

Arab Tourism and Destination Choice: Exploring the Travel Behavior of Arab Female Tourists

Dr. Abdulaziz Mohammed Alsawafi.

Director of Postgraduate Studies, Research and Innovation.
Al-Bayan College, Sultanate of Oman

Abstract: This study aims to contribute to the understanding of Arab female tourists' travel behavior by examining their travel motivations, constraints, negotiation strategies, and the influence of Islamic teachings on their destination choices for pleasure travel. The research methodology utilized a purposive sampling approach to gather data through a questionnaire survey administered to 178 Arab female tourists. The study identifies the key push and pull travel motivations, the main travel constraints that inhibit Arab female tourists from travelling overseas, and the most frequent travel negotiation strategies adopted to overcome these constraints. Furthermore, the findings indicate that Islamic teachings play a significant role in the choice of a pleasure travel destination for Arab female tourists. The current study provides information that will aid the destination and travel marketers in targeting the Arab female travel market to formulate effective marketing strategies and develop appropriate product plans. Finally, the managerial implications of the study's results, study limitations, and possible future research directions, are discussed.

Keywords: push and pull travel motivations, travel constraints, travel negotiation strategies, Arab tourism, destination choice, Islam and tourism.

1. Introduction

Understanding the underlying reasons behind people's travel decisions, including push and pull motivations, as well as the factors that influence their destination choice and the constraints they face and the strategies they use to overcome them, is essential for travel and destination marketers to develop effective marketing strategies that cater to the needs and preferences of their target audiences (Koca, Henderson, Asci & Bulgu, 2009; Zhang, 2009; Mohsin & Alsawafi, 2011; Alsawafi, 2013; Baniya & Paudel, 2016; Sastre & Phakdee-
auksorn, 2017; Almeida & Garrod, 2018; Mohamed & Abdul-Talib, 2020; Luvsandavaajav & Narantuya, 2021; Dyvette et al., 2022; Pektaş, 2022).

Prior studies in the tourism marketing field have consistently demonstrated the importance of

gaining a clear and accurate understanding of various aspects of travel behavior, such as push and pull motivations, constraints, and negotiation strategies, in effectively promoting a destination to specific market segments (Koca, Henderson, Asci & Bulgu, 2009; Zhang, 2009; Alsawafi, 2013; Nash & Mitra, 2019; Lin & Zhang, 2021).

Tourist behavior and destination choice are fundamental topics in the field of tourism studies (Zhang, 2009; Alsawafi, 2013; Karl, Reintinger & Schmude, 2015; Goet, 2021; Pandey & Joshi, 2021; Lin & Zhang, 2021); however, research on these issues in developing countries and Islamic cultures has been limited (Mohsin & Alsawafi, 2011; Alsawafi, 2013; Al Jahwari, 2015; Moufakkir & AlSaleh, 2017; Alsawafi & Almuhrzi, 2022). Therefore, any effort to investigate these topics can significantly contribute to a more comprehensive understanding of tourist travel behavior in general and the travel behavior of specific market segments or destinations in particular. Such research can help fill existing gaps in the literature and provide valuable insights that can inform the development of effective tourism policies and marketing strategies.

Gaining a comprehensive understanding of the travel behavior and preferences of Arab female tourists is crucial for tourism industry marketers (Mohsin & Alsawafi, 2011; Alsawafi, 2013; Kessler, 2015). The Arab female tourism market is expanding rapidly, and its unique cultural, social, and religious values can significantly impact travel decisions. Despite the increasing interest in this market segment, the number of studies examining their behavior and preferences remains limited (Prayag & Hosany, 2014; Alsawafi, 2016; Moufakkir, 2020; Abou-Shouk *et al.*, 2021; Alsawafi & Almuhrzi, 2022). Therefore, there is a pressing need for additional research to gain a deeper understanding of this market and to develop effective marketing strategies that cater to the specific needs and expectations of Arab female tourists (Ariffin & Hasim, 2009; Alsawafi, 2013). Such strategies can help destination and travel marketers to offer tailored services and experiences that take into account the cultural and social values of this market segment, thereby enhancing their travel experiences and contributing to the growth of the tourism and travel industry.

