). No significant differences between the two groups of travellers were observed on the other dimensions compared.

Table 5 provides an overview of the assessment of the satisfaction levels of the visitors on a total of nine constructs examined. The responses were measured on a

**Table 3: Events visited/not visited**

<i>Events</i>	<i>Visited</i>		<i>Not Visited</i>	
	<i>Frequency</i>	<i>%</i>	<i>Frequency</i>	<i>%</i>
Desert safaris	600	50	600	50
Cultural festivals	270	22.5	930	77.5
Shopping festivals	780	65	420	35
Camel race	130	10.8	1,070	89.16
Horse race	420	35	780	65
Museums and galleries	580	48.3	620	51.6
Malls	700	58.3	500	41.6
Sports	250	20.8	950	79.1
Hot beaches	720	60	480	40
Parks and gardens	490	40.8	710	59.1
Historic places	370	30.8	830	69.1

**Table 4: Travel experiences**

	<i>First-time visitors</i>		<i>Repeat visitors</i>		<i>Significance*</i>
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	
Variety of food	3.25	0.946	4.23	0.785	0.325
Well organised	4.18	0.833	3.34	0.791	<b>0.0007</b>
Peaceful natural environment	4.23	0.829	3.96	0.876	0.187
Thrilling experiences	4.20	0.927	3.87	0.789	0.321
Ideal beaches	4.18	1.097	3.85	0.943	0.457
Immense shopping opportunities	4.59	0.849	4.28	0.678	<b>0.0017</b>

Notes: Scores based on a five-point scale ranging from 1 = strongly disagree to 5 = strongly agree.

\* Level of significance using *t*-test

**Table 5: Assessment of overall satisfaction**

<i>Overall satisfaction</i>	<i>First-time visitors</i>		<i>Repeat visitors</i>		<i>Significance*</i>
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	
I will definitely visit the UAE again	4.33	0.73	3.87	0.76	0.378
An inexpensive destination	3.74	0.95	3.23	0.87	<b>0.010</b>
Satisfaction with my experience	4.03	0.72	3.87	0.83	<b>0.02</b>
Information was easy to access in my country	3.36	0.91	3.27	0.83	0.447
All of what I was interested in was perfectly organised for tourists	4.16	0.75	3.73	0.76	0.287
Service personnel are professional	3.80	0.73	3.95	0.67	0.376
When I think of the UAE, I think of thrilling adventure	3.92	0.92	3.56	0.87	0.654
This visit was an exciting challenge for me	4.27	0.87	3.56	0.84	<b>0.037</b>
I would strongly recommend a visit/vacation to the UAE to my friends	4.30	0.90	4.10	0.76	0.651

Notes: Scores based on a five-point scale ranging from 1 = strongly disagree to 5 = strongly agree.

\* Level of significance using *t*-test

five-point scale (1 = strongly disagree and 5 = strongly agree). In the category of first-time visitors, a majority of them indicated that they would definitely visit the UAE again. The next highest degree of agreement was in response to a question that they would strongly recommend a visit/vacation to their friends. The responses to the remaining questions have also been generally positive, as indicated by the mean values. The small standard deviation scores indicate the consistency in the responses.

In the category of tourists making repeat

visits, respondents most strongly agreed that they would strongly recommend the UAE as a place to visit to their friends (mean = 4.1, SD = 0.76). The responses from the repeat visitors to the remaining questions were also generally positive, as indicated by the mean values.

The responses to each of the constructs obtained from the two groups of visitors were compared using *t*-tests. Of the five constructs that were examined, two were found to be significant. The study found that first-time visitors felt that the visit to the



UAE provided an exciting challenge compared to repeat visitors (significance level 0.037). The first-time visitors also viewed the UAE as an inexpensive destination compared to repeat visitors (significance level 0.010). First-time visitors felt extremely satisfied about their UAE experience compared to the repeat visitors (significance level 0.02). No significant differences between the two groups of travellers were observed on the other dimensions compared.

Table 6 provides an overview of the assessment of the UAE as a tourist destination. In the category of first-time visitors, a majority of them indicated that the UAE was a best shopping place (mean = 4.08, SD = 0.70). The remaining three questions in this category got positive responses and a high degree of agreement among the respondents, as indicated by the mean and standard deviation scores.

