

Uniqueness Dimension Overview in Tourist Satisfaction: GCC Case

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

Index Term-- e-tourism, GCC, e-government, uniqueness, tourism management

1. INTRODUCTION

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

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

2. LITERATURE REVIEW

Ksenia et al. (2014) illustrated that Uniqueness suggests that tourist aesthetic judgment depends on whether the destination possesses special uniquely identifiable features or not. Destinations with unique features tend to be perceived as beautiful, attractive and therefore possess a pull motivation force, as posited in the push-pull theory (Dann, 1981). Generally, uniqueness would be attached with the cultural and historical centers of the nation and they will not only bring in incomes to the region, but they would give local population the grounds to be proud of the local unique heritage and give opportunities to them to share it with tourists. Therefrom, existence of unique historical objects and unique cultural activities can predetermine successful development of tourism in the region or the complete nation (Ismagilova, Safiullin and Bagautdinova, 2014). Kirshin et al. (2013) stated that acquaintance to historical and cultural objects is considered as the strongest incentive tourist motive and this motive in historical and cultural tourism also promotes resources

expansion for involvement of tourists. The tourism development success depends on several aspects like: material base, uniqueness of historical and cultural heritage (Panasyuk, Gafurov and Novenkova, 2013) uniqueness of food taste in tourism satisfaction (Athena, Margaret and Anita, 2012) uniqueness of environmental and climate aspects (Hall, 2008b). At the unique territories approaches, it is necessary to combine both the traditional activity forms that have historically created these territories, with modern innovative types that include tourism along with new kinds of activity have to supplement for suppress the developed economic, sociocultural and natural processes. Furthermore, nation should divide its tourism into two main aspects:

- **Common tourism:** it is a common tourism space that are usually found in many countries like having national parks, theme parks, cinemas, malls and many other entertainments to suit all ages, genders and hobbies
- **Special tourism:** this tourism aspect is important to have it in countries as special which is usually attached to culture and nature of the country. For instance: cities with deserts and mountains should illustrate activities attached and more focused with its nature rather than with snowing and nations with Islamic religion should have Islamic attached culture.

Existence of uniqueness in general in the nation either if it is attached to historical object or an activity that is attached to culture can predetermine successful tourism development in the region or nation. However, at tourist infrastructure development it is important not to break historical shape or nature of the territory. Thus, each re-created tourist object has to correspond to its national features, culture and traditions and at the same time to have the original unique shape. Creation of unique natural and historical parks has to promote different valuable monuments of culture and history as complete unique approaches in architectural, landscape and cultural complexes. It is necessary however, to carry out some protection, restoration or modern innovative addition of monuments of culture and history of man-made, natural and traditional landscapes that are also considered nation's timeless historical values and national property (Fakhrutdinova et al., 2013; Bagautdinova, Tsvetkova, Novenkova, 2013). Hence, Search of uniqueness in destinations by tourists become the most important aspect of regeneration of the cities and city society by the nation in order to attract tourists and influence their behavioral intention to visit and re-visit (Saskia et al., 2014). The majority of tourist directions makes thrifty use of uniqueness as a factor of attraction of tourist streams due to existence of unique historical objects or cultural activities predetermines successful development of tourism in region and nation. Acquaintance to uniqueness is considered as the strongest incentive tourist motive (Ismagilova, Safiullin and Bagautdinova, 2014). Unique culture, customs and traditions are developed and promoted as attractions to lure tourists to the rural areas in the nation (Brown and Cave, 2010).

Uniqueness of the nation's objects and activities is one of the main factors of tourism, due to the following four factors illustrated by Bagautdinova, Galeeva and Kundakchyan (2013):

- It is considered important means for tourists involvement as acquaintance to uniqueness of historical objects and cultural heritage activities is a strongest incentive tourist motive and influence in their behavior
- Cultural and historical objects are considered an important asset of modern cities that can make profit and significantly influence their development of economic through improving tourism sector in the nation
- It is considered great importance in the public social sphere, leveling the seasonal fluctuations and evenly distributing tourist streams and attractions on the territory of the nation
- It creates favorable and attractive image of the region and nation, "branding" of the country would be enhanced in terms of uniqueness that would influence tourists to choose this nation among others

Thus, it can be considered that cultural resource is an important aspect that is must for any community as an identity of the nation to show their uniqueness to the outsiders and especially tourists. The community's cultural uniqueness is considered and recognized by both the international and local tourists (Shazali et al., 2015). According to Kaung et al., 2013, tourists are seeking to have "experience of unique tourism resources" and Li et al. (2014) argued that uniqueness is one of the most powerful factor in influencing tourists' behavior intentions and satisfaction.