To increase their share of the foreign tourist market, it is essential for countries to understand the reasons why people travel abroad and choose specific destinations and the constraints they face, as well as the negotiation strategies they adopt to overcome them (Crompton, 1979; Fodness, 1994; Oh, Uysal, & Weaver, 1995; Alsawafi, 2013; Alsawafi, 2017; Moufakkir & AlSaleh, 2017; Alsawafi & Almuhrzi, 2022). In addition, research is necessary to investigate the impact of religious teachings on tourist destination choice, particularly in the Islamic

world, which remains under-researched despite recent studies addressing gaps in the literature (Henderson, 2008; Mohsin & Alsawafi, 2011; Alsawafi, 2013; Al Jahwari, 2015; Alsawafi & Almuhrzi, 2022). Therefore, the aim of this study is to contribute to the understanding of Arab female tourists' travel behavior. Specifically, the research aims to achieve the following objectives:

1. To examine the push and pull travel motivations of Arab female tourists;
2. To identify travel constraints that hinder Arab female residents from traveling outside their countries;
3. To identify the travel negotiation strategies used by Arab female tourists to overcome these constraints; and
4. To investigate the impact of Islamic teachings on the destination choices of Arab female tourists for pleasure travel.

2. Literature review

2.1 Defining Motivation

Motivation, a concept rooted in psychology, is commonly defined as an internal state or force that propels individuals to engage in certain actions to satisfy their internal socio-psychological needs and respond to external factors in their environment (Murray, 1964; Iso-Ahola, 1982; Crompton & McKay, 1997; Kim & Jogaratnam, 2002; Tschapka, 2006; Kim, 2007; Jonsson & Devonish, 2008; Jang, Bai, Hu, & Wu, 2009; Goet, 2021; Dyvette et al., 2022; Pektaş, 2022). Travel motivations similarly refer to a set of needs that influence individuals' participation in tourist activities, and are often linked to a perceived lack or deficiency that prompts travel as a response (Prebensen & Kleiven, 2006; Schofield & Thompson, 2007; Goet, 2021; Dyvette et al., 2022; Pektaş, 2022). Iso-Ahola (1982) defines motivation as "an internal factor that arouses, directs, and integrates a person's behavior, implying a clear motivation-behavior relationship" (p. 130). In this regard, Kim (2007) suggested that motivation is considered a starting point or cornerstone for all actions, thus making it a very important variable to understand and explain tourist behavior within a tourism context. These definitions underscore the crucial role of motivation in guiding individuals' behavior and shaping the direction of their actions.

2.2 The Theory of Push and Pull Travel Motivation

The theory of push and pull travel motivation has gained widespread acceptance as a useful framework for elucidating the reasons underlying travel behavior. This theory has also been deemed applicable to non-Western cultures (Baloglu & Uysal, 1996; Kim, 2007; Yoon & Uysal, 2005; Huang & Hsu, 2005; Hsu, Cai, & Wong, 2007; Kao, Patterson, Scott, & Li, 2008; Mohsin & Alsawafi, 2011; Alsawafi, 2013; Goet, 2021; Dyvette et al., 2022; Pektaş, 2022). Rittichainuwat (2008) further emphasizes the critical role of push and pull travel motivations in shaping tourists' decision-making regarding travel timing and destination selection. According to this concept, tourists embark on a journey to fulfill their physical and social needs, which pushes them away from their home environment (push factors), while the attraction of destination attributes pulls them towards the destination (pull factors) (Mehmetoglu, Dann & Larsen, 2001; Sellick, 2004; Correia et al., 2007; Kim, 2007; Correia & Pimpao, 2008; Rittichainuwat, 2008; Zhang, 2009; Yun & Lehto, 2009). Push factors have been used to explain the desire to travel, while pull factors have been utilized to explain destination choice (Goossens, 2000; Jang & Cai, 2002; Klenosky, 2002). Consequently, destinations worldwide strive to offer diverse products and services that cater to visitors' increasingly sophisticated needs, and simultaneously entice them to visit the destination (Kim, Borges, & Ghon, 2006; Kim, 2007; Correia & Pimpao, 2008; Jonsson & Devonish, 2008; Hsu, Tsai, & Wu, 2009; Goet, 2021).

2.3 Travel constraints

It is widely acknowledged among researchers that travel motivation is not the sole determinant of tourists' travel behavior (Iso-Ahola, 1980; Iso-Ahola, 1989; Baloglu & Uysal, 1996; Alsawafi, 2013). Travel constraints, which refer to factors that limit an individual's ability or willingness to travel, also exert a significant influence on tourists' behavior. These constraints can explain, shape, and determine travel decisions, impact travel motivations, reduce participation and satisfaction, and direct travel choices (Iso-Ahola, 1980; Iso-Ahola, 1989; Moutinho, 1987; Jackson, 1988; Crawford & Godbey, 1987; Huston & Ashmore, 1986; Jackson, Crawford, & Godbey, 1993; Crompton & McKay, 1997; Carroll & Alexandris, 1997; Liu, 2008; Wilhelm Stanis, Schneider, & Russell, 2009). From a marketing perspective, it is crucial for travel marketers to identify travel constraints faced by specific groups and develop appropriate strategies to overcome these constraints and increase their participation in tourist activities (Daniels, Drogin, Rodgers, & Wiggins, 2005;

Kattiyapornpong & Miller, 2009). Jackson's (2000) assertion underscores the importance of examining travel constraints as a crucial factor in comprehending the determinants of travel participation, for both researchers and practitioners. Thus, analyzing travel constraints should be considered as equally important as analyzing travel motivation.