In the category of repeat visitors, respondents even more strongly agreed that the UAE was a better shopping place. The responses from the repeat visitors to the remaining questions were also generally positive, as indicated by the mean values.

The two groups of visitors were compared on their satisfaction in the UAE using *t*-tests. Five constructs were examined, out of which two were found to be significant. It was observed that repeat visitors found the UAE has many attractive and enjoyable events compared to first-time visitors (significance level 0.003). The study also found that repeat visitors felt the UAE was the best shopping

place compared to first-time visitors (significance level 0.014). No significant differences were found in the responses of the two groups of travellers on the other dimensions compared.

Table 7 provides an overview of the results relating to respondents' assessment of the factors of attraction pertaining to the UAE.

A majority of first-time visitors were attracted to the UAE because of the excellent shopping facilities (mean = 4.02, SD = 0.75). This is followed by the opinion that excellent tourist facilities and reasonable prices are other factors that attract the first-time visitors.

In the category of repeat visitors, respondents most strongly agreed that the UAE has excellent shopping facilities (mean = 4.41, SD = 0.85). Other factors which caused a strong attraction were excellent tourist facilities (mean = 4.23, SD = 0.76) and reasonable prices (mean = 4.02, SD = 0.56).

The responses to each of the constructs obtained from the two groups of visitors were compared using *t*-tests. Of the six factors examined, three were found to be significant.

The study found that the first-time visitors felt that the prices of goods were more reasonable compared to the views of the repeat visitors (significance level 0.021). The first-time visitors also found that the UAE has easy access to all tourist destinations compared to repeat visitors (significance level 0.017). Besides that, the first-time visi-

**Table 6: Assessment of the UAE as tourist destination**

	<i>First-time visitors</i>		<i>Repeat visitors</i>		<i>Significance*</i>
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	
<i>I feel that the UAE</i>					
Is technologically advanced	3.93	0.585	3.56	0.673	0.378
Has many attractive and enjoyable events	3.81	0.837	4.21	0.876	<b>0.003</b>
Is for the active and sports minded	3.67	0.863	3.21	0.456	0.643
Is a best shopping place	4.08	0.703	4.56	0.345	<b>0.014</b>
Has a cross-cultural disposition	3.91	0.821	4.12	0.789	0.287

Notes: Scores based on a five-point scale ranging from 1 = strongly disagree to 5 = strongly agree.

\* Level of significance using *t*-test

**Table 7: Assessment of attraction factors**

<i>I am attracted to the UAE because it offers</i>	<i>First-time visitors</i>		<i>Repeat visitors</i>		<i>Significance*</i>
	<i>Mean</i>	<i>SD</i>	<i>Mean</i>	<i>SD</i>	
Constantly pleasant weather	2.91	0.939	3.02	0.765	0.429
Easy access to all tourist destinations	3.09	0.515	3.89	0.673	<b>0.017</b>
Excellent tourist facilities	3.85	0.772	4.23	0.768	0.512
Excellent shopping facilities	4.02	0.751	4.41	0.856	<b>0.003</b>
Reasonable prices	3.74	0.945	4.02	0.563	<b>0.021</b>
Exciting activities for all ages	3.80	0.984	3.67	0.453	0.231

Notes: Scores based on a five-point scale ranging from 1 = strongly disagree to 5 = strongly agree.

\* Level of significance using *t*-test

tors also found that the UAE has excellent shopping facilities in comparison to responses from repeat visitors (significance level 0.003). No significant differences between the two groups of travellers were observed on the other factors compared.

## CONCLUSIONS AND POLICY IMPLICATIONS

The UAE features global shopping which appeals to most tourists from various parts of the world. It provides tax-free prices on a very wide array of goods and services. In fact, its tourism marketing strategy is anchored in the tax-free shopping opportunities offered to attract tourists. The DSF has become an integral component of the tourism industry in the UAE.

This study shows that, from a tourist's perspective, there is a close relationship between all tourism-related facilities and shopping at one destination. In line with conventional wisdom, tourist perception has been shown to be multidimensional.<sup>19</sup> In other words, on the demand side of tourism, the trip is not perceived to target a single product; rather, it is perceived to interact with a cluster of shopping attractions and related tourist facilities. Therefore, a holistic approach was used to capture sample tourists' perceptions of the DSF and other multiple facilities created by the UAE in recent years. As most tourists sampled for this study visited

several tourism-related facilities and happened to be repeat visitors, their feedback can of course be used to increase the level of service quality and consequently tourist satisfaction.

