IDENTIFYING TRAVEL MOTIVATIONS OF SAUDI DOMESTIC TOURISTS: CASE OF HAIL PROVINCE IN SAUDI ARABIA

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Abstract: This study focuses on Saudi domestic tourists visiting Hail province. The objectives of this study are to explore the perception of tourists regarding Hail province and to identify the main motivational factors that attracts them to travel to Hail. This study was conducted in Hail region located in north of Kingdom of Saudi Arabia. Visitors over 18 years of age in attraction sites in the destination were potential respondents for the present study. Convenient sampling technique was applied to gather data from respondents. Over 650 questionnaires were distributed among visitors in Hail region, out of which 380 were used for analysis as the remaining questionnaires were not fit for use due to their incomplete responses. Factor analysis and cluster analysis were undertaken to identify travel motives or intentions of tourists. The identified motivational factors illustrated that "taking part in new adventures", "relaxation", "increasing tourism knowledge", and "escaping routine" were the most important reasons of Saudi tourist to visit Hail region. The cluster analysis result shows that "relaxation" is the top motivational factor for tourists who visit Hail followed by "increasing tourism knowledge". This study gives important recommendations for planners in the Saudi Tourism Commission and National Heritage and Entertainment Authority to take development of Hail destination as priority for domestic and international tourism travelers. The decision and policy makers should create tourism packages, products and programs based on push and pull factors which impact the motivation factors of the travelers to make Hail as the major tourist destination.

Key words: domestic tourism, travel motivation, tourist satisfaction, tourist experience, Saudi Arabia

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INTRODUCTION

Saudi Arabia has a rich historical background with great culture and has a good variety of natural resources which is supported by great scenic beauty as acknowledged by frequent travelers. Ranging from mountains to deserts, scenic places include the coastal areas of the Red Sea and the Arabian Gulf, the evenly spread deserts and beautiful mountains in the northern and southern regions. In addition to the natural scenic beauty, Saudi Arabia has multiple sites of cultural and historical significance. As a land of scenic beauty with various sites of cultural and historical importance, Saudi Arabia has a lot to offer to the tourists opening a lot of scope for the tourism industry. Apart from its historical and heritage resources, Saudi Arabia is the birthplace of religion Islam and is also a major contributor to Religious Tourism. As per Global Islamic Index 2019, Saudi Arabia holds the credentials of being the first Arab destination preferred by Muslim tourists and occupies fourth position preferred worldwide amongst the Muslim Tourists (Alghamdi, 2007).

Saudi Tourism has been classified into three segments: Outbound tourism, International Inbound Tourism and Domestic Tourism. In the words of Massidda and Etzo (2012: 603) "it is common that in many countries domestic tourism is dominant with respect to international flows in term of both size and economic contributions". Taking the economic perspective, stakeholders of travel and hospitality industry share common interest in getting a greater number of tourists who allocate their discretionary income on tourism spending (Dolnicar et al., 2008). Domestic tourism has also played a crucial role towards maintaining tourism infrastructure (Boulhila et al., 2022; Athanasopoulos and Hyndman, 2008). Properly developed tourism industry is an important enabler for growth and for bright future of Saudi Arabia. It is a vital component of Vision 2030's plan for enabling the diversification of economy and reducing its dependence on oil for growth and revenue generation. The Ministry of Tourism, the Saudi Tourism Authority and the Tourism Development Fund were conceived keeping in consideration the global best practices, with the single objective to usher growth in the tourism sector. The key indicators clearly reflect the importance of tourism towards the growth and empowerment of Saudi Economy:

Table 1. Saudi Tourism Key Indicators (2022) (Source: https://sta.gov.sa/en/?gclid=Cj0KCQjwxtSSBh
DYARIsAEn0thSoMl32Mr7vQz9SOh_RXL5hjLUyp-cNkWEFprMAIaRShpjPD8XtqHgaAoGyEALw_wcB&gclsrc=aw.ds)

Contribution to GDP	New Jobs created	Total visitation	Domestic Visitation	International Visitation
5.3%	8,36,000	62M	32.5M	29.5M

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Table 2. Saudi Tourism Key Indicators (2030) (Source: https://sta.gov.sa/en/?gclid=Cj0KCQjwxtSSBh DYARIsAEn0thSoMl32Mr7vQz9SOh_RXL5hjLUyp-cNkWEFprMAIaRShpjPD8XtqHgaAoGyEALw_wcB&gclsrc=aw.ds)

Contribution to GDP	New Jobs created	Total visitation	Domestic Visitation	International Visitation
10%+	1,000,000	100 M	45M	55M

As per the forecasted figures, the travel and tourism industry's contribution to Saudi Arabia's GDP in 2028 is anticipated around 573 billion Saudi Riyal. Saudi Arabia is on the way to become an important and recognized part of modern-day International Tourist destination. Mintel (2005) elaborates about the rich cultural, outstanding natural and heritage sites of Saudi Arabia which remains untouched and unexplored. As per the research of BMI: Saudi Arabia Tourism Report (2016), the government is staunchly standing for diversifying its economic activity wheel with tourism as an important clog in the wheel, this stands gets reflected in Vision 2030 too. Religious tourism is on a growing trend in the country due to expansion in its capacity at key religious shrines and easing out of visa
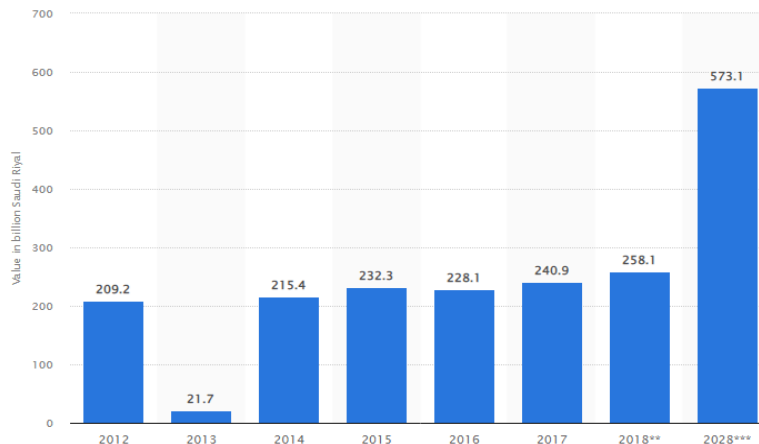