2.4 Travel negotiation strategies

Previous research on travel constraints was based on the assumption that constraints were insurmountable barriers to participation in travel activities (Zhang, 2009; Alsawafi, 2013). Such studies posited that individuals experiencing constraints would inevitably choose not to participate (Jackson, Crawford, & Godbey, 1993). However, other studies have challenged this notion, arguing that the presence of constraints does not necessarily lead to nonparticipation (Kay & Jackson, 1991; Shaw, Bonen, & McCabe, 1991; Scott, 1991; Henderson, Bedini, Hect, & Schuler, 1995; Ayling, 2008; Zhang, 2009; Alsawafi, 2013). Empirical evidence has shown that despite constraints, some individuals successfully participate by adopting specific negotiation strategies, indicating that constraints are negotiable and can be successfully overcome. Thus, the relationship between constraints and participation is not consistently negative, as previously assumed (Jackson & Rucks, 1995; Little, 2002; Ayling, 2008; Du, 2008; Lee & Scott, 2009; Koca et al., 2009). Samdahl and Jekubovich (1993) suggested that people are often successful in finding ways to overcome the constraints they encounter. Jackson et al. (1993) concluded that participation "is dependent not on the absence of constraints (although this may be true for some people), but on negotiation through them" (p. 4). However, a gap persists as a result of the lack of information regarding travel negotiation strategies used by individuals in general and by Muslim and Arabic people in particular (Little, 2002; Livengood & Stodlska, 2004; Daniels et al., 2005; Ayling, 2008; Koca et al., 2009; Alsawafi, 2013).

2.5 Destination Choice

Comprehending the factors that shape individuals' destination choices is a critical task for destination and travel marketers to develop effective marketing strategies. Previous research in tourism marketing has underscored the significance of understanding the factors that influence destination choice (Correia & Pimpao, 2008; Sparks & Pan, 2009; Alsawafi, 2013). Identifying the factors that impact destination selection is a fundamental topic in tourism research (Yun & Lehto, 2009; Merwe et al., 2011) as it contributes to a better understanding of travel behavior in general and the behavior of specific market segments. Since these

factors are dynamic and subject to change, ongoing research is

necessary to develop appropriate marketing strategies (Alsawafi, 2013). One potentially influential factor that has received little attention in tourism research is religion, particularly its impact on Arab travelers' destination choices (Alsawafi, 2013; Gannon et al., 2017; Preko et al., 2021). Religion is known to significantly shape an individual's travel decision-making processes (Zamani-Farahani & Henderson, 2010; Kasim, 2016; Alsawafi, 2013). Since destination choice is a crucial element in the decision-making process for holiday travel (Zhang, 2009), this study aims to investigate the influence of Islamic teachings on destination choices among Arab female tourists.

3. Methodology

The primary objective of this study is to investigate the travel behavior of female Arab tourists, focusing on their travel motivation, travel constraints, travel negotiation strategies, and the impact of Islamic teachings on their choice of leisure travel destination. The research design employed a descriptive approach, using a quantitative methodology with surveys serving as the primary instrument for data collection. As noted by Cooper and Schindler (2014), surveys are widely used in tourism research as a primary data collection instrument due to their capacity to collect large amounts of data in a standardized format, making them suitable for quantitative analysis.

The scale used for data collection was adapted from Alsawafi's (2013) study on perceptions of Omani outbound tourists. This scale was deemed appropriate as it allowed for the examination of travel behavior among Arab female tourists and facilitated comparison with findings from previous studies. To tailor the scale to the specific research context, minor modifications were made to some items to enhance their relevance to the study population.

The survey consisted of six distinct sections:

- **Push travel motivations (reasons for travelling abroad):** Participants indicated their level of agreement with 18 statements using a seven-point Likert-style scale, ranging from 1 (of no importance) to 7 (extremely important).
- **Pull travel motivations (destination attributes):** Participants rated their level of agreement with 20 statements using a seven-point Likert scale, with 1 indicating "of no attraction" and 7 indicating "extremely attractive."

