REVEALING THE ULTIMATE TRAVEL DESTINATIONS: AN IN-DEPTH EXPLORATION OF CULTURE, NATURAL BEAUTY, AND SERVICE EXCELLENCE

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Abstract: Underling the key motivational factors of tourists are very significant in tourism destination marketing. The current study aimed to introduce a new insight in destination management through exploring the main motivational factors behind foreign tourists to visit Saudi. Self administrative questionnaire was distributed among a random sample of tourists visited Saudi. Structural Equation Modeling (SEM-PLS) was applied to analysis the data. The results indicated that five motivational factors influence on behavior intention to visit Saudi. However, the model applied in the study has the potential to be used in similar studies conducted in various destinations worldwide.

Keywords: destination, travel, motivation, international tourists, Arabia Saudi

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INTRODUCTION

The Western theories on motivation are vast and diverse, making it challenging to establish a precise definition of this concept, as noted by McReynolds (1991). Generally, motivation is understood to be a psychological state in which an individual is driven towards achieving a sense of fulfillment (Zhang and Peng, 2014; Bromley, 1990). Moutinho (2000) describes motivation as a state of need or condition that propels individuals towards certain actions that are expected to bring satisfaction. Similarly, Mook (1996) defines motivation as the underlying cause of human behavior, although some argue that the decision to satisfy needs may also be influenced by other psychological factors (Wang et al., 2018; Crompton, 1979). Moreover, the exploration incentive has been an important subject in the field of tourism research due to its role as the primary aspect that drives all tourist actions and is essential to the advancement of tourism (Crompton, 1979; Dann, 1981; Pearce, 1995). Travel motivation has been a significant topic in tourism studies because it is the key factor underlying all tourist behavior and is fundamental to tourism development (Crompton, 1979; Dann, 1981).

The study of travel motivation has attracted the attention of researchers from various disciplines, including sociology, anthropology, and psychology (Cohen, 1972; Dann, 1977; Crompton, 1979; Gnoth, 1997). One of the most widely applied theories in the tourism literature is Maslow's hierarchical theory of motivation (1973). This theory conceptualizes motivation as a pyramid, with physiological needs forming the base, followed by higher-level psychological needs and the ultimate need for self-actualization. Numerous scholars in the field of tourism have sought to empirically modify this model, with Pearce (1982) achieving notable success by proposing a tourism motivation model that aligns with Maslow's framework but eliminates the assumption of prepotency.

In conclusion, motivation serves as a compelling force that drives individuals to take action in order to fulfill their needs and desires (Hanqin and Lam, 1999). Since travel motivation pertains to a collection of desires that drive individuals towards engaging in tourism-related activities (Lee et al., 2015). It holds significant prominence within the realm of tourism research. Subsequently, in light of this, travelers have altered their travel habits with the intention of satisfying their requirements, with their travel choices being contingent upon the characteristics inherent to the destination (Buckley et al., 2014; Wong et al., 2013). Within the realm of tourist motivation research, scholars aim to understand the reasons behind people's travel choices and their intentions for their holidays. The concept of motivation is multifaceted and has been defined in various ways, with scholars highlighting its role as a psychological state and the cause of human behavior. The study of travel motivation has attracted researchers from diverse disciplines, and Maslow's hierarchical theory of motivation has been particularly influential in the tourism literature, although modifications have been proposed to better suit the context of tourism (Alhaj Mohammad, 2021).

Understanding the motivation behind travel is an essential requirement for fully grasping the selection of tourist destinations and the entire decision-making process associated with it. In addition, conducting research on travel motivation can prove to be beneficial for tourism sites in terms of understanding how they can enhance their offerings in order to effectively cater to the satisfaction of tourists (Coban, 2012; Baniya and Paudel, 2016; Hakim and Mulia, 2019). The motivations that drive individuals to embark on trips have a significant impact on their cognitive perception of the destinations they visit, and this perception, in turn, interacts with their emotional perception to shape their expectations

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regarding travel locations (Wang et al., 2016). Consequently, comprehending the underlying factors that influence travel motivation can enable tourism sites to strategically align their products and services in a manner that aligns with the desires and expectations of potential tourists. Furthermore, by gaining a deeper understanding of travel motivations, tourism sites can also identify opportunities for innovation and improvement, thereby enhancing their competitive advantage in the market. Ultimately, this knowledge can contribute to the overall growth and success of the tourism industry as a whole.

Therefore, the present study aims to ascertain the various motivation factors that drive foreign tourists to visit the mesmerizing city of Jazan, as these factors manifest in diverse behavioral domains. It is of paramount significance to acknowledge the fact that comprehending the importance of both intrinsic and extrinsic motivators can assist destinations in effectively catering to the unique needs and desires of individual travelers hailing from diverse market segments. Furthermore, it is crucial to note that gaining an understanding of the motivational factors that influence travelers is indispensable in accurately predicting future travel patterns and trends. As such, this research endeavor delves into the intricate interplay between motivation and tourism, shedding light on the underlying drivers and their profound implications for the marketing strategies of the country.

