



AENSI Journals

Australian Journal of Basic and Applied Sciences

Journal home page: www.ajbasweb.com



Motivation of Jordanian female outbound tourists

Mamoon Allan

Tourism Management Department, Faculty of Archeology and Tourism, University of Jordan, Amman 11942 Jordan

ARTICLE INFO

Article history:

Received 19 September 2013

Received in revised form 20 October 2013

Accepted 25 October 2013

Available online 18 November 2013

Key words:

Outbound tourism, female tourists, motivation, demographics, Jordan

ABSTRACT

In recent years, there has been an increasing amount of literature on tourism and tourists in Jordan. However, far too little attention has been paid to female tourists from Jordan and their motivations to travel. The tourism research and discourse in Jordan to date has tended to focus on men tourists rather than women tourists. Therefore, the purpose of this study to develop motivational profiles for Jordanian women tourists travelling abroad. To pursue these ends, the researcher applied validated and reliable scales, which have been broadly used in the tourism literature such as, push and pull theory. A quantitative methodology was used, including of a self-administered questionnaire. The results arising from the analysis of the data indicated that the respondents were pushed by enjoyment, sense of wonder, escape and relaxation and pulled by were availability of shopping opportunities, natural attractions, and historical and heritage sites.

© 2013 AENSI Publisher All rights reserved.

INTRODUCTION

Tourism represents the largest commodity in the international business and trade worldwide and one of the largest and considerable three industries for many countries in recent years. Thus, the tourism industry is considered as a prominent social and economic global force (Goeldner & Ritchie, 2009). In the Jordanian context, tourism is considered as one of the leading contributors to Jordan's GDP and one of its prevalent foreign currency earners. Despite Jordan has many world-famous tourist attractions, the acknowledgment of tourism as a high-possible industry in Jordan has been relatively new; and the Jordan Tourism Board was only founded in 1998 (The Jordan National Competitiveness Team (JNCT), 2007). However, the market share of outbound tourists in Jordan has been steadily growing in the last decades which reduce the contribution of tourism in Jordan economy. Thus, the number of outbound Jordanian tourists was estimated about 2844344 tourists who their expenditures were over JOD 776 million (Ministry of Tourism and Antiquities, 2012).

Outbound tourism has its advantages and drawbacks. On one hand, Government can gain an important benefit from the outbound tourism. Thus, it can get departure taxes, which can affect positively the public sector accounts. On the other hand, it also can have negative influence on the foreign reserves. As a result, the majority of the developing countries consider the outbound tourism as a leakage of valued foreign reserves (Dudokh, 2008).

In the majority of the Middle East countries, the female tourists market is important due to the fact that more women or businesswomen have the motivation or interest to travel. However, their travel is restricted by cultural, religious and social norms which stigmatize females travelling alone (Kalesar, 2010). Thus, this study aimed to explore the motivation of a sample of Jordanian female tourists undertaking outbound tourism. Studies pay little attention to the issue of why female travel including their motivations. To date this important issue is still an undeveloped area of study.

Literature Review:

Tourism Motivations:

According to Moutinho (1987, p. 16), motivation is "a state of need, a condition that exerts a 'push' on the individual toward certain types of action that are seen as likely to bring satisfaction". Tourist motivation is considered as 'the combination of needs and desires that affect the propensity to travel in a general sense' (O'Leary & Deegan, 2005, p. 247).

While there are several factors determining the nature of tourist behavior, motivation is still regarded as critical indicator answering why tourists behave in certain manners (Crompton, 1979). Furthermore, it is well accepted that the reason why people travel to a specific site is significant to people involved in tourism (Allan,

Corresponding Author: Mamoon Allan, Tourism Management Department, Faculty of Archeology and Tourism, University of Jordan, Amman 11942 Jordan
E-mail: mamoon1073@yahoo.com

2012). What motivates individuals participating in different types of behaviour has occupied researchers and scholars long before it was investigated in the tourism domain (Page & Connell, 2006).