Figure 1. Contribution of Tourism Industry to Saudi Arabia's GDP (Source: https://www.statista.com/statistics/750388/saudi-arabia-total-contribution-of-travel-and-tourism-to-to-gdp/#professional)

restrictions (Atikah et al., 2022). Luxury tourism and domestic tourism are both likely to increase in both medium- and long-term duration, bolstered by Vision 2030 investments. The government is banking on establishing a strong luxury tourism sector for supporting the dwindling or rather depleting hydrocarbon revenues. Saudi Arabia is likely to compete with neighboring Qatar and UAE for luxury tourism over the long term (Abou-Shouk et al., 2022). In addition to all this, the Kingdom has further announced an investment of USD2.0 billion for improving cultural tourism in the country. As part of these efforts, new museums, UNESCO sites and archaeological sites along with multiple new annual festivals are likely to be developed in coming years ahead. In 2025, Saudi Arabian travel & tourism industry is forecasted to have a value of $75 billion, a massive jump of 197.6% since 2020 (MarketLine Report, 2021). Nested in the northern region adorned by Mount Salma and Aja lies the administrative capital of the region, the city of Hail. Hail holds the valley of Adaira and the miracle Samah Well which has wealth of water. The city borders on north by Alsamrah's Black mountain and Mount Aja on West (Al-brahim et al., 2014). Not many studies have been conducted in the field of travel motivation specifically for tourists of Hail region in Saudi Arabia. In order to bridge this gap, this paper attempts to identify motivational factors or driving forces of Saudi tourists to visit Hail as they demonstrate differentiating domains of behavior resulting in different marketing implications for the country. Knowledge about the factors that motivates tourists is very important as it helps in predicting the future travel patterns and customization of strategies for further increasing the inflow. Hail receives huge tourists' inflow especially during summer season but still the demand segments are not specified. Findings of the present study will have deep strategic meaning for managers, tourism planners and policy makers so that they can design tourist products according to the different types of domestic tourists' needs and characteristics of different segments.

Objectives of the current study:
- To study the perception of tourists about Hail as a tourist destination.
- To find out the factors which motivate Saudi tourists to visit Hail as a tourist destination.

REVIEW OF LITERATURE
1. Travel Motivation
Simkova and Holzner (2014) reports that the travel behavior of individual is closely related to their individual respective psychological patterns, which can be further used for examining or identifying the factors motivating people to travel. Hill (1965) pointed out mental (psychosomatic) exhaustion as one of the primary motives for travelers. Crompton (1979) in his study put forward motivation as one variable which gives humans intrinsic pull to explore and experience new places and activities (Um and Crompton, 1992). Reviewing tourist motivation in literature indicated that motivation may embed psychological/biological activities, like directing and integrating a person's activity and behavior (Dann, 1981; Pearce, 1995; Schiffman and Kanuk, 1987; Rehman, 2017; 2020). Travel motivation has emerged as one of the most important aspect to study in tourism field because it is considered as the key for understanding tourists' behavior which is central to tourism structure (Crompton, 1979; Dann, 1981; Pearce, 1995).

To escape from daily monotony of life, to rejuvenate, to have new experience etc. are varied motivations for tourist (MacCannell, 1976; Iso-Ahola, 1982). As claimed in multiple studies push and pull factors describe the way by which individuals are being pushed to decide about travelling and the way they are being pulled to destination attributes (Uysal and Hagan, 1993; Kozak, 2002; Yoon and Uysal, 2005; Correia et al., 2007; Prayag and Ryan, 2010; Rehman and Amir, 2011; Zhang and Peng, 2014; Wen et al., 2019). For example, push factors push the tourist to inner impellent demand for

escaping from the monotony of routine life, while pull factors can be considered as external factors that fascinates the tourist for a particular destination (Hsu et al., 2008, Chang et al., 2014). From marketing perspective, tourist motivations are playing a decisive role in shaping tourism marketing strategies (Elahi et al., 2013; Wu and Pearce, 2014). Johnson et al. (2005) focused on variety of disciplinary areas which are breeding ground for development of diverse approaches in tourism. Understanding tourists' motivation is considered to be one of the most critical issue for destination management and planning (Prideaux and Crosswell, 2006). Nicolau and Mas (2006) stated the influence of motivating factors in overcoming the destination attributes like cost and distance. Chan and Baum (2007) claimed that tourist motivation is an important factor in understanding tourist behavior when it comes to destination choice, needs and goal preference of the tourists. Another study conducted by Park et al. (2010) claimed that tourists' motivation differs from one tourist to another because of their diverse desires and needs associated with tourism products in destinations. Holden (1999) examined in his study the motivations of skiers for testing the importance of travel needs. Travel needs were classified as motives leading them to participate in skiing. Holden found stimulation and relationship the most important needs using items related to travel needs.