LITERATURE REVIEW

The term of motivation defined by Schiffman and Kanuk (2004), is the driving force that compels individuals to take action in order to fulfill their needs and desires. This concept has been extensively studied in the field of tourist motivation, with many researchers exploring the influence of motivation on specific behaviors (Dann, 1981; Pearce, 1982). In the realm of human research, the focus of tourist motivation studies is to understand why people choose to travel and what they hope to accomplish during their holidays. Many scholars have reached the consensus that in order to gain a comprehensive understanding of the factors influencing tourists' decision-making process, it is imperative to delve into their underlying motivations (Oliveira et al., 2020; Park et al., 2020; Pappas, 2019; Njagi et al., 2017; Mannell and Iso-Ahola, 1987). By examining the fundamental drivers that propel individuals to embark on journeys, we can unravel the intricate web of forces that shape their travel experiences. When individuals exhibit a high level of motivation to explore new horizons, they are more inclined to actively immerse themselves in their chosen destinations, seek knowledge about the places they aspire to visit, and meticulously plan their itineraries. Conversely, without any intrinsic desire to engage in travel, the tourism industry as we know it would cease to exist, highlighting the indispensability of motivation in this sector (Carvache et al., 2022; Carvache et al., 2018; Lee et al., 2015, Merwe et al., 2011). It is worth noting that journey motivation represents a pivotal stage occurring prior to the commencement of the actual travel, further underscoring its significance. Furthermore, scholars have contended that a robust correlation exists between individuals' motivation levels and the destinations they ultimately select (Wang et al., 2013).

Numerous theories have been formulated in relation to the motivation behind travel, including the travel career ladder (TCL) approach proposed by Pearce (1988), the optimal arousal theory put forth by Iso-Ahola (1982), and the leisure motivation approach presented by Beard and Ragheb (1983). It is worth noting that the push and pull motivation theory has emerged as the most significant and widely utilized in the field of tourism through the lens of tourist motivation, as highlighted by Dann (1977) and Huang and Hsu (2009). Within this conceptual framework, push factors pertain to the determinants that prompt an individual to travel outside their usual place of residence, while pull factors encompass the influencers that guide an individual's destination selection once the decision to travel has been made, as elucidated by Klenosky (2002).

There have been various established theories and studies that have been put forth in order to provide guidance for empirical research pertaining to travel motivation. These theories and studies, such as the push and pull factors, have been extensively explored by researchers like Wen et al. (2019), Li et al. (2016), Kim et al. (2015), and Dann (1977). The majority of previous studies have asserted that the investigation of tourist motivation is an incredibly intricate endeavor primarily due to its intimate connection with the complex nature of human beings, as stated by Li et al (2018). As a result, researchers have diligently worked towards the development of empirical studies focused on the measurement scales of tourist motivations, as highlighted by Wen et al. (2019) they presented observational proof on the relationships between cultural principles and tourists' motivations. Recently, Push–pull approaches remain widely used in studies of tourist behaviour (Prayag et al., 2024; Michael et al., 2022; Zhou et al., 2021). Moreover, Prayag et al. (2024) discovered that travel impetus markedly impacts psychological robustness, travel welfare, and tourist activity selection. Among international visitors, various travel rationales can affect activity decisions as delineated in established tourism motivation frameworks (Lewis et al., 2021). Meanwhile, travel motivation has also been associated with wellbeing (Roy and Sharma, 2021), with research indicating the impact of personal and societal factors on this relationship (Yu et al., 2021). For example, Zhou et al. (2021) revealed that individuals can attain both pleasure-based and purpose-based welfare when their participation in activities is driven by fulfilled motives. Valencia et al. (2022) found that there is relationship between activities of tourists and the motivations. In this regard, Abernethy et al. (2022) examine the travel behaviors and travel motivations. The resrults indicated seven seven pull factors consisting of climate, trail conditions, natural setting, information sources, trail features, tourism infrastructure, and entertainment options. While push factors refers to comprised of stimulus avoidance, adventure experiences, novelty, competency-mastery, and social encounters.

Soldatenko et al. (2023) developed a tourists' pre-trip motivational model using the push-pull theory, providing insights into the key influential factors in travelers' decision-making process. In adition, Gürer and Kural (2023) two main themes push and pull motivation for and adventure tourism. They determined that spiritual regeneration and then socialization were the most important motivations for choosing a sport destination. From leisure perspective, participating in the tourists activities one of the motivational factors for golfers (Eskelinen et al., 2023). Similarity, Madkhali et al. (2023) found that

social norms and cultures of surveillance for Saudi tourists, alongside social obligations, act as push factors, decreasing the appeal of domestic tourism. Moreover, travel motivation framework translates into an empirical strategy.

Conceptual framework of study

A visitor's emotional arousal and storytelling that create relaxation intents are positively impacted by a more difficult tourism activity, respectively. The influence of tourism activity type on storytelling intentions is completely mediated by emotional arousal. The association between the type of tourist activity and emotional arousal was shown to be moderated by whether or not a travel partner was present. When traveling with a friend, a demanding tourist activity has a higher beneficial impact on arousal (Su et al., 2020; Khan et al., 2019; Chen et al., 2014; Merwe et al., 2011).