One major theoretical issue that has dominated the field of tourist motivation literature for many years concerns the need for an in-depth and appropriate revision of the different types of relevant motivation theories. First, it is critical to better understand the different types of motivation. Second, it is significant to know the different factors which must be taken into our account to study motivations. Third, it is central to use outcomes to choose a suitable motivation theory applicable to a specific form of tourism (Malviya, 2005, p. 55).

One of the most frequent theories in the travel and tourism literature is the push and pull theory. However, invitation of different tourists motivations based on the push and pull factors have been largely accepted (Yuan & McDonald, 1990). According to Khunou *et al.*, (2009), whilst 'push' factors play an important role in shaping 'a demand' for tourism activities, the tourists' needs 'push' them to undertake their tourism experience, and other factors 'pull' them to travel to precise places or countries. However, the magnet of the place to pull tourists to visit it is called 'pulling power'.

Methodology:

The current study is quantitative in nature and applied a questionnaire research design. A self-administered questionnaire was used that involved inviting a convenience sample of 200 Jordanian women tourists who intend to travel abroad. The questionnaire was completed and returned by 163 members of the research cohort. The current study involves utilization of existing scales and measures in the questionnaire of this study, such as push and pull motivations factors used by (Crompton, 19798; Zhang & Lam, 1999; Jang & Cai, 2002; Kim, Lee, & Klenosky, 2003).

The push motivation scale needed for this research consists of 12 items, which include 6 subscales:

- A. To learn and experience new things
- B. To escape
- C. Friendship.
- D. To reset and relax
- E. To enjoy
- F. To experience sense of wonder

Whilst, the pull motivations consist of 10 items measuring the 5 dimensions of pull motivations:

- A. History and heritage
- B. Natural attractions
- C. Cost
- D. Shopping opportunities
- E. Religious and spiritual attractions

A five point Likert-type scale was used to respond to the items. The scale ranged from 'strongly disagree' (1) to 'strongly agree' (5). All subscales have two items. Data were entered for analysis into the software package SPSS (Statistical Package for the Social Sciences Version 17). The selected targeted population of the study cohort being questioned was taken on-site at three travel agencies in Amman, one travel agency in Irbid, Alia Airport, the Dead Sea Panoramic Complex, and university of Jordan.

Results:

Table 1: The demographics of the respondents

Demographic Items	Value	Percent (%)
Age (Years)	18-34	44.2
	35-39	13.5
	40-49	24.5
	50-59	16.0
	60+	1.8
Educational level	Primary	0
	Secondary/ high school	19.6
	Diploma	6.0
	Undergraduate	71.8
	Post-graduate	8.0
Trip type	Group	79.1
	Individual	20.9
Type of transport	Air	71.2
	Land	22.7
	Sea	6.1
Preferred destination	Lebanon	11.1
	KSA	.7
	UAE	13.7
	Egypt	23.5
	Palestine	15.7

	Kuwait	9.2
	Turkey	15.7
	Spain	.7
	China	7.2
	Ireland	.1

The questionnaire was completed and returned by 163 members of the research cohort in Jordan. The results of this study revealed that the largest group of respondents (44.2%) was aged 18-34 years. The 40-49 year olds represented the second largest group (24.5%) of respondents. In terms of education, the largest portion of the respondents had an undergraduate level education (71.8%), followed by Secondary/ high school education (19.6%).

Concerning length of stay, most of the respondents prefer to stay for ten days or more (57.9%). What is interesting in this data is that no respondent prefers to stay for a short period (one to three days). Furthermore, most respondents prefer to engage in a group trip (79.1%) rather than traveling on their own (20.0%). Moreover, most respondents prefer to travel by air (71.2%) more than any type of transportation. Only (6.1%) of the respondents prefer to travel by sea. Regarding their desired tourism destination, the majority of respondents prefer to visit the regional countries: Egypt (23.5%), followed by Palestine (15.7%) and Turkey (15.7%). Whereas, only few respondents prefer to travel to overseas destinations, for example, to China (7.2%) and Spain (.7%) (Table.1).