Several studies have been undertaken to assess the impact on tourist motivation from different contexts, e.g. the impact of sport events (Kim and Chalip, 2004), cultural events (Boulhila et al., 2022; Wen et al., 2019), and entertainment (Zhang and Peng, 2014; Schneider and Snmez, 1999; Rehman and Elahi, 2017). As per Zhang and Peng (2014: 45) "the motivational factors or reasons for respondents to travel to a foreign destination were 'resting and relaxing', 'experiencing something different' and 'increasing the knowledge domain about diverse culture'".

Hsieh and Chang (2006) in their study try to develop an understanding for tourists' motivations and their preferred leisure activitiesduring their shopping in tourists' night market in Taiwan. As per the results of this study, novelty seeking is the major motive, which attracted tourists to visit attractive sites, followed by leisure activities. Kim et al. (2006) examined the festival attendees' in the context of their socio-demographic travel characteristics, their psychological construct motivations as well as environmental values. The results revealed that there are significant positive correlations between the festival attraction factors and the local environment motivational factors to attend such a festival.

Based on the intrinsic and extrinsic motivational factors, perception of individual tourist is made which can differ from the actual attributions, further depending on the individual's receiving and processing the information can result into gap (Gartner, 1993; Dann, 1996; Baloglu and Uysal, 1996; Rehman, 2019; Alfakih et al., 2021). There are common deduction that internal or personal motives i.e. push motives and external or destination attributes i.e. pull motives create destination perception. These motives interact with each other in a dynamic and evolving environment (Correia, 2003), and the tourist motivation is considered to be a multidimensional concept explaining tourist decision (McCabe, 2000).

2. Application of Motivation Theory to Tourism

With the advent of tourism sector both in size and variety, the allied or support sectors and businesses are under constant pressure to introduce fresh and appealing ideas, sophistication in services as per travelers needs and requirements. The aforesaid task becomes a lot easier and clear if the basis of designing these traveler-oriented facilities and activities are tourists' motivation. The tourists' motivation-based strategies will make the destination offering hit the right notes.

Maslow's Hierarchy of Needs

Maslow's (1943) five-level need hierarchy theory is still one of the most widely recognized theories for understanding human behavior. Due to its huge scope and applicability, this theory has often been applied in tourism as it helps in clarifying travelers' motivations and intent thereby resulting in explaining the tourists' travel behaviors. Physiological needs are the basic needs expected by travelers that they want to be met with their destinations. These comprise of basic requirements of a traveler from stay and food hygiene to safety and water. The second need is associated with travelers' safety-related issues. Fear is no one's idea for relaxation, so a travel in fear or without sense of safety is repulsive for travelers. Therefore any destination to become popular amongst travelers it must be safe. Third need refers to forming relationships with people for creating a sense of social belongingness and confirms to their ability of developing healthy and good relationships including cordial relations with fellow travelers and service providers. The fourth motivation need is associated with self-esteem. At this level, people travel to impress and to gain social acceptance for gaining higher social status and social acceptance (Maslow, 1943; Rehman et al., 2021). The final need in the hierarchy is self-actualization. Travelers see tourism as an activity through which they can improve their life skills by doing challenging tasks by stepping out of their comfort zone like indulging in adventurous sports when one is too timid to experiment any such adrenaline rush activity.

Dann's Theory of Push and Pull Motivations

Dann (1977) widely recognized work in the field of tourism research has its roots in concept of motivation. His push and pull theory deep dives into the intrinsic travel requirements of an individual and external charms of the travel destination. He further elaborated various variables, i.e. internal requirements or desires and charms of a destination, which are at play in the decision-making process for a tourist. He categorically divided these internal needs/ requirements like rest, adventure and get away from all as pull factors and external charms like beautiful natural habitat, entertainment and fun activities, rich culture as push factors.

Travel Career Ladder (TLC)

Pearce (1988) created an analogy based on Maslow's (1943) hierarchy theory specific to tourism; the model proposed by him categorized travel motivations in two broad area needs which fulfill one's own requirements and needs which are

directed towards fulfillment of other requirements also. Simulation, Relationship, Relaxation, Development and self-esteem are travel motivation defined by Pearce (1988) under this model. So, if travel motivations are towards skill-development, expertise, hobbies or acquiring a social status associated with a certain destination then these are directed towards this approach; further if travel motives arise from one's needs to bond with relatives, friends, creating relationships then this also belongs to aforesaid approach. Also, this theory described needs that are self-directed and arise out of individuals' concern for their safety and security. At the very basic level are individual needs to rejuvenate.

Travel Career Patterns (TCP)