Culture has historically been widely regarded within academic discourse as a highly significant and influential factor that possesses the potential to effectively forecast and determine the selection of destinations by tourists (Wen et al., 2019; Saeedi and Hanzaee, 2018; Buckley et al., 2014; Kim et al., 2007; Kim et al., 2007; Yoon and Uysal, 2005; Kacen and Lee, 2002). It is undeniably true that variances in cultural attributes and characteristics have been posited as a plausible explanation for the divergent choices made by tourists in different nations (Alhaj Mohammad, 2021, Ying et al., 2018). This suggests that the cultural milieu in which individuals are situated has a profound impact on their decision-making processes, thereby necessitating a comprehensive understanding of the intricate interplay between culture and tourism in order to comprehensively analyze and interpret consumer behavior and managerial practices across diverse socio-cultural contexts.

The wildlife resources, safety and security are considered to be the most crucial factors that contribute to the attractiveness of tourist destinations. These elements play a pivotal role in captivating the interest and fascination of travelers, as they seek to immerse themselves in the natural wonders and diverse fauna that a particular location has to offer. Moreover, it is imperative to acknowledge that the quality of the infrastructure also holds significant weight in determining the allure of a destination. The accessibility and overall condition of the infrastructure greatly influence the decision-making process of tourists, as they strive to select a location that provides them with seamless transportation options and a comfortable travel experience. Moreover, Natural tourist attractions hold a significant position and exert a substantial impact on the triumphant progression of tourism, thereby contributing significantly to the overall growth and prosperity of the tourism industry as a whole (Chen and Wu, 2021). Underscoring the importance of improving the natural resources, accessibility and enhancing the quality of the infrastructure to cater to the evolving needs and preferences of tourists, thereby ensuring that they have a wide array of choices when it comes to selecting their desired destination (Muhammad et al., 2020; Ariya et al., 2017; Hsu et al., 2009; Jang and Wu, 2006; Hanqin and Lam, 1999). Moreover, another factor that affects destination choice for travelers is service quality. It has been investigated by many researchers such as (Hanqin and Lam, 1999).

RESEARCH METHODOLOGY
1. Sampling

The study aimed to investigate foreign visitors who expressed an interest in exploring Jazan as a tourist destination in the Southern region of the Kingdom of Saudi Arabia. To gain insight into the perceptions of travel experiences among tourists, Personal interviews were conducted with anexperts, including travel agency managers, tour managers, directors of cultural heritage organizations, and university colleagues who experts in the field of tourism and traveling, between September and March 2023. Following the acquisition of authoritative perspectives, a preliminary questionnaire was crafted and subsequently evaluated for its validity. The survey itself was administered during September and October in June 2023.

The inclusion criteria for participants in this particular study were very specific, as only individuals who had intentions of visiting Jazan or who were physically present at the designated locations were considered. Consequently, the study population was exclusively comprised of tourists who were foreign tourists who visited the country and domestic tourists. Furthermore, this study focused on tourists who were either currently visiting a destination site. To ensure methodological rigor and align with the existing body of literature, the researcher decided to adhere to the established standards set by previous studies, such as those conducted by Alcocer and Ruiz, (2020) and Azeez (2023). Accordingly, more than 600 questionnaires were distributed, and 537 were returned and 342 questionnaires could be utilized for analysis and interpretation.

2. The survey instrument

The questionnaire was comprised of three distinctive and integral sections which served as the foundation for gathering pertinent data. The initial section of the questionnaire was specifically focused on analyzing and understanding the behavior of tourists in the destination. In this section, the researchers aimed to investigate the various aspects of tourists' behavior ranging from their preferences and choices to their activities and engagement in the destination. By delving deep into these behavioral patterns, the researchers sought to gain a comprehensive understanding of how tourists interacted with the destination and what factors influenced their decisions. Moving on to the second section, it was strategically designed to encompass an array of thought-provoking inquiries with the explicit purpose of effectively identifying individuals who could be classified as motivations' tourists. This segment of the questionnaire aimed to delve into the respondents' perception and understanding of the cultural and historical aspects of various travel destinations. By examining their level of identification and embracement of these aspects, the researchers sought to gain insights into the extent to which respondents connected with specific sites in this study. Also, it describes the perception of respondents loyalty to visit of destination, such as "I always visit new destinations other than those that I previously visited". Furthermore, this section aimed to unravel the underlying factors that influenced tourists' inclination towards these particular locales.

By exploring the respondents' perceptions and attitudes towards motivations, the researcher intended to shed light on the reasons behind their travel preferences and choices such as "Affordable tourist facilities". The researcher aimed to

understand whether it was the allure main motivation or other factors that drove tourists to select specific destinations. This exploration would provide valuable insights for destination management and marketing professionals, enabling them to tailor their strategies and offerings to meet the preferences and desires of tourists' motivations.