Table 2: The push factors of the respondents

Push motives	Mean	SD	Number of responses(n =)
Learn and experience new things	4.00	1.14	149
1. To learn new things and enhance my knowledge	3.71	1.40	149
2. To experience new countries	4.28	1.22	149
Escape	4.09	1.17	149
1. To escape from the daily routine	4.45	1.18	148
2. To escape from the pressures of the work and life	3.77	1.62	149
Friendship	3.65	0.925	149
1. To travel with my friends and relatives	3.92	1.19	149
2. To meet people with same interests	3.37	1.09	149
Reset and Relaxation	4.09	1.09	149
1. To relax and reset in the destination	4.36	1.05	149
2. To recharge my mental and physical state	3.83	1.43	149
Enjoyment	4.44	1.11	149
1. It is exciting experience	4.34	1.14	148
2. To have pleasant time	4.52	1.13	149
Sense of wonder	4.43	0.92	149
1. to visit a unique place	4.38	1.24	149
2. To explore new places	4.47	.673	149

The push motivations included 12 items measuring the 6 factors underpinning push motivations for the respondents – learn and experience new things, escape, friendship, relaxation, enjoyment and sense of wonder.

The mean scores for push motivation ranged from 3.71 to 4.51. The standard deviations for the responses to the items measuring it ranged between .671 to 1.43 displaying a reasonable level of variability. The Cronbach Alpha internal reliability measure was acceptable as it was 0.72.

For the individual items measuring push motivation, the item, “To have pleasant time” had the highest mean score (M = 4.51, SD = 1.13) whereas the item, “To meet people with same interests” (M = 3.37, SD = 1.09) was the lowest.

Table 3: The pull factors of the respondents

Pull motives	Mean	SD	Number of responses(n =)
History and heritage	3.49	1.40	148
1. Because it has important historical and heritage sites	3.42	1.80	149
2. Because many historical actions were happened in it	3.55	1.38	148
Natural attractions	4.15	.92	148
1. Because it has nice weather	4.10	1.22	149
2. Because it has many natural features	4.19	1.29	148
Cost	3.38	.835	148
1. Because it is cheap	3.39	1.27	149
2. Because accommodation is cheap there	3.37	1.01	148
Shopping opportunities	4.16	.93	148
1. Because it provides many types of shopping	4.20	1.13	149
2. Because it offers many interesting shopping opportunities for all family members	4.11	1.18	146
Religious and spiritual attractions	3.34	1.68	148
1. Because it has many religious and spiritual sites	3.33	1.80	147
2. Because it has an important religious background	3.40	1.61	148

Table 2 illustrates the results of the extent of pull motivations, that is: history and heritage, nature, cost, activities and religion, for the research cohort. The mean score for the pull motivations were rated from 3.20 to 4.49 while the standard deviations for such motivation items were measured as being between 0.92 to 1.80. The Cronbach Alpha for the items, which measured the pull motivation factors, was 0.75.

The major pull motivation factors were the 'Natural attractions as $M = 4.15$ and $SD = .92$ and 'History and heritage' as $M = 3.49$ and $SD = 1.40$ (Table 3). Of the items measuring pull motivations, "Because it has many natural features" (Natural attractions) had the highest mean score, $M = 4.19$ and $SD = 1.29$; whereas the item, 'Because it provides many types of activities' (Activities) had the lowest mean score $M = 3.20$ and $SD = 1.13$.

Discussion:

Generally speaking, females have received growing attention in the travel industry as a unique market segment in the last decades. To date there have only been little discussion and empirical investigations into their travel behaviors (LI, *et al.*, 2011). Swain (1995) argues that accounts of females' travel experiences differ radically from those of males. Therefore, Swain further believes that "there is rich diversity in tourism experience and one dimension to acknowledge is gender in behaviors, perspectives, knowledge and tastes" (p. 264).