- **Travel constraints:** Participants responded to 18 statements using a seven-point Likert-type scale, anchored by 1 (strongly disagree) and 7 (strongly agree).
- **Travel negotiation strategies:** Participants indicated their level of agreement with 23 statements using a seven-point Likert-type scale, anchored by 1 (strongly not representative) and 7 (strongly representative).
- **Influence of Islamic teachings on the choice of a pleasure travel destination:** Participants rated their agreement with 10 statements on a 7-point scale, ranging from 1 (strongly disagree) to 7 (strongly agree).
- **Demographic and travel information:** The final section collected comprehensive demographic data and general travel information from participants (see Table 1).

A pilot test was conducted with 33 Arab females in Muscat to assess the validity of the scale and gather feedback on the clarity and appropriateness of the research instrument. Following the pilot test, minor modifications were made to improve the understanding of the items. As per DeVellie's (2021) recommendation, conducting pilot tests is advisable even when utilizing previously validated scales. To collect data, 250 self-administered questionnaires were disseminated in public locations, such as shopping malls, universities, and public parks, over a two-month period (March and April 2023).

The study employed purposive sampling to survey 178 Arab female tourists, selecting participants based on predetermined criteria. Eligible participants were female tourists of Arab nationality residing in Oman, aged 18 or above, who had taken an overseas vacation in the past three years or planned to do so within the next 12 months. According to Nikolopoulou (2020), purposive sampling enables an in-depth exploration of specific issues among a particular population, rather than focusing on the generalizability of the findings. Ethical approval for the study was obtained from the Ethics Committee of the University of Technology and Applied Sciences, Oman.

Data collected from the survey were analyzed using the Statistical Package for Social Sciences (SPSS) software (version 24). Descriptive analysis was performed for all survey items. To identify and rank Arab female tourists' push and pull travel motivations, travel constraints, travel negotiation strategies, and the impact of Islamic teachings on their choice of a pleasure travel destination, means and standard deviations were calculated. This methodology allowed the study to gain valuable insights into the travel behavior of Arab female tourists.

4. Results

4.1 Sociodemographic profile of respondents

Out of 250 questionnaires distributed, 222 were returned, with only 178 valid for analysis, resulting in a 71% response rate. The largest age group in the sample was between 26-35 years old (n=74, 41.6%), followed by respondents aged 18-25 (n=63, 35.4%), while those in the 36-49 and 50-64 age groups represented 16.3% (n=29) and 6.7% (n=12) of the sample, respectively. Regarding relationship status, 129 (72.5%) respondents were married, while 49 (27.5%) were single. In terms of education level, more than half of the respondents (n=110, 61.8%) had a bachelor's degree, followed by those with a diploma (n=40, 22.5%), while those with high school, master's and doctoral degrees, uneducated and elementary school leaving certificates accounted for 7.9%, 3.4%, 2.8%, and 1.7%, respectively. The majority of the respondents belonged to the middle class, with 66.9% (n=119) having a monthly household income ranging from over OMR 500 up to OMR 1000. Those earning less than OMR 500 represented 27.5% (n=49) of the sample, while only 5.6% (n=10) had an average household monthly income ranging from over OMR 1000 to OMR 1500, with none of the respondents claiming to have an average household income over OMR 1500 per month. In terms of occupation, more than half of the respondents

(n=119, 67.4%) worked in the public sector, followed by students (n=28, 15.7%) who were mainly college and university students, and housewives (n=13, 7.3%). Finally, the majority of the respondents had children (n=103, 58%), while 42% (n=75) did not. These findings provide valuable insights into the sociodemographic profile of Arab female tourists. Table 4.1 presents a detailed demographic profile of the respondents.

Table 4.1 The Demographic Profile of Respondents

Socio-demographic Variables	Frequency	%
Age Groups		
18-25 years old	74	41.6
26-35 years old	63	35.4
36-49 years old	29	16.3
50-64 years old	12	6.7
Total	178	100
Marital Status		
Single	49	27.5
Married	129	72.5
Total	178	100
Educational Levels		
No formal education	5	2.8
Elementary School High	3	1.7
School Diploma	14	7.9
Bachelor's Degree	40	22.5
Master's & PhD Degree	110	61.8
	6	3.4
Total	178	100
Monthly Income		
Under OMR 500	49	27.5
Over OMR 500 to OMR 1000	119	66.9
Over OMR 1000 to OMR 1500	10	5.6
Over OMR 1500	0	0
Total	178	100
Occupations		
Public Sector	120	67.4
Private Sector	7	3.9
Student	28	15.7
Housewife	13	7.3

Retired	4	2.2
Businessman	1	0.6
Others	5	2.8
Total	178	100
Children		
Yes	103	57.9
No	75	42.1
Total	100	100

4.2 Reliability and adequacy of the construct

To ensure the statistical appropriateness of the collected data for further analysis, the study employed the Cronbach's alpha coefficient test. This test measures the internal consistency or reliability of the measurement instruments, i.e., the ability of a research

instrument to produce consistent or stable results each time it is administered (Bland & Altman, 1997). Cronbach's alpha is a widely used measure of internal consistency reliability.