Examples for tourism associated with uniqueness of historical or special objects like: Eifel Tower in Paris, Chicago Gate in Chicago USA, Glass Bridge in Tbilisi, Statue of Liberty and many other places with unique buildings, objects or landmarks. Whereas, there are many uniqueness associated with activities, something to see or something to do in specific nations and maybe in specific seasons as well. These attractions would influence tourists to choose a destination among others just for that purpose. For instance, seeing giant pandas in Japan and China, seeing Aurora borealis in North Pole, Disney land or Disney world in specific places, Christmas tourists to Rovaneimi which is considered as the official home of Santa Claus in Finland and many attractive unique activities around the world

3. RESEARCH METHODOLOGY

The researcher sent questionnaire to 20 males and 20 females who are known as travelers in GCC. They are known as Arab Travelers Group. The survey was distributed directly to the respondents due to their high knowledge in tourism and tourist aspects. 17 males and 10 females responded to the questionnaire. This different maybe due to the GCC countries culture with females since they are less responding to several

common surveys. At the end the researcher put a threshold of 10 from each gender in order to start the analysis

4. FINDINGS AND DISCUSSION

After receiving the required answers to the questionnaire from each gender, the findings found to match the expectation and meeting the literature. Table 1 and Figure 1 Below furnishes all the percentages of respondents from each gender.

Table I

	Gender	Agree	Not Important	Dis Agree
U1	Male	47.06%	41.18%	11.76%
	Female	80.00%	20.00%	0.00%
U2	Male	58.82%	35.29%	5.88%
	Female	30.00%	50.00%	20.00%

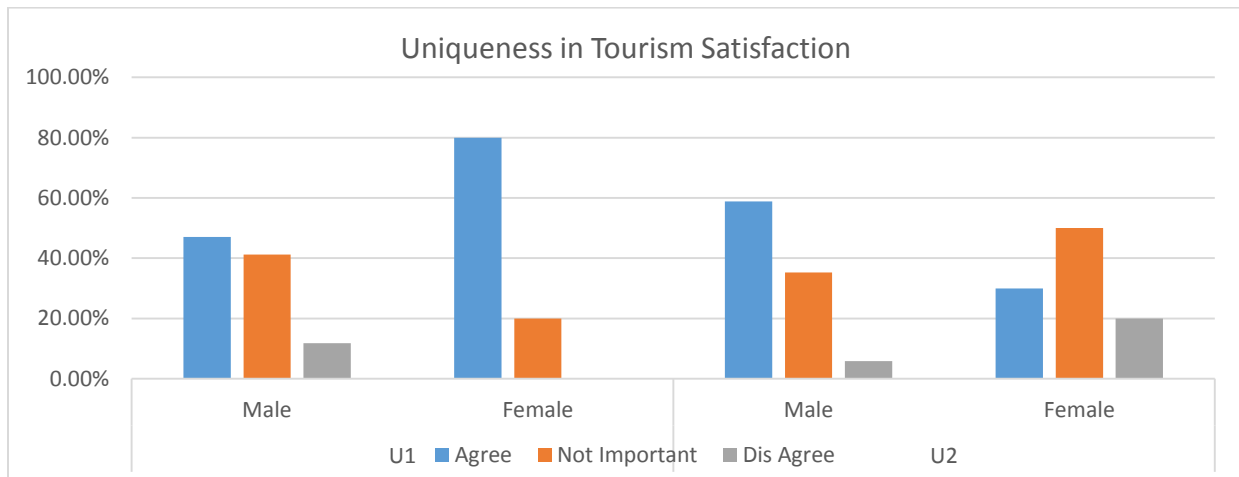


Fig. 1. Findings

Two main questions were asked to the respondents in order to check their response about attractiveness in objects and activities. As per the question about the attractive objects females showed huge interest in this aspect and most of them find it and consider it the most important influence in choosing a destination at least for the first time. Whereas, males prefer to have a unique activities more than a unique object, one of the respondents said: “still I remember the Aurora borealis view when I visited Tromso (Norway) and the huge number of waterfalls in Iceland”

5. CONCLUSION AND RECOMMENDATIONS

This paper set to review existing studies for developing a major current uncertainties coherent outline and several research needs with regard to tourist responses to uniqueness dimension in tourist satisfaction. As has been shown, there is an increasing body of literature on the impacts of uniqueness on tourist behavioral in tension to visit and demand. Thus, tourism sector used in the world to enhance the economic and non-economic benefits for the local community (Kunasekaran et al., 2011). As a result it may be concluded that successful innovation in tourism should bring together important new updated tourism products, service qualities and innovative

ideas in tourism industry in an integrated model. When the successful application models of several tourism innovation examples are examined, it becomes obvious that most do have common characteristics among tourists and they share some or all of issues like “sustainability, quality management, cost reduction, e-tourism, internet usage and / or mobile applications, consumer friendly approaches, CRM, ecology friendly implications, having heritage and culture dimensions, using updated marketing strategies and marketing process” (Pirnar, Bulut and Eris, 2012, p.139). Hence, destinations can seek to deal with adaptation of uniqueness and lessen potential impacts. Thus, nation should innovate and implement new approaches like: “having a story beyond the product for sale, looking for and applying differential advantage in any way possible” (Pirnar, Bulut and Eris, 2012, p.140). Hence, GCC country should give special attention to their unique historical culture in promoting their tourism through different modern technologies and approaches and they should maintain and protect their heritage civil buildings like forts (Despina et al., 2015).

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