Another significant work based on Maslow's need hierarchy model is the Travel Career Pattern model proposed by Pearce and Lee (2005). The TCP model is mostly built around the same lines as mentioned for TCL approach. As per TCL theory, as the level of experience of traveler moves up, their level of travel motivation also goes up, while TCP theory says that travel motivations are intricate and vibrant process encompassing multiple levels.
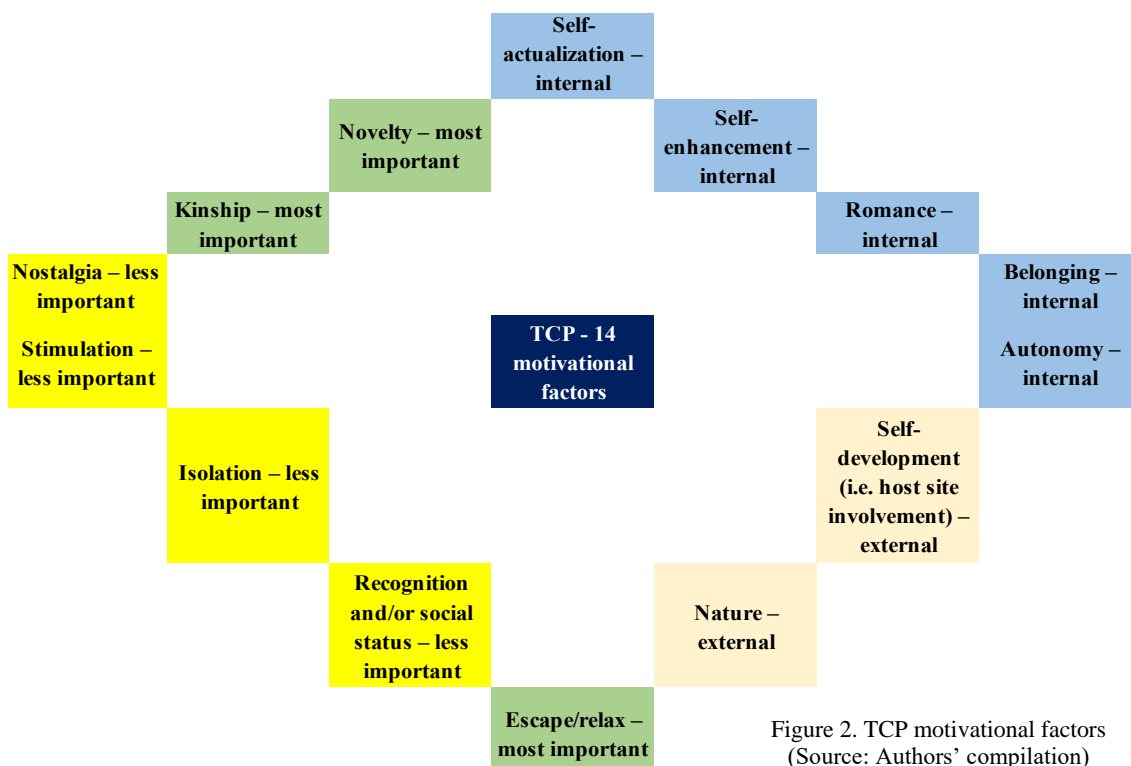

Figure 2. TCP motivational factors
(Source: Authors' compilation)

RESEARCH METHODOLOGY

The research methodology follows the steps as shown in the flowchart below:

Table 3. Summary of Tourist Motivation Theories
(Source: Author's compilation)

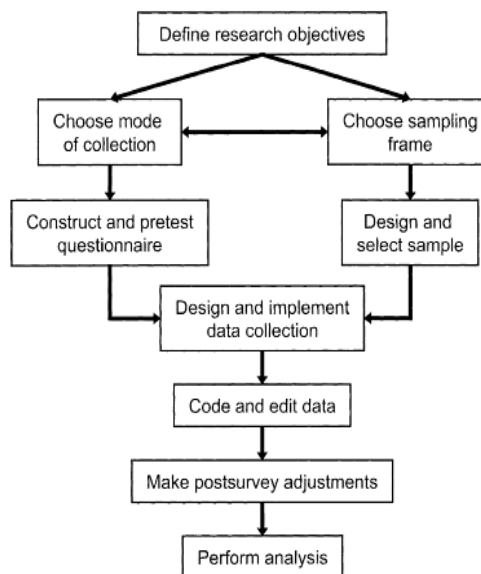| Author (Year)	Theory Name	Contribution
Maslow (1943)	Hierarchy of needs theory	Needs are critical in explaining human behavior
Cohen (1972)	Types of tourists	Travel behavior-based classification: 1) Organized mass tourists, 2) Individual mass tourists, 3) Explorers, and 4) Drifters
Dann (1977)	Push and pull theory of tourist motivation	Two-concept theory: anomie and eco-enhancement
Crompton (1979)	Socio psycho-logical motivations to travel	Identifies seven socio-psychological motives and two cultural motives that motivate any individual to travel
Iso – Ahola (1982)	Social psycholo-gy model of tourism	Based on push and pull effect, asserts that personal escape and search for knowledge motivates tourism and recreation
Pearce (1988)	TCL	Grouping five motivation in two sub-categories of intrinsic needs (pull factors) and external destination offerings (push factors)
Pearce and Lee (2005)	TCP	Divided 14 motivational factors into external, internal less important and most important levels/segment

Figure 3. Research Methodology Flowchart
(Source: Authors' compilation)

Questionnaire Design

The study focused on Saudi domestic tourists visiting Hail province. The reason for selecting this area is mainly due to its importance as a major Saudi destination which is highly preferred for travelling during summer season, due to its geographic characteristics. A self-administered survey focused on demographic factors including gender, age, education, and income. The survey tries to extract tourist's behavior and preferences while planning the trip for example purpose of visit, length of stay, communication used to reach Hail and travel companion.

Questionnaire used for survey consists of questions related to tourist's motivation and destination characteristics. The questionnaire was designed based on literature reviews that are related to tourism motivations (Dann, 1977; Dann, 1981; Uysal and Jurowski, 1994; Kim et al., 2003; Jang and Wu, 2006). The research instrument was in Arabic language because the majority of tourists were from Saudi, and it was easy for understanding and interpretation. The motivational items were assessed, using a 5-point Likert scale, from 5 = very important to 1 = not important at all.