According to George & Mallery (2003), a Cronbach's alpha value of 0.70 or higher indicates that a research scale is reliable and acceptable. In this study, the reliability of the measurement instruments was assessed using Cronbach's alpha coefficient. The 18-item measure of push motivations had a Cronbach's alpha reliability of 0.816; the 20-item scale of pull motivations had a Cronbach's alpha reliability of 0.853; the 18-item measure of travel constraints had a reliability of 0.890; the 23-item measure of travel negotiation strategies had a reliability of 0.884, and the 10-item measure of the influence of Islamic teachings on destination choice had a reliability of 0.836. All of these values were greater than the acceptable alpha value of 0.70, indicating that the measurement instruments used in the study were reliable and consistent.

4.3 Push Motivations for Arab Female Tourists

Table 4.2 presents the means, standard deviations, and ranking for push travel motivations among Arab female tourists. The push travel motivations were rated on a scale ranging from the highest mean score of 5.92 to the lowest mean score of 2.37, with the scores clustered around 1.9 standard deviations.

The table reveals that the five most important push motivations for Arab female tourists to travel abroad were "physically rest and relax," which received the highest mean score ($M = 5.92$), followed by "the desire for an experience of another country" ($M = 5.67$). The third most important push motivation that led Arab female tourists to travel abroad was "escape from the ordinary or routine environment at home" ($M = 5.35$). The fourth and fifth push motivations for Arab female pleasure travelers were "learn something new or increase my knowledge" ($M = 5.34$) and "experience cultures that are different from my own" ($M = 5.17$). These findings provide valuable insights into the push travel motivations of Arab female tourists.

Table 4.2 Push Motivations for Arab Female Tourists

Rank	Push Travel Motivations	Mean	SD
1	Physically rest and relax	5.92	1.74
2	The desire for an experience of another country	5.67	1.60
3	Escape from the ordinary or routine environment at home	5.35	1.73
4	Learn something new or increase my knowledge	5.34	1.52
5	Experience cultures that are different from my own	5.17	1.67
6	Strengthen relationships with my spouse/family/friends	5.12	1.92
7	Spend my time without worrying about my study/work	5.08	1.92
8	see something new and exciting	5.06	2.00
9	See how other people live and their way of life	4.93	1.71
10	Visit relatives and friends	4.57	2.21
11	Meet people from many ethnic background/nations	3.89	1.93
12	Talk about my travel experiences after returning home	3.83	2.13
13	Visit a place recommended by friends	3.74	1.87
14	Visit places friends haven't been to	3.61	2.08
15	Experience luxury things and nice food	3.43	2.00
16	Meet people who are interested in the same things	3.41	1.93
17	Mix with fellow tourists	3.11	1.95
18	Participate in physical activity	2.37	1.65

4.4 Pull Motivations for Arab Female Tourists

Table 4.3 presents the means, standard deviations, and rankings for pull travel motivations among Arab female tourists. The pull travel motivations, or destination attributes, were rated on a scale ranging from the highest mean score of 6.42 to the lowest mean score of 3.07, with the scores clustered around 1.7 standard deviations.

The table reveals that the five most attractive pull motivations for Arab female tourists to visit/choose a specific destination were "safety and security at a destination, even when traveling alone," which received the highest mean score ($M = 6.42$), followed by "natural attractions such as sea, beach, coral, mountain, lakes, rivers, streams, wildlife, and birds" ($M = 6.18$). The third most attractive pull motivation that encouraged Arab female tourists to visit/choose a specific destination was "availability of Arabic foods/Halal foods" ($M = 6.10$). The fourth and fifth most attractive pull motivations were "ease of communication with local people (language)" ($M = 5.86$) and "availability of mosques (places of worship)" ($M = 5.79$). These findings provide valuable insights into the pull travel motivations, or destination attributes, that are most attractive to Arab female tourists.