Lastly, the last section of the questionnaire focused on collecting information about the characteristics and profiles of the respondents. This collection of data would prove to be useful for market segmentation and travel pattern analysis in the future. By understanding the demographic and psychographic profiles of the respondents, destination management and marketing professionals would be able to segment the market effectively and tailor their offerings to different target groups. Additionally, this information would be instrumental in shaping future marketing strategies and enhancing the overall destination management and marketing relationship. During the review of the literature on travel motivation measurement, all statements used in previous studies were recorded and grouped into a 'main list' of attributes. Before setting up data collection, the Pilot study was conducted to develop specific characteristics of the study questionnaire to ensure avoiding and eliminating redundancies and to add any missing items. A total of 26 items related to the core of the study were measured by five point Likert scale: 1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; and 5 = Strongly Agree.

DATA ANALYSIS AND RESULTS

In light of the characteristics of this study, which involves predictive analysis based on a specific sample, it has opted for the utilization of the partial least squares (PLS) estimation method for the assessment of both measurement and structural models. This choice is informed by several advantages associated with PLS in comparison to alternative analytical techniques. First, PLS does not necessitate the assumption of a normal distribution of data, as highlighted by Chin (1998). Second, PLS is particularly well-suited for investigations about theoretical development, as emphasized by Hair et al. (2011). Consequently, to perform the PLS estimation, we have employed Smart PLS 3 as our analytical tool of choice.

1. Participant characteristics

Table 1 presents the results of tourists' characteristics, it shows that 52% of respondents were male and 51.6% of them between ages group 20 – 30 years old. Generally, most of respondents educated a Bachelor degree 53.1%, and more than half of the respondents 58.8% in income range $ USD1001 - 2000. More than half of the respondents were married 56.9% and the majority of them visit destination with family and relatives 81.2%. More than half of visitors used airplanes for transportation 61.5%, stayed more than one week 54.1%, and they visited their destination for the first time 61.6%. Moreover, 49.1% of the respondents get their information about the destination from their relatives and friends.

Table 1 Tourists' characteristics

Variables	Percentage	Variables	Percentage
Gender		**Age**	
Male	52 %	below20 years	17.9 %
Female	48 %	20 – 25	26.4 %
Marital Status		26 – 30	25.2 %
Single	28.9 %	31 – 35	15 %
Married	56.9 %	36 – 40	7.9 %
Widowed	6.7 %	41 - 45	4.1%
Separate	2.9%	More than 45years	3.5%
Other	4.7.%		
The main purpose of your visit		**Income**	
Leisure	15.7%	Less than $ 1000	27.6%
Business	22.5%	$ 1001 - 2000	58.8%
Visiting friends and relatives	43.8%	$ 2001 - 3000	7.7%
Others	17.9%	$ 3001 - 4000	2.1%
		More than $ 4000	3.9%
Education		**Number of visits to the destination**	
Secondary school or less	10.9%	First time	61.6%
Diploma	18.9 %	Second times	29.8%
Bachelor	53.1 %	Third times	6.5%
Postgraduate	15.9 %	More than three times	2.1%
Information source of a destination		**Accommodation**	
Words of mouth	30.1%	Four – five stars hotel	23.7%
Relatives and friends	49.1%	Three stars hotel	29.8%
Internet/ social media	10.2%	One - two stars hotel	9.9%
Previous trip	5.8%	Apartments	14.6%
Travel agent	2.3%	Relatives or colleagues	18.7%
Others	2.3%	Others	3.2%
Travel companions		**Number of nights in destination**	
Alone	10.8 %	One – three nights	11.5%
With family	45.3 %	Four – six nights	34.4 %
With friends/ relatives	34.9 %	More than one week	54.1%
Others	9.1%		
Transportation			
Air plane	61.5%		
Roads	34%		
Sea	4.4$		

2. Descriptive statistics of the latent constructs

The mean values of the six latent variables in our study exhibit a range between 3.093 and 3.396 on a five-point Likert scale, with corresponding standard deviations spanning from 0.576 to 0.878 (see Table 2). Importantly, all mean values surpass the midpoint of 2.50, implying a general inclination towards higher levels on the Likert scale for all variables. Specifically, the latent variable "Relaxing" attained the highest mean value, registering at 3.396, while "Natural Resources" demonstrated the lowest mean value, standing at 3.093.

Examination of dispersion, as indicated by the standard deviations, reveals that "Relaxing" displayed the greatest variability with a standard deviation of 0.878, while "Culture" exhibited the least variability with a standard deviation of 0.576. These descriptive statistics provide an overview of the dataset's central tendencies and dispersions.

Table 2. The results of descriptive analysis

Construct	No of Items	Mean	Std. deviation
Relaxing	4	3.396	0.878
Culture	6	3.312	0.576
Natural Resources	5	3.093	0.656
Accessibility	5	3.234	0.710
Service quality	5	3.168	0.622
Visit destination	5	3.206	0.748

3. Measurement model

In the assessment of the measurement model, our primary objective was to ascertain construct validity, with a focus on ensuring the appropriate utilization of psychological instruments encompassing reliability and discriminant validity. Indicators loading were evaluated using Smart PLS, and the results are presented in Table 3. It is noteworthy that 27 items exhibited loading values surpassing the established threshold of 0.6. However, it is important to highlight that specific items, namely "culture1," "Accessibility2," and "visit2," displayed factor loadings below the 0.6 threshold.