The typical Jordanian female tourists were young and middle-aged (18-35). Thus, it could be deduced that traveling has appeal for young and middle-aged Jordanian females. Moreover, the study revealed that most of these female tourists were educated and has undergraduate education level. However, the findings of the current study do not support the national statistics of distribution of Jordanian Females by Education which indicated that a large portion of the Jordanian females has primary level of education (Table 3).

Table 4: Percentage Distribution of Jordanian Females by Education

Education level	Percentage
Literacy	10.0
Literate	3.2
Primary	8.8
Preparatory	15.7
Basic	20.7
Voluntary apprenticeship	0.0
Secondary	17.0
Intermediate diploma	9.8
B.A	13.2
High diploma	0.3
Master	0.7
PhD	0.1
Total	100.0

The study also showed that the majority of the respondents preferred to travel with a tour group rather than traveling independently. It seems possible that this result is caused by the gender empowerment of the local female tourists in Jordan. The females confront more barriers to travel alone to remote destinations like than males on their own. According to Ibrahim *et al.*, (2009, p. 6), "Islamic teaching {...} encourages individuals especially women and children to travel with *muhrim* or blood relations" Accordingly, Nazir and Tomppert (2005) argue that although Jordan has advanced significantly in gender equality matters, the government needs to go further in enhancing gender equality and 'reframe' the issues related to women's rights, so that this 'reframing' is adopted specifically within the local cultural context. In term of their preferred type of transportation, most of female tourists preferred to travel by air.

Furthermore, the study revealed that most of the female tourists preferred to travel regionally rather than traveling to remote destinations. Egypt represented the first favorite destination that Jordanian female tourists prefer to visit, followed by Turkey, Palestine, UAE and Lebanon, respectively. It seems possible that these results are due to the new trend of intra-regional tourism in the Middle East. On one hand, there has been an increase of intra-regional flows which was established 'Arab Tourism'. On the other hand, the intra-regional destinations provide appropriate cultural, social and religious contexts for Arabic female tourists (Kalesar, 2010). Consequently, tourism marketers and managers in Jordan should take into account the importance of providing suitable tourism products and requirements to female tourists segment. According to World Tourism Organization (WTO) (2007), 'Middle East tourism is still missing out by targeting Muslims and non-Muslims in exactly the same way'.

In the context of respondents' motivations, the results of this study revealed that the main push motivations were enjoyment, sense of wonder, escape and relaxation. There are numerous regular and common features in mass tourism phenomenon: thus travel is a manner to have fun and pleasure, relaxation, escape, prestige, curiosity satisfaction, and gain pleasure (Fodness, 1994; Jang and Cai, 2002). However, the findings of the current study do not support the previous research relating to females tourists motivations. For example, the

current findings are not consistent with those of (Hanqin & Lam, 1999) who found that the push and pull factors for Chinese females' tourists are Knowledge and High Tech Image. Also, the present findings seem to be not consistent with other research which found that the push factors for females' tourists from 'France, Japan, West Germany and the United Kingdom' are escape, novelty and prestige and their pull factors are cost, culture, wilderness and history (Yuan & McDonald, 1990).

Whilst the results of this study indicate that the main pull motivations of the respondents were availability of shopping opportunities, natural attractions, and historical and heritage sites. The present findings seem to be consistent with other research which found that females are considered the chief participants in shopping activities whilst travelling away (Kent, *et al.*, 1983). According to Urry (1990, p. 152), "Shopping, an important tourism activity, is dominated by women purchasers who are empowered in this activity. Women may gain personal and cultural insights from the purchasing experience". Furthermore, many studies in the tourism literature indicate that shopping fans were also more likely to be women (Murphy, *et al.*, 2011).

Conclusion:

The number of females in Jordan was 3,027.9 in 2011, which represents 48, 5% of the total population in Jordan (Department of Statistics, 2013). The females' outbound tourists market has grown in the last years in Jordan. Thus, the purpose of the current study was to assess the motivations of Jordanian females' tourists traveling abroad. One of the more significant findings to emerge from this study is that the major pull motivations of such tourists were enjoyment, sense of wonder, escape and relaxation. Whereas their pull tourism motivations were shopping opportunities, natural attractions, and historical and heritage sites.