Table 4.3 Pull Motivations for Arab Female Tourists

Rank	Pull Travel Motivations	Mean	SD
1	Safety and security at destination even when travelling alone	6.42	1.23
2	Natural attractions such as sea, beach, coral, mountain, lakes, rivers, streams, wildlife, and birds	6.18	1.37
3	Availability of Arabic foods/Halal foods	6.10	1.26
4	Ease of communication with local people (language)	5.86	1.56
5	Availability of mosques (places of worship)	5.79	1.69
6	Positive attitudes towards Islamic culture at destination	5.69	1.52
7	A variety of shopping places	5.62	1.59
8	Different climate than that at home	5.62	1.65
9	Positive attitudes towards Arabic culture at destination	5.52	1.55
10	Reasonable price of goods and services	5.37	1.61

11	Favorable currency exchange rates	5.05	1.81
12	Availability of information about destination	4.89	1.76
13	Historical, military, or archeological sites (i.e., fort and castle)	4.47	1.84
14	Museums/art galleries/ local crafts/ handiwork	4.43	1.75
15	Education opportunities	4.14	2.04
16	Unique/different cultural groups	4.08	1.86
17	Proximity to Oman (short distance)	4.05	1.91
18	Outdoor activities	3.92	1.93
19	Nightlife and entertainment	3.83	2.24
20	Facilities for physical activities	3.07	1.87

4.5 Perceived Travel Constraints Inhibiting Arab Female Tourists

Table 4.4 presents the means, standard deviations, and rankings of perceived travel constraints that inhibited Arab female tourists. Descriptive statistics revealed that the travel constraints with the most influence on Arab tourists' decisions not to travel abroad for pleasure purposes were "financial challenges (a lack of money)" ($M = 5.46$), "travel cost is too high" ($M = 5.44$), "work commitments" ($M = 5.34$), "family commitments" ($M = 5.08$), and "lack of time and opportunities to travel" ($M = 5.05$). These findings provide valuable insights into the perceived travel constraints that may hinder Arab female tourists from traveling abroad for pleasure purposes.

Table 4.4 Travel Constraints for Arab Female Tourists

Rank	Inhabiting Factors	Mean	SD
1	Financial challenges (a lack of money)	5.46	1.75
2	Travel cost is too high	5.44	1.68
3	Work commitments	5.34	1.76
4	Family commitments	5.08	1.81
5	Lack of time and opportunities to travel	5.05	1.92
6	Others do not have the money	5.03	1.97
7	Others do not have the time	4.71	1.94
8	Safety concerns (personal safety)	4.64	2.08
9	Having dependent children	4.44	2.38
10	Lack of skills (language barrier)	4.01	2.12

11	Negative attitudes towards Muslims/Arabs	3.88	2.06
12	Health problems	3.79	2.21
13	Lack of finding friend or family member to travel with	3.66	2.43
14	Visa procedure	3.64	1.89
15	Stress and anxiety	3.60	1.91
16	Lack of information	3.52	1.99
17	My partner is not interested to travel	3.34	2.30
18	Lack of interest	3.15	2.12

4.6 Travel Negotiation Strategies for Arab Female Tourists

Table 4.5 presents the means, standard deviations, and rankings of travel negotiation strategies used by Arab female tourists. Descriptive statistics revealed that the most frequently used strategies and resources that helped Arab female tourists overcome the effects of travel constraints on their participation in travel activities were "finding a companion to travel with" (M = 5.30), "saving money" (M = 5.26), "learning new skills that assist me in overcoming constraints" (M = 5.24), "thinking about the importance and advantages of travel" (M = 5.23), and "applying what I learned from traveling abroad" (M = 5.14). These findings provide valuable insights into the travel negotiation strategies that Arab female tourists use to overcome travel constraints and participate in travel activities.

Table 4.5 Travel Negotiation Strategies for Arab Female Tourists

Rank	Negotiation Strategies	Mean	SD
1	Finding companion to travel with	5.30	2.13
2	Saving money	5.26	1.93
3	Learning new skills that assist me in overcoming constraints	5.24	1.90
4	Thinking about the importance and advantages of travel	5.23	1.90
5	Applying what I learned from travelling abroad	5.14	1.83
6	Budgeting my money	5.14	1.82
7	Organizing my time early	4.93	1.97
8	Travelling with people who have similar interests	4.87	1.92
9	Planning ahead for travel	4.69	2.13

10	Choosing inexpensive destination	4.61	1.81
11	Compromising on my plan to travel abroad	4.58	1.83
12	Reducing the period I spend abroad	4.56	1.83
13	Ignoring the community structure/culture traditions	4.49	2.07
14	Looking for alternative things to do instead of travelling	4.42	1.89
15	Travel is a top priority	4.30	3.57
16	Changing my plans and travelling to closer countries	4.28	1.91
17	Ignoring disapproving of others	4.11	2.15
18	Travelling with person who speaks other languages	4.11	2.13
19	Ignoring the problem and do not thinking about it	3.98	2.17
20	Travelling with people of my own gender	3.73	2.23
21	Looking for someone to look after my children while I am travelling abroad	3.70	2.32
22	Travelling alone or in group	3.58	2.05
23	Borrowing money	2.30	1.77