Consequently, these particular indicators were omitted from subsequent Partial Least Squares (PLS) analysis within the scope of this research inquiry. This outcome serves as compelling evidence of the overall alignment of the constructs (Hair et al., 2011). In addition to construct validity, we conducted assessments of convergent validity by utilizing composite reliability and average variance extracted (AVE) measures. The AVE scores, as presented in Table 3, ranged from 0.509 to 0.696, all exceeding the established benchmark value of 0.5. Moreover, the composite reliability values fell within the range of 0.838 to 0.901, thereby meeting the recommended benchmark of 0.7.

Table 3. Results of the Confirmatory Factor Analysis

Constructs	Items	Loading	Composite Reliability	AVE
Accessibility	Accessibility1	0.618	0.867	0.624
	Accessibility3	0.869		
	Accessibility4	0.812		
	Accessibility5	0.837		
Culture	Culture2	0.565	0.866	0.567
	Culture3	0.802		
	Culture4	0.747		
	Culture5	0.818		
	Culture6	0.804		
Natural Resources	Natural1	0.646	0.853	0.539
	Natural2	0.747		
	Natural3	0.756		
	Natural4	0.759		
	Natural5	0.756		
Relaxing	Relax1	0.877	0.901	0.696
	Relax2	0.764		
	Relax3	0.835		
	Relax4	0.857		
Service quality	Servece1	0.609	0.853	0.539
	Service2	0.769		
	Service3	0.72		
	Service4	0.717		
	Service5	0.743		
Visit destination	Visit1	0.788	0.884	0.657
	Visit3	0.868		
	Visit4	0.879		
	Visit5	0.693		

Following the procedure outlined by Fornell and Larcker (1981), the study evaluated discriminant validity subsequent to assessing convergent validity. Discriminant validity was ascertained by examining the correlations between measures representing potentially overlapping constructs. Table 4 presents the findings, indicating that the square root of the

Average Variance Extracted (AVE) values consistently exceeded the off-diagonal elements within their respective rows and columns. These results confirm that the requisite level of discriminant validity has been established (Fornell and Larcker, 1981). Additionally, the study employed the Heterotrait-Monotrait Ratio (HTMT) as a measure of the correlation between constructs, with a threshold value of 0.90 serving as the criterion for acceptability. As detailed in Table 5, the analysis revealed no evidence of compromised discriminant validity, as all constructs met the established standards (Fornell and Larcker, 1981) and (Henseler et al., 2015). Regarding the evaluation of common method bias, the present study applied Harman's single-factor test, utilizing SPSS version 27 for analysis. Our findings indicate that the variance accounted for by the first factor is below 50%, aligning with the criteria established by Podsakoff et al. (2003), thereby suggesting the absence of common method bias. Turning our attention to the assessment of variance inflation factor (VIF) for the study's constructs, the analysis yielded VIF values ranging from 2.001 to 2.531. These values fall comfortably below the commonly accepted threshold of 5.0, in accordance with the guidelines outlined by Hair et al. (2014). Consequently, we can conclude that there are no issues of collinearity among the constructs under investigation. In summary, the measurement model demonstrates satisfactory levels of both convergent validity and discriminant validity.

Table 4. Fornell - Larcker Criterion

	Accessibility	Culture	Natural Resources	Relaxing	Service quality	Visit destination
Accessibility	0.790					
Culture	0.644	0.753				
Natural Resources	0.620	0.593	0.734			
Relaxing	0.632	0.614	0.532	0.834		
Service quality	0.672	0.537	0.625	0.583	0.714	
Visit destination	0.789	0.629	0.646	0.606	0.656	0.811

Table 5. Heterotrait-Monotrait Correlation Ratio

	Accessibility	Culture	Natural Resources	Relaxing	Service quality	Visit destination
Accessibility						
Culture	0.811					
Natural Resources	0.778	0.725				
Relaxing	0.758	0.743	0.639			
Service quality	0.873	0.691	0.822	0.725		
Visit destination	0.798	0.776	0.796	0.719	0.828	

