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Scaling dimension overview in tourist satisfaction: GCC Case

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ABSTRACT

E-government construction requires technical development and implementation solutions from private sector in the country. Both sectors, tourism and government are facing obstacles and challenges generated by the advance and improvement in the use of ICTs by consumers and citizens. Ksenia et al. (2014) illustrated that there are 21 dimensions of tourist satisfaction toward aesthetic judgment and effects in behavioral intention to visit and revisit. This report presents the Uniqueness dimension's overview from the 21 dimensions to be visited and discussed using a case study of GCC interviews in order to conduct conclusion and recommendations to the GCC nations.

Keywords: e-tourism, GCC, e-government, arrangement, tourism management

INTRODUCTION

E-government should establish, promote and enhance the idea of e-tourism as a business to the private sector in order to conduct it in a wide manner to improve the tourism in the country and to improve its contribution to the nation's economy. Since, travel motives are attached with destination attributes. The chosen destination or site for a specific holiday or leisure activity has to meet with the motivational demands and provide satisfactory experiences for the person in order to be successful. However, destinations appeal to tourists for certain reasons, including their scale, uniqueness, service… etc. (Hall, 2005). Whereas, the respective destination attributes combination with travel motives results in a destination's specific attractiveness and more effect in behavioral intention to visit and this motivations are changing with more experience with travel and 'self-development' and 'nature seeking' increases with travel experience. (Stefan et al., 2011). Tourists usually looking for better cost/value ratios and new applications, activities, nature … etc. which brings the terms like "new tourist" "new tourism" and "new tourism products" to the new innovative tourism practice (Pirnar et al., 2010). Tourists perceptions are complex, and always influenced by various parameters (Go¨ssling et al., 2006; Scott, Jones et al., 2008), while put extra considerations to individual tourists may result in unexpected outcomes. On the other hand, media could shape perceptions with uncontrolled having greater weight in influencing individuals and groups. Indeed, perceptions play a major role in tourist decision-making in

destination representing an important stage of information processing that is highly important and essential in influencing the actual traveler's personal negotiation outcome of reported or experienced change (Go¨ssling & Hall, 2006a; Moreno & Becken, 2009; Nawjin & Peeters, 2010; Scott et al., 2007; Scott, Jones et al., 2008). However, the global scale tourism simulation models demand are highly simplified and have essential valid limitations, including a wide range of tourist-response related to uncertainties (Bigano, Hamilton, & Tol, 2006; Eugenio-Martin & Camos-Soria, 2010; Go¨ssling & Hall, 2006a, 2006b; Hamilton et al., 2005; Moore, 2010; Weaver, 2011). Whereas, negative perceptions could abrupt changes in travel behavior along with longer-term behavioral modification (Go¨ssling & Hall, 2006; Hall, 2005) and these negative perceptions could also arise out of single simple events and extreme events (Denstadli et al., 2011; Nilsson & Go¨ssling, 2012). Econometric studies have a wide uncertainties range with regard to tourist's behavioral response (Scott et al., 2012). However, there is a lack of available studies in governmental rules and relationship between e-government and e-tourism research through the impact of ICT in assessing long-term behavioral intention changes on tourist awareness, activities, satisfaction and destination choice. It is obvious, however, that reductions in global or regional GDP resulting from several aspects affecting tourism or tourists would reduce consumer discretionary wealth available and kept for tourism and have negative repercussions for future anticipated growth in tourism demand (Hall, 2010a).

LITERATURE REVIEW

Tourists seem to form their different internal feelings of aesthetic judgment of a destination based on the "Scale" of the place. This scale is integrated and linked with each and every dimension that will be mentioned later in this paper because there is always a scale, level or a degree of happiness or satisfaction towards a destination in general or specific activity or place in the destination. For instance, such dimensions as Colorful / Dull, Grand / Quaint, Presence / Absence of people, Abundance / Scarcity and Openness / Narrowness are characteristics related to different physical magnitude of a destination. Colorful / Dull refers to intensity and degree of colors in a destination or a specific place in buildings or gardens while Grand / Quaint shows to physical proportions of a place like long or wide buildings, long walking place or big green gardens. Presence / Absence of people indicates the level or the degree of crowdedness. Whereas, Abundance-Scarcity connotes the amount of cues in environment and Openness / Narrowness illustrates the destination's spatial characteristics importance. Such diversity and great chance of different opinions from tourists in judgments exists across nature-based and urban destinations (Ksenia et al., 2014).

RESEARCH METHODOLOGY

The main telecommunication services provider in Oman are Omantel and Ooredoo. The researcher agreed with them through a mediator organization that have the approval and capability to send bulk categorized massages (SMS) through mobiles. The data collection procedure will be by sending SMSs to a random sample of local citizens. The researcher requires 500 respondents in order to generalize the outcome result in Oman. Therefore, the agreement with the agent organization was to send 10,000 random SMSs upon to the attached demographic and geographic filters and the target is to get a minimum of 500 answers for the questionnaire. This method of data collection is called Push SMS application system where Naqvi, Naqvi, Al-Shihi and Ali (2011) stated that a Push SMS application system is basically whereby a message is been sent from any prospective like application, person, company or governmental agency to the users, customers or citizens. However, it is considered as a one way communication method where the receiver is not forced to reply or answer the SMS because mostly it is used for marketing and broadcast information. In other words, it is a mobile application that would initiate a message. For instance, some public organizations have started to send bulk messages to public citizens or it may be also categorized and squeezed to

be targeted to specific segments of citizens in terms of demographic, geographic… etc. this massage is for informing them about certain activities, products and events.