Overall, the findings of this study enhance our understanding of why females Jordanian tourists travel abroad. The findings can be used by tourism managers and marketers in Jordan to better understanding the main push and pull motivations of females' tourists and develop the appropriate promotion and marketing strategies to decrease the flow of outbound tourism for such segment.

REFERENCES

- Allan, M., 2012. Geotourism: Toward A Better Understanding Of Motivations For A Geotourism Experience: A Self-Determination Theory Perspective. Saarbrucken, Germany: LAP Lambert Academic Publishing
- Crompton, J., 1979. Motivation for Pleasure Vacation. *Annals of Tourism Research*, 6(4): 408-24.
- Department of Statistics, 2013. *Population*. [Online] Available at: http://www.dos.gov.jo/dos_home_e/main/index.htm [Accessed 15 07 2013].
- Dudokh, D., 2008. What factors affect the destination choice of Jordanian tourists? A panel data analysis (Doctoral dissertation, Dalarna University).
- Fodness, D., 1994. Measuring Tourist Motivation. *Annals of Tourism Research*, 21(3): 555-581.
- Hanqin, Z.Q., and T. Lam, 1999. An analysis of Mainland Chinese Visitors' Motivations to Visit Hong Kong. *Tourism Management*, 20: 587-594.
- Ibrahim, Z. *et al.*, 2009. Travelling Pattern and Preferences of the Arab Tourists in Malaysian Hotels. *International Journal of Business and Management*, 4(7): 3-9.
- Jang, S., & L. Cai, 2002. Travel motivations and destination Choice: A Study of British Outbound Market. *Journal of Travel and Tourism Marketing*, 13(3): 111-133
- Kalesar, M., 2010. Developing Arab-Islamic Tourism in the Middle East: An Economic Benefit or A Cultural Seclusion?. *International Politics*, 3: 105-136.
- Kent, W., P. Shock, & R. Snow, 1983. Shopping: Tourism's unsung hero(ine). *Tourism Management*, 1: 2-4.
- Khunou, P.S., N. Reynish, R. Pawson, L. Tseane, M. Ivanovic, 2009. Fresh Perspective: Tourism Development, Editura Pearson South Africa, Cape Town
- LI, M., T. Wen, & A. Leung, 2011. An Exploratory Study of the Travel Motivation of Chinese Female Outbound Tourists. *Journal of China Tourism Research*, 7: 411-424.
- Malviya, S., 2005. *Tourism: policies, planning and governance*. New Delhi: Gyan Publishing House.
- Ministry of Tourism and Antiquities, 2012. *Arrivals and departures tourists 2010-2011*, Amman : MOTA.
- Moutinho, L., 1987. Consumer behavior in tourism. *European Journal of Marketing*, 21(10): 4-33.
- Murphy, L., G. Moscardo, P. Benckendorff, & P. Pearce, 2011. Evaluating tourist satisfaction with the retail experience in a typical tourist shopping village. *Journal of Retailing and Consumer Services*, 18: 302-310.
- O'Leary, S. & J. Deegan, 2005. Ireland's Image as a Tourism Destination in France: Attribute Importance and Performance. *Journal of Travel Research*, 43(3): 247-56.
- Page, S., & J. Connell, 2006. *Tourism: a modern synthesis*. London: Cengage Learning EMEA.

The Jordan National Competitiveness Team (JNCT), 2007. *Jordan's Competitiveness Report 2007*, Amman : s.n.

Urry, J., 1990. *The Tourist Gaze: Leisure and Travel in Contemporary Societies*. London: Sage Publication.

WTO, 2007. *World Tourism Global Trends Reports*, s.l.: s.n.

Yuan, S., & C. McDonald, 1990. Motivational determinants of international pleasure time. *Journal of Travel Research*, 24(1): 42-44.