Expert opinion was factored in while creating the survey, initial survey was pilot tested on 40 tourists in Hail region. The result of validity, pre- test Cronbach Alpha was 0.92 which is adequate from analysis perspective. The main purpose of pre-test was to ensure whether the items are clear and understood.

Table 4. Demographic Variables and Tourist's Characteristics (Source: Authors)

Variable	Percentage	
Gender	Male	67%
	Female	33%
Age	Below 20	7.3%
	21-30	23.2%
	31-40	42%
	41-50	13.7%
	51-60	10.8%
	Over 60	3%
Income	Less than SR 5000	8.6%
	SR 5001 – 10000	15.4%
	SR10001 – 15000	24.3%
	SR15,001-20,000	37%
	SR 20,001-25,000	8.7%
	More than 25,000	6%
Marital Status	Single	23.5%
	Married	64.5%
	Widowed	7%
	Others	5%
Education Level	High school	4%
	Diploma	22.5 %
	Bachelor	62.6%
	Higher Education	10.90%

Table 5. Tourist's Behavior in Destination (Source: Authors' compilation)

Variables	Percentage
Total expenditure on Hail Tour	
1 thousand or less	9.00%
SR 1001 – 3000	39.40%
SR3001 – 5000	41.30%
More than SR 5000	10.30%
Travel Companion	
With family	43.60%
With friends	11.40%
With relatives	29.50%
With tour group	5.40%
With work and colleagues	8.10%
Others	2.00%
Staying place	
4-5 star hotel	14.30%
3 star hotel	32%
Cheap hotel	23.20%
Apartment	27.30%
Friend's accommodation	3.20%
Transportation type	
Airplane	21%
Car	79%
Duration of Stay	
1-2 nights	21.70%
3-4 nights	47.80%
5-6 nights	24.50%
More than one week	6%
Overall Evaluation of Hail Trip	
Very good	36%
Good	43.70%
Neutral	12.90%
Bad	4.60%
Very bad	2.90%
Satisfied with Hail trip	
Yes	73.6%
No	26.4%
Will recommend other to Visit Hail	
Yes	69.4%
No	30.6%
Will revisit Hail in future	
Yes	65.8%
No	34.2%

Table 6. Descriptive Analysis of Tourist's Motivation (Source Authors' compilation)

Motivation	Mean
To visit Al Samrah amusement park	4.18
To feel relaxed and for entertainment	4.05
To decrease work pressure	4.01
To participate in new adventures	3.92
To increase my knowledge about new things	3.87
To see a place that I have not visited before	3.82
To see the old cultural places	3.81
To see and do different types of activities	3.77
This trip gave me a pleasant experience	3.68
To visit Jubbah rock art	3.62
To visit Hail museum	3.58
To be close to nature and enjoy natural resources	3.42
To satisfy the longing to be somewhere else	3.28
To see beautiful mountains	3.18
The Hail region was easy to reach from my place	3.12
To visit Al Nafud desert	2.86
To seek a unique experience	2.74
To visit Hail because my friends have visited here and had good experience	2.66
To be someplace away from home	2.54
To have a great experience with my travel companion(s)	2.32
To experience a new tourist destination with my friends	2.18

Sample Design and Data Collection

The current study was conducted in month of April, 2022 in the Hail region. Visitors over 18 years of age in attraction sites in the destination were potential respondents for the present study. Convenient sampling technique was applied to gather data from respondents. Over 650 questionnaires were disseminated amid tourists' traveling to Hail region, out of which 380 were used for analysis as the remaining questionnaires were not fit for use due to their incomplete responses.

The time of distributing the questionnaire was from 10 AM to 5 PM every day in Hail and sometimes the researcher and the assisting staff had to work at night for distributing the questionnaires in some hotels and motels of the destination area.

DATA ANALYSIS

This study used SPSS for analyzing data to accomplish research objectives such as frequencies, descriptive analysis, and factor analysis using principal component approaches with Varimax Rotation, all of which were based on motivations factors for tourists. Table 4 shows the demographic data gathered from the survey. The majority of respondents (67%) are male, with the remainder 37% being female. Majority (42%) of the respondents are between the ages of 31 and 40. Majority of the respondents (37 percent) had a monthly salary between 15,001 to 20,000 SR; and more than half (64.5 percent) of respondents are married. Over half of the respondents (62.6%) have a bachelor's degree.

The majority of the participants (80.7 percent) spent between Saudi Riyal 1001 and 5,000 on their vacation in Hail, as shown by Table 5. Around half of the respondents (43.6%) went to Hail with their families, followed by 29.50% of visitors who went with relatives. Furthermore, according to the findings, 32 percent of respondents resided in 3-star hotels, followed by 27.5 percent who lodged in apartments. The majority of respondents (79%) traveled by car to their destination, while the remaining (21%) traveled by flight. The majority of attendees (47.80%) stayed in Hail for three to four nights. Tourists gave the destination an outstanding rating for their visit (36 percent very good and 43.7 percent good). The level of satisfaction with the journey to Hail was great (73.6 percent). Furthermore, the respondents were asked whether they would recommend Hail to their friends and family as a good location, and the majority of them (69.4%) answered they would recommend. Finally, nearly two-thirds of respondents (65.8%) stated they would return to Hail in the future.