The researcher sent questionnaire to 20 males and 20 females who are known as travelers in GCC as validity test. They are known as Arab Travelers Group. The survey was distributed directly to the respondents due to their high knowledge in tourism and tourist aspects. 17 males and 10 females responded to the questionnaire as content validity test. This different maybe due to the GCC countries culture with females since they are less responding to several common surveys. At the end the researcher put a threshold of 10 from each gender in order to start the analysis and the item selection is

1. **I prefer visit bigger cities than small**
2. **I prefer visit bigger buildings than small**
3. **I prefer visit longer buildings than short**
4. **buildings and cities with different colors**
5. **I prefer visit crowded cities**
6. **I prefer visit cities with different activities and POI**
7. **I prefer visit cities with big gardens**

As per the quantitative approach of survey, from 5000 distributed questionnaires, 678 questionnaires were returned.

FINDINGS AND DISCUSSION

After receiving the required answers to the questionnaire from each gender, the findings found to match the expectation and meeting the literature. Table 1 furnishes all the percentages of respondents from each gender. The reliability test in Table 2 while normality and linearity tests are listed in Tables 3 and 4 respectively

Table 1: Demographic Analysis

Variable	Demographic Features	Frequency	Percentage
Gender	Male	397	58.55%
	Female	281	41.45%
Age	<20	42	6.19%
	20-40	544	80.24%
	>40	92	13.57%

Table 2: Reliability Test

VAR	Cronbach's Alpha	Composite Reliability	N of Items
Scale	0.8714	1	7

Table 3: Normality Test

	N	Mean	SD	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	SE	Statistic	SE
S1	678	1.630	1.180	1.713	0.094	1.575	0.187
S2	678	1.624	1.173	1.723	0.094	1.617	0.187
S3	678	1.615	1.172	1.754	0.094	1.725	0.187
S4	678	1.596	1.154	1.799	0.094	1.906	0.187
S5	678	1.628	1.193	1.741	0.094	1.658	0.187
S6	678	1.617	1.182	1.761	0.094	1.733	0.187
S7	678	1.615	1.187	1.772	0.094	1.753	0.187

Table 4: Linearity Test

		Sum of Squares	df	Mean Square	F	Sig.
SMEAN	Between Groups	0.78	1	0.78	1.02	0.31
	Within Groups	521.23	676	0.77		
	Total	522.01	677			

Hypothesis Test

Hypothesis: There is good relationship between Scale and Tourism Satisfaction.

SmartPLS output showing that this hypothesis is valid and accepted. The result indicates that the path coefficient from S to SAT was statistically significant with strong standardized estimate and high t-value of more than 2.58. The out values are illustrated in Table 5.6 below and t-value for the hypothesis testing is in figure 5.2.

Table 5: Hypothesis Output

	B	Mean	SD	SE	T-Value
Scale -> Satisfaction	0.6942	0.709	0.07	0.07	9.9183

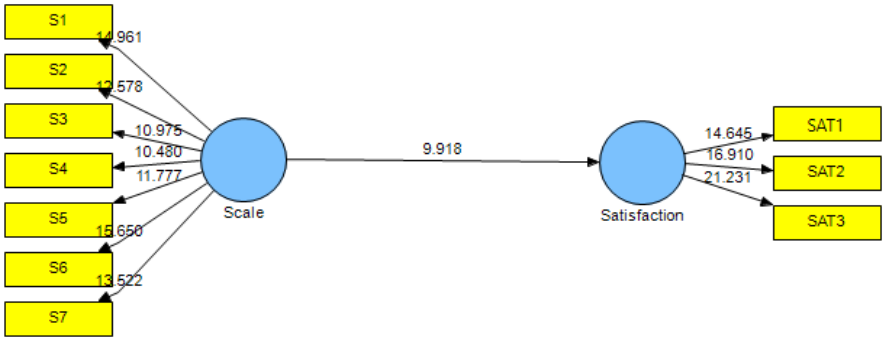

Figure 1: Hypothesis Output

CONCLUSION AND RECOMMENDATIONS

This paper set to review existing studies for developing a major current uncertainties coherent outline and several research needs with regard to tourist responses to scaling dimension in tourist satisfaction. As has been shown, there is an increasing body of literature on the impacts of scaling on tourist behavioral in tension to visit and demand. Thus, tourism sector used in the world to enhance the economic and non-economic benefits for the local community (Kunasekaran et al., 2011). As a result it may be concluded that successful innovation in tourism should bring together important new updated tourism products, service qualities and innovative ideas in tourism industry in an integrated model. When the successful application models of several tourism innovation examples are examined, it becomes obvious that most do have common characteristics among tourists and they share some or all of issues like "*sustainability, quality management, cost reduction, e-tourism, internet usage and / or mobile applications, consumer friendly approaches, CRM, ecology friendly implications, having heritage and culture dimensions, using updated marketing strategies and marketing process*" (Pirnar, Bulut and Eris, 2012, p.139). Hence, destinations can seek to deal with adaptation of scaling and lessen potential impacts. Thus, nation should innovate and implement new approaches like: "*having a story beyond the product for sale, looking for and applying differential advantage in any way possible*" (Pirnar, Bulut and Eris, 2012, p.140). Hence, GCC country should give special attention to their unique historical culture in promoting their tourism through different

modern technologies and approaches and they should maintain and protect their heritage civil buildings like forts (Despina et al., 2015).

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