Since festival tourism was conceptualised in this study as an experience of a mix of tangible and intangible components of the DSF and other tourism-related facilities at a price, it is strategically important that cooperative efforts from government and private sector organisations are made to maintain the prosperity of the tourism sector in the country. Government officials and tourism practitioners must make concerted efforts to design the right marketing mix through careful festival planning with a view to satisfying the needs of a cross-section of visitors and enriching their travel experiences.<sup>20</sup>

India, the UK and the USA have emerged as key markets for the UAE tourism industry. Accordingly, a strategic move for tourism sector development in the UAE is to reprioritise the market origins for tourism marketing. For instance, the UAE needs to increase concentration on the regional market. The UAE's quest to boost tourism through events such as the DSF could be seen to have serious ramifications. First, the hotel industry may not have the lodging capacity to meet demand. Secondly, the festival-tourism strategy designed for international tourists may conflict with the traditional way of life. Thirdly, the acute shortage of skilled manpower in the services sector



may hamper the delivery system. Fourthly, lack of cooperation on the part of the private sector to take initiatives in the area of tourism may hinder the process of sustainable tourism development in the country. Finally, stiff competition from festival tourism programmes in the region may prove really challenging for the UAE's tourism programmes.<sup>21</sup> Once the challenge is met, festival tourism in the UAE can create greater wealth and better quality of life.

This study has shown that shopping is a favourite activity for most visitors to the UAE. Policy makers could take steps to develop new shopping centres in other developing areas of the UAE. These areas are known for lower rent rates compared to Dubai and therefore could offer lower selling prices for shopping products. Festival tourism offers opportunities for improving local infrastructure in so many areas of the UAE. The development of the festival tourism industry can enhance the image of the UAE as a shopping haven and a leading tourist attraction in the Middle-East. Surely the tourism industry in the UAE can provide a positive signal to the world at large that the country is capable of diversifying its economic base from oil and gas to tourism.

While this study has adopted a holistic approach to capture tourist perceptions of festival tourism and other related activities, a word of caution must be expressed here. The difference between tourism products and other consumer products offered during the DSF makes it difficult to measure tourist satisfaction. Admittedly, satisfaction or dissatisfaction with any one component of the DSF package may lead to overall satisfaction or dissatisfaction.<sup>22</sup> An exploratory study of this kind has not been able to clinch this issue empirically. Nevertheless, it is believed that the findings of this study are strong enough to demonstrate that all elements of festival tourism and its environment ought to be considered when analysing tourist perceptions. When one of the objectives of festival tourism is to make tourists come back, then it is important to assess the perceptions of those making repeat visits to the festival. A comparison between the perceptions of first-

time visitors and those making a repeat visit to the festival could prove analytically interesting to academics and policy makers.

## ACKNOWLEDGMENT

The second author acknowledges the facilities support received from King Fahd University of Petroleum and Minerals, Saudi Arabia.

## REFERENCES

- (1) Al-Abed, I. and Hellyer, P. (2001) 'United Arab Emirates: A New Perspective', Trident Press, London.
- (2) Blain, T. A. W., Mohammad, G. and Var, T. (1993) 'Demand for rural tourism: An exploratory study', *Annals of Tourism Research*, Vol. 20, No. 4, pp. 770–773.
- (3) World Tourism Organization (2000) 'Annual Yearbook of Tourism Statistics', World Tourist Organization, Madrid.
- (4) Jafari, J. (1983) 'Anatomy of the travel industry', *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 24, No. 3, pp. 71–77.
- (5) Oppermann, M. (2000) 'Tourism destination loyalty', *Journal of Travel Research*, Vol. 39, No. 1, pp. 78–84.
- (6) Chon, K. S. and Singh, A. (1995) 'Marketing resort to 2000: Review of trends in USA', *Tourism Management*, Vol. 16, No. 6, pp. 459–463; Morrison, A. M., Pearce, P. L., Moscardo, G., Nadkarni, N. and O'Leary, J. T. (1996) 'Specialist accommodation: Definition, markets served, and roles in tourism development', *Journal of Travel Research*, Vol. 35, No. 1, pp. 18–26.
- (7) Wheeler, M. (1995) 'Tourism marketing ethics: An introduction', *International Marketing Review*, Vol. 12, No. 4, pp. 38–39; Stipanuk, D. M. (1989) 'Teaching risk management', *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 30, No. 2, pp. 48–53.
- (8) Luzar, E. J. (1998) 'Profiling the nature-based tourists: A multinational logit approach', *Journal of Travel Research*, Vol. 37, No. 1, pp. 48–55.
- (9) Oliver, R. L. (1999) 'Whence consumer loyalty?', *Journal of Marketing*, Vol. 63, pp. 33–44; Reynolds, W. H. (1965) 'The role of the consumer in image building', *Califor-*