4. Assessment of structural model

The principal criteria employed in evaluating the structural model's quality reside in the determination coefficient (R^2) and the significance level of the path coefficients, also known as beta values (Hair et al., 2011). In accordance with Figure 1, the R^2 value pertaining to the "Visit destination" variable is observed to be 0.705.
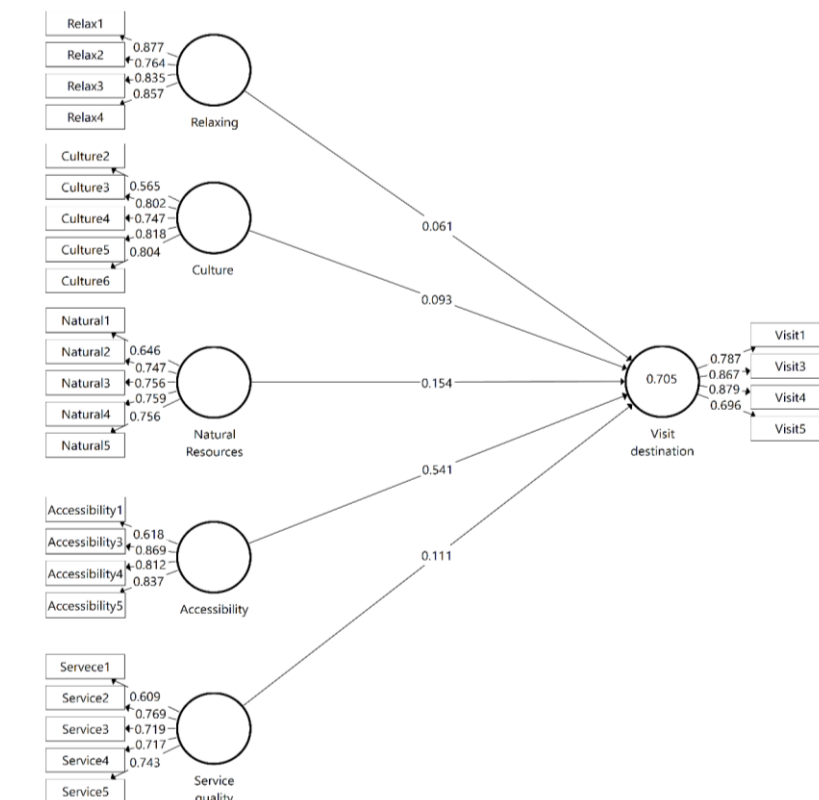

Figure 1. Measurement Model

It is imperative to note that a higher Adjusted R^2 value corresponds to an increased capacity for the exogenous variable to be expounded by the endogenous variables, thereby indicating a more robust structural equation. The Adjusted R^2 for the "Visit destination" variable is 0.705, signifying that 70.5% of the variance in the "Visit destination" can be accounted for by the variables encompassing "Relaxing," "Culture," "Natural Resources," "Accessibility," and "Service Quality," while the residual variance is attributed to factors external to the research model.

The path coefficients of the structural model have been measured and bootstrap analysis (resampling = 5000) was performed to assess the statistical significance of the path coefficients. Table 6 and Figure 2 present the outcomes of the direct hypothesis testing conducted in this study. Our analysis indicates that four out of the five research hypotheses tested were deemed acceptable based on the collected data. However, one hypothesis did not receive empirical support.

The first hypothesis (H1) posited that relaxation exerts an influence on the visit destination. However, the analysis of survey data yielded results that do not support this hypothesis. The obtained evidence indicates a statistically insignificant relationship between relaxation and destination choice, as reflected by the regression coefficient (ß = 0.061), t-statistic (t = 1.452), and the associated p-value (P > 0.05). For the second hypothesis (H2), the significant influence of Culture on visit destination was supported by the results (ß = 0.093, t=2.230, p < 0.05). Likewise, the third hypothesis (H3), which states that Natural Resources positively influences visit destination, was also supported by our survey data with values (ß = 0.154, t = 3.676, P-value< 0.05). Also, the fourth hypothesis (H4), which states that Accessibility positively influences visit destination, was supported by our survey data with values (ß = 0.541, t = 12.219, P-value< 0.05). Finally, for the fifth hypothesis (H5), the significant influence of Service quality on Visit destination was also supported by the results (ß = 0.111, t=2.575, p < 0.05).

Table 6. The results of structural model

| Hypothesis	Beta	SE	T Value	P Values	Results
Relaxing -> Visit destination	0.061	0.042	1.452	0.147	Not Supported
Culture -> Visit destination	0.093	0.042	2.230	0.026	Supported
Natural Resources -> Visit destination	0.154	0.042	3.676	0.000	Supported
Accessibility -> Visit destination	0.541	0.044	12.219	0.000	Supported
Service quality -> Visit destination	0.111	0.043	2.575	0.010	Supported
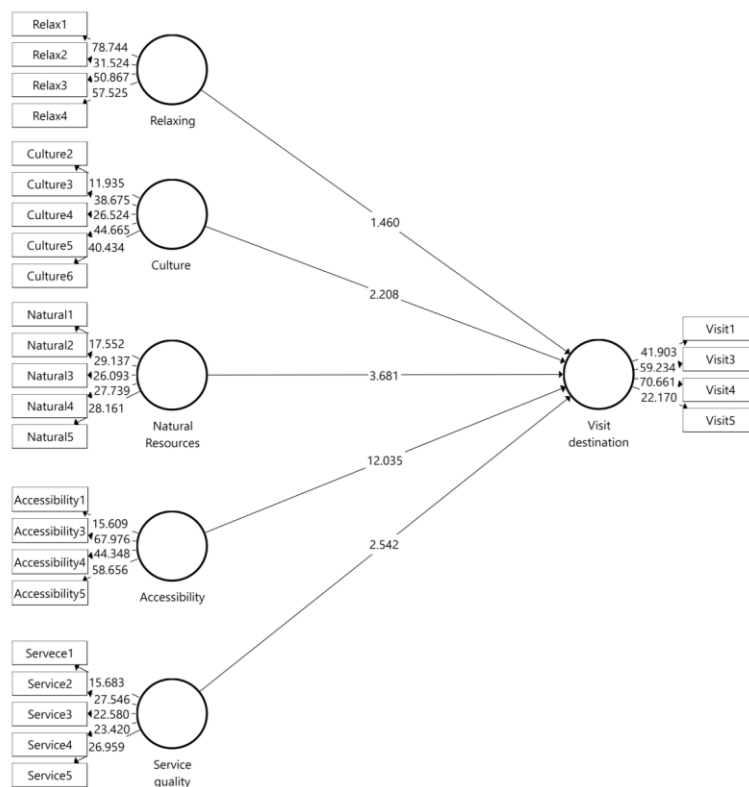
Figure 2. Structural Model of the study