4.7 The Influence of Islamic Teachings on Holiday Destination Choice of Arab Female Tourists

Table 4.6 presents the means, standard deviations, and rankings of the influence of Islamic teachings on holiday destination choice from the perspective of Arab female tourists. Descriptive statistics revealed that the most important Islamic factors/teachings that influenced destination choice were "avoiding prohibited activities during the holiday, such as gambling" (M = 6.28), "having a companion (Mahram)" (M = 6.13), "the level of moral corruption at the potential destination" (M = 5.63), "availability of Halal food at the potential destination" (M = 5.62), "official or local people's attitudes towards wearing alhijab (veil) at the potential destination" (M = 5.50), and "availability of mosques at the potential destination" (M = 5.20). However, it is worth noting that all Islamic teachings/factors scored above 4.15, indicating that they all have a significant influence on Arab female tourists' destination choice. These findings provide valuable insights into the importance of Islamic teachings/factors in Arab female tourists' holiday destination choice.

**Table 4.6 The Influence of Islamic Teachings on Holiday Destination Choice for Arab
Female Tourists**

Rank	Islamic Factors	Mean	SD
1	Do not involving in prohibited activities during my holiday such as gambling	6.28	1.51
2	Having companion (Mahram)	6.13	1.48
3	The level of moral corruption at the potential destination	5.63	1.67
4	Availability of Halal food at the potential destination	5.62	1.52
5	Official or local people's attitudes towards wearing alhijab (veil) at the potential destination	5.50	1.75
6	Availability of mosques (places of worship) at the potential destination	5.20	1.91
7	Existence of Muslims as community at the potential destination	4.82	1.85
8	Islamic teachings concerning travelling to non-Islamic countries	4.53	2.05
9	Official or local people's attitudes towards Islamic culture at the potential destination	4.53	1.80
10	Muslim scholars' opinion (fatwa) regarding travelling to non-Islamic countries	4.17	1.95

5. Conclusions, discussion and managerial implications

The present study aimed to explore the push and pull travel motivations, travel constraints, travel negotiation strategies, and the impact of Islamic teachings on the destination choices of Arab female tourists for pleasure travel.

The most important push motivations for Arab female tourists to travel abroad were "physically rest and relax," "the desire for an experience of another country," "escape from the ordinary or routine environment at home," "learn something new or increase my knowledge," and "experience cultures that are different from my own." These findings suggest that Arab female tourists travel for a variety of reasons, including to relax, experience new cultures, and learn new things.

The five most attractive pull motivations for Arab female tourists to visit/choose a specific destination were "safety and security at a destination, even when traveling alone," "natural attractions such as sea, beach, coral, mountain, lakes, rivers, streams, wildlife, and birds," "availability of Arabic foods/Halal foods," "ease of communication with local people (language)," and "availability of mosques (places of worship)." These findings suggest that Arab female tourists are attracted to destinations that are safe, have natural attractions, offer Halal food, and have easy communication with local people.

The most important travel constraints that hindered Arab female tourists from traveling abroad for pleasure purposes were "financial challenges (a lack of money)," "travel cost is too high," "work commitments," "family commitments," and "lack of time and opportunities to travel." These findings suggest that financial constraints, work commitments, and family commitments are the main factors that hinder Arab female tourists from traveling abroad for pleasure purposes.

The most frequently used strategies and resources that helped Arab female tourists overcome the effects of travel constraints on their participation in travel activities were "finding a companion to travel with," "saving money," "learning new skills that assist me in overcoming constraints," "thinking about the importance and advantages of travel," and "applying what I learned from traveling abroad." These findings suggest that Arab female tourists use a variety of strategies to overcome travel constraints, including finding a companion to travel with, saving money, learning new skills, and thinking about the importance of travel.

The most important Islamic factors/teachings that influenced destination choice were "avoiding prohibited activities during the holiday, such as gambling," "having a companion (Mahram)," "the level of moral corruption at the potential destination," "availability of Halal food at the potential destination," "official or local people's attitudes towards wearing alhijab (veil) at the potential destination," and "availability of mosques at the potential destination." These findings suggest that Islamic teachings play an important role in Arab female tourists' destination choice.