The mean values of factors affecting tourist motivation in Hail region are given in Table 6. In evaluating the data, the mean responses which were in the range of 3.5–5.0 were considered as high, those falling in the range of 3.49–2.5 were considered medium, and those in the range of 2.49–1.0 were designated low. The motivating factors falling in the high score range are: to visit Al Samrah amusement park, to feel relaxed and for entertainment, to decrease work pressure, to participate in new adventures, to increase my knowledge about new things, to see a place that I have not visited before, to see the old cultural places, to see and do different types of activities, this trip gave me a pleasant experience, to visit Jubbah rock art and Hail museum. The motivating factors which lie in the medium score range are: to be close to nature and enjoy natural resources, to satisfy the longing to be somewhere else, to see beautiful mountains, Hail region was easy to reach from my place, to visit Al Nafud desert, to seek a unique experience, to visit Hail because my friends have visited here and had good experience, to be someplace away from home. Finally, there were two factors which fell in the low score mean: to have a great experience with my travel companion(s) and to experience a new tourist destination with my friends.

Table 7. Motives of Saudi Tourists to Visit Hail (Source: Authors' compilation)

Motivational factors	Loading	Communality	Cronbach's Alpha	Eigenvalue	Variance
Factor 1: Taking part in new adventures			0.784	7.291	31.969
To increase my knowledge about new things	0.893	0.794			
The Hail region was easy to reach from my place	0.856	0.734			
To participate in new adventures	0.801	0.648			
To experience a new tourist destination with my friends	0.826	0.683			
To see a place that I have not visited before	0.798	0.637			
This trip gave me a pleasant experience	0.847	0.723			
To decrease work pressure	0.792	0.629			
To see and do different types of activities	0.816	0.671			
Factor 2: For relaxation			0.804	3.654	11.253
To visit Hail because my friends have visited here and had good experience	0.918	0.843			
To feel relaxed and for entertainment	0.923	0.852			
To satisfy the longing to be somewhere else	0.894	0.796			
To be close to nature and enjoy natural resources	0.881	0.779			
To seek a unique experience	0.907	0.826			
To be someplace away from home	0.928	0.864			
To visit Al Samrah amusement park	0.874	0.732			
Factor 3: To increase my tourism knowledge			0.828	1.724	7.234
To have a great experience with my travel companion(s)	0.928	0.864			
To see the old cultural places	0.832	0.695			
To visit Jubbah rock art					
To visit Hail museum					
Factor 4: To escape from routine			0.856	1.227	5.224
To visit Al Nafud desert	0.876	0.736			
To see beautiful mountains	0.879	0.776			
Total Variance Explained					61.28
Total Scale Reliability Alpha					0.955
KMO					0.932

The major goal of this study was to determine the main motivating factors that entice respondents to visit the Hail region. Principle component factor analysis was employed to group the motivational factor items that are characteristically

identical in order to find the motivational dimension, as shown in Table 7. Two items were removed because their factor loadings were less than 0.4 or they loaded on multiple factors at the same time (Guadagnoli and Velicer, 1988). The underlying variables related with travel motivations were identified using Varimax Rotated methods on twenty-one motivational items. The Eigen value of each item is greater than one. The Cronbach's alpha coefficient, which represents the level of internal item consistency, was used to assess the reliability. Cronbach's alpha value ranged from 0.784 to 0.856, according to the findings. As a result, the scales employed in this study were deemed credible (Hair et al., 2006; DeVellis, 2006). According to the principal component analysis, there are four tourist motivational factors. All of the items are separated into these four categories that attract Saudi tourists to Hail. These four motivational factors are categorized into the following categories:

1. Taking part in new adventures
2. For relaxation
3. To increase tourism knowledge
4. To escape from routine

Table 8. Number of tourists in each cluster (Source: Authors' compilation)

Group	Number of managers
1	37
2	163
3	96
4	84
Total	**380**

Cluster Analysis

Cluster analysis (also called clustering) is typically used to categorize data into structures that are more easily understood and manipulated. The objective of performing a cluster analysis is to sort diverse data points into groups in a manner that the degree of association between two objects is high if they belong to the same group, and low if they belong to different groups.

Cluster analysis is used to maximize group similarity and to observe group differences (Manning and Munro, 2007). To divide the categories of tourist motivations (N=380), this study used K-means cluster analysis (case 380) and Squared Euclidean Distance. Cluster analysis is a method for identifying relatively homogeneous groups of cases based on certain features (Veal, 2006). In their research, a number of studies have used cluster analysis (Stewart, 1988; Oshagbemi, 1997; Shim et al., 2002). The motivational aspects for visiting Hail were divided into four groups using cluster analysis: Taking part in new adventures (tourists in Group 1), for relaxation (tourists in Group 2), To increase tourism knowledge (tourists in Group 3), and to escape from routine (tourists in Group 4).

Cluster analysis was utilized in this study to maximize the differences between the four groups of motivational factors for visiting Hail, as shown in Table 8. There were 380 participants in all, as shown in the table below: group 1 = 37 tourists, group 2 = 163 tourists, group 3 = 96 tourists, and group 4 = 84 tourists.

Table 9 shows that there were 37 participants in Cluster Analysis Group 1. The majority of tourists in Cluster Analysis Group 1 received the highest means in Question No. 1, 7, 8, 13, 14, 19, 20, 21 of the Questionnaire. Cluster Analysis Group 1 received the highest total mean in "taking part in new adventures" (3.26). This indicates that the tourists in Cluster Analysis Group 1 had "taking part in new adventures" as the motivating factor for visiting Hail province.

Table 10 shows that there were 163 participants in Cluster Analysis Group 2. The majority of tourists in Cluster Analysis Group 2 received the highest means in Question No. 2, 3, 9, 10, 11, 12, 15 of the Questionnaire. Cluster Analysis Group 2 received the highest total mean in "Relaxation" (3.51). These results indicate that the tourists in Cluster Analysis Group 2 had "Relaxation" as a motivational factor.