DISCUSSION

Numerous researchers have devoted their efforts to comprehending the underlying motivations of tourists, exploring various facets of this complex phenomenon (Azeez, 2023; Alhaj Mohammad, 2021; Wen et al., 2019; Hakim and Mulia, 2019; Saeedi and Hanzaee, 2018; Baniya and Paudel, 2016). Nevertheless, a significant proportion of these scholars have concentrated on elucidating the principal factors that attract individuals to visit destinations. In this regards cultural attractions have assumed a pivotal role in the formation of the allure possessed by tourism destinations (Kim et al., 2007).

In contrast, the present investigation directs its attention towards ascertaining the motivational factors that prompt foreign tourists to choose Saudi Arabia as their destination. Within the confines of this study, five distinct motives were identified as the driving forces behind tourists' decision to visit this captivating country, namely: relaxation, cultural,

natural resources, accessibility and quality of services provided. Moreover, regarding to the relaxation factors that identified in this study, this results similar with (Carchace et al., 2022; Hakim and Mulia, 2019; Zhang and Peng, 2014). This means that tourists travel for relaxation from original and local environment to have fun in destination. In term of culture motive, Sato et al. (2018) assert that culture tourism serves as one of the driving forces behind the travel decisions made by Japanese tourists in Niseko. Furthermore, the findings of this research study also acknowledge that culture plays a crucial role in attracting foreign tourists to visit Saudi. From a social standpoint, it can be argued that the motivation to interact with new individuals and gain a deeper understanding of different cultures greatly aids tourists in this aspect. Conversely, when examining the determinants that motivate individuals to travel to a specific destination, commonly referred to as destination attributes, it is imperative to consider the various characteristics of destinations. Buckly et al. (2014) reported that destination attributes encompass a multitude of factors encompassing a wide array of facets. In motivation dimension, regarding the relationship between push and pull motivations, it is widely acknowledged that push factors tend to precede pull factors. The rationale behind this assertion lies in the fact that pull factors only become relevant after the decision to travel has been made. These factors encompass aspects such as the desired destination, as well as the activities and sights one intends to engage in while there (Carchace et al., 2022; Sato et al., 2018; Dann, 1981). The result of this study indicated that natural resources one of the motives behind foreign tourists to visit Saudi. Moreover, the findings of this study are in line with previous studies, such as Ying et al. (2018), which indicated that natural resources are among the factors driving travel. Similarly, Kim et al. (2003) identified push and pull factors as significant motivators for people to visit Korean National parks.

The result of this study indicated that natural resourcesconsidered one of themotivational factors for tourists. In Recent decades, the relationship between visiting natural resources and motivation has been increased (Telbisz et al., 2023; Muhammad et al., 2020; Ariya et al., 2017; Ozdipciner et al., 2010; 2007). This indicates that natural resources have been playing important role for attracting tourists (Alhaj Mohammad, 2021). Tourists are motivated to do new activities and escaping from daily life, so natural sites are considering suitable places for that. Additionally, natural resources have becoming more important for economic and environmental sides (Jang and Wu, 2006). Beckman et al., 2017 studied the motivations of rafting on the Ocoee River in Tennessee, United States, and the results showed that emotion and nature motivations generated a positive affective response to practicing adventure activities. Sato et al. (2018) conducted an analysis on the travel motivations of Japanese tourists who engage in rafting activities in Niseko. Their study identified namely natural resources, one of the tourists' motivations. The natural dimension emerged a most important factor, as it allows visitors to disengage from their daily busy routines and rejuvenate their mental well-being. Furthermore, Giddy and Webb (2018) investigated a spanning from Gansbaai to Tsitsikamma National Park in South Africa, which underscored the importance of push and pull factors in the context of adventure tourism. Service quality has been suggested as an intrinsic element in enhancing tourist satisfaction, thereby fostering a propensity to revisit and ultimately promoting long-term profitability within the tourism industry (Ismail et al., 2016). The several of destination attributes like service quality has been investigated from different variables, such as satisfaction (Alhaj Mohammad, 2021), and revisit intention (Yoon and Uysal, 2005). In this context, the result of this study is align with previous studies (Carvache et al., 2022; Sato et al., 2018; Kim et al., 2007; Kim et al., 2003). It is very important to analyze these aspects in destination facilities and activities to better understand tourists' needs and wants for increasing destination loyalty. in this regard, destination attributes auch as quality of services in accommodation, infrastructure and public services were deemed consistent with previous studies (Carchace et al., 2018; Stylidis et al., 2017). Howeve, some previous studies have linked between quality of services and destination attributes as the loyalty indicators and image of destination (Stylidis et al., 2017; Stylos et al., 2016).