The practical implications of the study's findings extend to tourism practitioners, destination marketers, and policymakers. Ahmadova & Aliyev (2021) and Alsawafi (2013) contend that obtaining accurate information about the target market is a critical step towards effective targeting. With this in mind, understanding the push and pull motivations of Arab female tourists can guide the development of targeted marketing campaigns that cater to this market segment. Therefore, travel and destination marketers should consider providing relaxation opportunities, cultural experiences, learning opportunities, unique experiences, and safe and comfortable environments to appeal to Arab female tourists. Additionally, promoting aspects such as safety and security, natural attractions, easy communication with local people, and the availability of Halal food and mosques can further enhance the attractiveness of a destination to this demographic. By implementing these strategies, tourism stakeholders can potentially increase revenue and generate positive word-of-mouth marketing.

According to Chen & Petrick (2016), perceived travel constraints can have negative effects on travel participation. As such, addressing these constraints can aid tourism products and services providers in developing strategies that promote and facilitate travel among Arab female tourists. This can be achieved by offering affordable travel options, flexible payment methods, and initiatives that incentivize travel during off-peak periods.

The study's findings indicate that travel negotiation strategies, including finding a travel companion, saving money, and acquiring new skills, can be effective in overcoming travel constraints among Arab female tourists. Chen, Hua, and Wang (2013) suggest that travelers can alleviate travel constraints by negotiating through various means. They also found that effective destination marketing programs can significantly reduce travel constraints. Therefore, tourism providers and policymakers can offer resources and support that assist travelers in acquiring new skills and connecting with like-minded individuals, thus facilitating their ability to negotiate and overcome travel constraints.

Feizollah et al. (2013) emphasized that halal tourism is a global market that extends beyond Muslim countries. To tap into this emerging market, it is important to create tourism products and services that cater to the unique needs and expectations of Muslim travelers (Alsawafi, 2013; Han et al., 2021). Therefore, destinations seeking to attract Arab female tourists should invest in infrastructure and services that cater to their religious and cultural needs, such as Halal food outlets, prayer facilities, and women-only spaces. This can help destinations appeal to more Arab female tourists who prioritize Islamic teachings and beliefs. Han et al. (2021) suggest that halal food performance plays a crucial role in increasing destination trust and attachment, which in turn influences Muslim traveler retention. Therefore, destinations should focus on developing and promoting their halal food offerings to attract and retain Muslim tourists

In conclusion, to attract more Arab female tourists to their destinations, tourism marketers and managers can adopt the strategies discussed in this study. As Alsawafi (2013) pointed out, understanding the travel behavior of tourists is crucial for developing effective marketing strategies. This study provides valuable insights for tourism stakeholders to better comprehend and cater to the unique needs and preferences of Arab female tourists, which can contribute to the growth and diversification of the tourism market. By implementing these strategies, tourism stakeholders can enhance their competitiveness in the market and attract more Arab female tourists to their destinations.

6. Study limitations and future studies

Lentz (2009) emphasized the importance of acknowledging the limitations of one's research to avoid overgeneralizing findings or drawing inaccurate conclusions. While this study provides valuable insights into the travel behavior of Arab female tourists, it is important to consider its limitations. Firstly, due to the use of purposive sampling, the generalizability of the findings to a wider population of Arab female tourists may be limited. Additionally, the study's focus on pleasure travel may not provide a comprehensive understanding of Arab female tourists' travel behavior in other contexts, such as business or educational travel. Moreover, the use of self-reported data may introduce response bias, which could affect the accuracy of the findings.

Future studies could address these limitations by using a more representative sample of Arab female tourists and exploring their travel behavior in different contexts. Alternative data collection methods, such as interviews or observation, could also complement self-reported

data to provide a more accurate understanding of Arab female tourists' travel behavior. Furthermore, future studies could investigate the role of cultural and social factors in shaping the travel behavior of Arab female tourists, beyond the influence of Islamic teachings.

Finally, as Allin and West (2013) have pointed out, feminist theory offers valuable insights into women's experiences and can contribute to a more nuanced analysis of gender issues. Therefore, a potential avenue for future research is to use a feminist approach to examine the issues addressed in this study. While this study provides important insights into the travel behavior of Arab female tourists and the strategies that destinations can use to attract them, a feminist lens could provide a deeper understanding of the experiences and perspectives of Arab female tourists. A feminist approach could explore how gender roles and power dynamics shape the travel experiences of Arab female tourists, and how their needs and preferences may differ from those of male tourists. By incorporating a feminist perspective, researchers can gain a more comprehensive understanding of the intersection between gender, culture, and tourism, which could inform more inclusive and equitable tourism practices.

To summarize, understanding customers thoroughly is crucial for meeting their needs effectively, as emphasized by Marr (2022). This requires a comprehensive understanding of their behavior and needs, which can be achieved through a variety of research methods and approaches.

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