- nia Management Review, Vol. 7, pp. 24–30.
- (10) Jago, L. K. and Shaw, R. N. (1998) 'Special events: A conceptual and definitional framework', *Festival Management and Event Tourism*, Vol. 5, pp. 21–32; Ryan, C., Smee, A., Murphy, S. and Getz, D. (1998) 'New Zealand events: A temporal and regional analysis', *Festival Management and Event Tourism*, Vol. 5, pp. 71–83; Formica, S. (1998) 'The development of festivals and special events studies', *Festival Management and Event Tourism*, Vol. 5, pp. 131–137; Gnoth, J. and Anwar, S. A. (2000) 'New Zealand bets on event tourism', *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 41, No. 4, pp. 72–83.
  - (11) Sung, H., Morrison, A. M. and O'Leary, J. T. (1997) 'Definition of adventure travel: Conceptual framework for empirical application from the providers' perspective', *Asia Pacific Journal of Tourism Research*, Vol. 1, No. 2, pp. 47–68.
  - (12) Danaher, P. J. and Arweiler, N. (1996) 'Customer satisfaction in the tourist industry: A case study of visitors to New Zealand', *Journal of Travel Research*, Vol. 35, No. 1, pp. 89–93.
  - (13) Morgan, D. L (1988) 'Focus Groups: The Qualitative Research', Sage Publications, Newbury Park, CA.
  - (14) Westbrook, R. A. (1980) 'A rating scale for measuring product/service satisfaction', *Journal of Marketing*, Vol. 44, No. 4, pp. 68–72; Chetwyn, C. (1998) 'London calling', *Marketing Week*, Vol. 21, No. 16, pp. 43–46.
  - (15) Bush, A. J. and Joseph, F. Jr. (1985) 'An assessment of the mall-intercept as a data collection method', *Journal of Marketing Research*, Vol. 22, May, pp. 158–167.
  - (16) Douglas, S. and Craig, C. (1983) 'International Marketing Research', Prentice Hall, Englewood Cliffs, NJ.
  - (17) Balabanis, G., Diamantopoulos, A., Dentiste, R. and Muellerand M. T. C. (2001) 'The impact of nationalism, patriotism and internationalism on consumer ethnocentric tendencies (in Turkey and the Czech Republic)', *Journal of International Business Studies*, Vol. 32, No. 1 p. 157; Andrews, C., Burton, S. and Netemeyer, R. (2000) 'Are some comparative nutrition claims misleading? The role of nutrition knowledge, ad claim type and disclosure conditions', *Journal of Advertising*, Vol. 29, No. 3 p. 29; Griffin, M., Babin, B. and Modianos, D. (2000) 'Shopping values of Russian consumers: The impact of habituation in a developing economy', *Journal of Retailing*, Vol. 76, No. 1, p. 33.
  - (18) Tuncalp, Cecil (2001) 'The marketing research scene in Saudi Arabia', *European Journal of Marketing*, Vol. 22, No. 5, pp.15–22.
  - (19) Pyo, S., Mihalik, B. J. and Uysal, M. (1989), 'Attraction attributes and motivations: A canonical correlation analysis', *Annals of Tourism Research*, Vol. 16, No. 2, pp. 277–282.
  - (20) Middleton, V. T. C. (1988) 'Marketing in Travel and Tourism', Heinemann, Oxford.
  - (21) Al-Abed and Hellyer, ref. 1 above.
  - (22) For this argument, see Rust, R. T., Zahonik, A. J. and Keiningham, T. L. (1996) 'Service Marketing', Harper Collins, New York.