Table 9. Compare Means (Cluster Analysis Group 1, 2, 3, 4) with Taking part in new adventures Questions (Source: Authors' compilation)

Taking part in new adventures	Cluster Analysis Group 1 (n=37)	Cluster Analysis Group 2 (n=163)	Cluster Analysis Group 3 (n=96)	Cluster Analysis Group 4 (n=84)
	Mean	Mean	Mean	Mean
Question 1	**3.12**	2.81	2.87	2.41
Question 7	**3.34**	2.67	2.42	2.65
Question 8	2.62	2.68	2.28	**2.81**
Question 13	**3.21**	3.11	2.71	2.92
Question 14	**3.32**	2.89	2.64	2.51
Question 19	**3.65**	2.81	2.31	2.42
Question 20	**3.21**	2.56	2.42	2.28
Question 21	**3.61**	2.81	2.62	2.71
Mean	**3.26**	2.79	2.53	2.59

Table 10. Compare Means (Cluster Analysis Group 1, 2, 3, 4) with Relaxation Questions (Source: Authors' compilation)

Relaxation	Cluster Analysis Group 1 (n=37)	Cluster Analysis Group 2 (n=163)	Cluster Analysis Group 3 (n=96)	Cluster Analysis Group 4 (n=84)
	Mean	Mean	Mean	Mean
Question 2	3.17	**3.28**	2.41	2.43
Question 3	**3.37**	2.88	1.39	2.67
Question 9	3.11	**3.61**	2.36	2.82
Question 10	3.17	**3.52**	2.41	2.94
Question 11	3.23	**3.72**	2.28	2.54
Question 12	2.95	**3.78**	2.85	2.45
Question 15	3.69	**3.81**	2.72	2.31
Mean	3.24	**3.51**	2.34	2.59

Table 11 shows that there were 96 tourists in Cluster Analysis Group 3. The tourists in Cluster Analysis Group 3 received the highest means in Question No. 4. 5, 16, 17 of the Questionnaire. Cluster Analysis Group 3 received the highest total mean in "Increasing tourism knowledge" (3.54). These results indicate that the tourists in Cluster Analysis Group 3 have "Increasing tourism knowledge" as the motivational factor. Table 12 shows that there were 84 tourists in Cluster Analysis Group 4. The tourists in Cluster Analysis Group 4 received the highest means in Questions No. 6, 18 of the Questionnaire. Cluster Analysis Group 4 received the highest total mean in "Escape from routine" (3.31). These results indicate that the tourists in Cluster Analysis Group 4 had "Escape from routine" as the motivational factor.

Table 11. Compare Means (Cluster Analysis Group 1, 2, 3, 4) with to increase tourism knowledge Questions (Source: Authors' compilation)

To increase tourism knowledge	Cluster Analysis Group 1 (n=37)	Cluster Analysis Group 2 (n=163)	Cluster Analysis Group 3 (n=96)	Cluster Analysis Group 4 (n=84)
	Mean	Mean	Mean	Mean
Question 4	2.18	2.77	**3.48**	2.84
Question 5	2.23	**3.18**	3.08	2.45
Question 16	2.38	2.56	**3.51**	2.31
Question 17	2.69	2.43	**3.87**	2.72
Mean	2.37	2.60	**3.54**	2.58

Table 12. Compare Means (Cluster Analysis Group 1, 2, 3, 4) with escape from routine Questions (Source: Authors' compilation)

Escape from routine	Cluster Analysis Group 1 (n=37)	Cluster Analysis Group 2 (n=163)	Cluster Analysis Group 3 (n=96)	Cluster Analysis Group 4 (n=84)
	Mean	Mean	Mean	Mean
Question 6	2.89	3.21	2.65	**3.28**
Question 18	2.53	2.82	2.72	**3.33**
Mean	2.71	3.02	2.68	**3.31**

DISCUSSION OF FINDINGS

The result of Factor analysis of current study exhibits 'Taking part in new adventures', 'Relaxation', 'To increase my tourism knowledge', and 'To escape from routine' as the main travel motives of tourists visiting Hail region. These results are in line with Dann's (1981) push and pull framework which is considered appropriate for understanding travel motivations. This study identified 'To increase my tourism knowledge', and 'To escape from routine' as travel motives which finds support in the natural and cultural motivator based on similar findings by Wen et al. (2020). Additionally, knowledge expansion has been identified as one of the main driving forces of travel (Dann, 1977). The results are also aligned with previous studies such as Wen et al. (2018) which included that special activities are one of the travel motivations.

The cluster analysis result shows that "Relaxation" is the top motivational factor for tourists who visit Hail followed by "To increase my tourism knowledge". The third motivational factor for tourists to visit Hail is "escape from routine" and the least motivational factor is "taking part in new adventures". Many researchers (Zhang and Peng, 2014; Jaapar et al., 2017; Caber and Albayrak, 2016; Rittichainuwat et al., 2008; Rehman, 2021; Chiang and Jogaratnam, 2006; Rehman and Fazli, 2022; Uysal and Jurowski, 1994) studied tourist's motivation by seeking response to the same set of questions: Why do people travel to exotic places? How are they motivated to travel to the destination? What are the main motivational factors that drive them to travel?. Many of these studies have been focused on different motives for traveling such as sight-seeing, cultural sites, relaxation and visiting theme parks. Zhang and Peng (2014) stated that Chinese are attracted towards fun, relaxation and knowledge aspects of travel, they also value personal relationship as mentioned in this study. Chinese view travel from home as escape from daily life; all of the aforesaid attributes are offered by Australia which makes it a favorable destination amongst Chinese. Likewise, Kim et al. (2003) established push and pull factors which play significant role in motivating people to travel to Korean parks. Chiang and Jogaratnam (2006) stated that women tourists are driven by self-esteem, socializing, escape and relaxation to travel. On same lines Gonzalez and Paliwoda (2006) research zeroed in on rest and relaxation closely followed by entertainment as major objectives of travel. Also, the result of Van Der Merwe et al. (2011) identified four motivational factors, destination attractiveness, the use of time, personal attachment and escape and relaxation. Recent researches in the field of tourist's motivation by Carvache et al. (2018) asserted that enjoying the outdoor activities like beaches and relaxation constituted motivational aspects for some type of tourists which is line with results of this study.