Major Findings of the Research

The main objective of this research is to get insight into the motivational elements that influence foreign tourists in selecting Saudi Arabia as their preferred travel destination. The study delineated five discrete factors influencing tourists' choices to visit Saudi Arabia: leisure, cultural experiences, natural assets, ease of access, and the caliber of services rendered. Relaxation: The study did not discover evidence to support the premise that relaxation has a substantial impact on the selection of a trip destination. The data revealed a statistically inconclusive correlation between relaxation and the selection of a location. Culture: The research findings provided support for the notion that culture has a substantial impact on the selection of a travel destination. A substantial statistical correlation was observed between culture and destination preference, suggesting that cultural attractions play a pivotal role in drawing international tourists to Saudi Arabia.

Natural Resource: The study revealed that natural resources had a beneficial impact on the selection of a holiday destination. A substantial statistical correlation was seen between the presence of natural resources and the selection of travel destinations, indicating that the availability of natural attractions serves as a motivating factor for travelers.

Accessibility: Findings from the research confirmed that the level of accessibility has a substantial impact on the selection of a tourist destination. A high statistical correlation was observed between accessibility and destination selection, suggesting that convenient access strongly influences tourists' choices. Service Quality: The research also discovered evidence supporting the concept that service quality has a substantial impact on the selection of a tourist destination. An evident correlation was found between service quality and destination selection, indicating that superior services offered in lodging, infrastructure, and public amenities have a role in recruiting tourists and improving their contentment. To summarize, the results highlight the importance of culture, natural resources, accessibility, and service quality in determining the selection of a trip location. Although relaxation is considered an important element of tourism, it did not play a large role in this particular situation. An in-depth comprehension of these motivating elements can assist in the promotion and administration of destinations, thereby enhancing the appeal of Saudi Arabia as a sought-after vacation destination.

CONCLUSION

The objective of the research was to comprehend the motivating factors and travel patterns of foreign tourists who visit Saudi Arabia. The investigation concentrated on the behavioral and motivational elements that influence foreign tourists to spend vacations. The survey questionnaire was divided into three sections, namely the demographic profile of the respondents, the motivational and behavioral aspects of foreign tourists, and the motivations and behaviors associated with inbound tourism in the country, and the last section consists of tourists' behavior in destination. The study encompassed a sample size of 342 foreign tourists, who were chosen through the application of a Simple Random Sampling technique.

The data that was gathered from the survey was subjected to analysis employing the Structural Equation Model, in order to identify the primary determinants underlying the international tourists' decision to visit Saudi Arabia. Hence, tourism motivation is a key aspect in understanding the preferences and behaviors of tourists. In current study, relaxation, cultural, natural resources, accessibility and service quality were the most significant factors that drove foreign tourists to visit Saudi. It is important to consider these motivations and perceptions in the development of tourism strategies, ensuring sustainability and destination impact are taken into account. However, it is crucial for both tourism stakeholders and policymakers to allocate substantial attention and significance to the prioritization of the establishment and continuous maintenance of a comprehensive and resilient infrastructure that effectively caters to the diverse and varied needs and demands of the continuously evolving and discerning tourists, ultimately leading to the enhancement and amplification of the attractiveness, desirability, and appeal of a specific destination while concurrently promoting and advocating for the adoption and implementation of environmentally sound and ecologically sustainable tourism practices that aim to minimize adverse impacts and maximize positive outcomes for both the local communities and the natural environment.

Limitations and future researches

The research article acknowledges that the majority of tourists who visit Saudi Arabia possess a heightened level of environmental consciousness, motivational factors, and behavioral intentions. This recognition suggests that the study may not encompass the entire spectrum of potential outcomes for tourists with varying initial attitudes and intentions. The article primarily concentrates on the reasons and attributes of the journey, as well as the conduct of foreign visitors within the nation. However, it neglects to delve into other feasible factors, such as demographics or past travel experiences, which could conceivably influence these findings. The study lacks a comprehensive examination of the specific mechanisms through which motivations, trip attributes, and tourists' behavior impact the motivational factor in selecting a particular destination. Further research may be imperative to acquire a deeper comprehension of these relationships, assess the level of contentment, and execute a comparative analysis between first-time attendees and recurring visitors.

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