It is also important to note that tourist products at the destination must be able to satisfy tourists needs and wants (Pesonen, 2012). Important information collected from the markets should be used for customizing products or services that can satisfy the tourists (Pulido-Fernandez and Rivero, 2010). In term of market segmentation, Onofri and Nunes (2013) identified two types of segments of tourists that were a) Greens who prefer to choose natural destination because they have strong preference for this kind of attraction; and b) the beach lovers, who prefer sun and relaxation on the sand. In the aspect of tourist's satisfaction, revisit and recommendation for future tourists, should improve the destination facilities which could be used as criterion for segmentation such as entertainment and natural resources (Prayag, 2012). Regarding to the segmentation criteria, Middleton and Clark (2001) found few common segmentations implements in the markets which were demographic, geographic behavior and psychographic. Segmentation of heterogeneous tourists based on their motivation helps tourism providers to create suitable products for tourists in the destination (Lee et al., 2006; Rehman, 2016). The perceived image of a travel destination is built on the destination attributes brought forth by push and pull factors (Correira et al., 2007). An argument often comes which puts impact of push and pull factor as insignificant thus,

putting more emphasis on the function of attributes and intrinsic desires in decision-making process for travel destination.

The current study establishes self-actualization and social interaction needs (also called as push factors) as motives driving the individuals travel needs; the aforesaid argument runs parallel with Crandall's (1980) research findings which relates individual travel needs arising out from an individual's motive of destination exploration and evaluation in order to achieve a degree of prestige and improve relationship. On the other hand, what the destination offers which impacts tourist's pockets for e.g. stay, return visits is described by pull attributes. Countries celebrate their heritage, culture, and food as the part of strategy to harness these attributes. Regional diversity in terms of culture, food, natural heavens, modern entertainment offerings are pillars around which tourism industry is developed.

The tourism industry in close cooperation with local authorities and government at large should forge effective plans to harness the existing potential destination by improving ground infrastructure and facilities. With growing demand for nature, tourism or adventure tourism destinations should be developed with this theme in mind to cater to a very niche segment. This will also strengthen economies based on tourism with flow of visitors based on their destination attributes. A destination can be developed to offer wonderful facilities and needs of tourists. However, this is the second step, the primary step is to create enough pushes and pulls for tourists to travel to the destination and this is where mass media assumes a critical role in creating a distinct perception of the travel destination. An effective marketing strategy woven around matched push and pull motives; designing promotional campaigns and theme stories hit right chord with travelers along with segmenting the market and developing the destinations in line with it. The clarity in target market and target customer after due research will lead to the development of focused promotional programs. The Saudi Arabian authorities can understand needs and motives of their targeted market segment and design their market strategies.

CONCLUSION

It is very important to carry out tourists' motivation studies that are related to psychology of tourists and their behavior in destination. This will provide information and databases that are related to market segmentation, socioeconomic, travel motivation and satisfaction which will be of immense benefit for tourism destination. The Kingdom of Saudi Arabia has open borders with multiple regions which places it uniquely and puts it in an advantageous position to offer its exotic rich destinations to tourists from these regions. The Vision 2030 document clearly states Saudi's intent to fast track development and reform agendas; entertainment authority and Saudi commission have marked tourism as important sector for economic growth of the country and also for diversifying its revenue streams. The four-point marketing strategy based on motives and needs derived from tourist's behavioral patterns as discussed in this current study which focuses on building the perception of various travel destinations attributes amongst the domestic as well as nearby regions with open borders can be referred to successfully achieve objectives of Vision 2030. Therefore, the decision and policy makers should create tourism packages, products and programs based on push and pull factors which impacts the motivation factors of the travelers to make it effective (Franco et al., 2019; Amir and Rehman, 2013; Jang and Wu, 2006).

Modern research and studies can be one of the torchbearers for Saudi Tourism Commission while developing tourism programs to attract tourists and galvanize tourism industry. These studies can help the Commission to understand the present and future requirements of travelers to Kingdom of Saudi Arabia by finding and understanding their motivational factors. Dewar et al. (2001) states that it is vital to find the traveler's needs. This is also an important subject for all stakeholders involved with tourism marketing (Crompton, 1979). As per Brayley (1991) a destination's ability to attract tourists should be benchmark for measuring tourist motivations towards that destination.

The current study's contribution towards understanding and defining tourist motivation is an important one. The finding of the study can be utilized in other regions and economies in MENA region. Further, current study comes with a limitation of not studying the intra-impact of motivational factors. Finally, this study gives suitable recommendations for planners in the Saudi Tourism Commission and National Heritage and Entertainment Authority to take development of Hail destination as priority for domestic and international tourism travelers. In addition, studying the relationship between tourist's satisfaction and revisit intention should be further explored by future researchers.

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