Condition 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 condition dimension’s overview from the 21 dimensions to be visited and discussed using a case study of GCC interviews in order to conduct conclusion and recommendations to the GCC nations.

Keywords: e-tourism, GCC, e-government, condition, 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 tourism” and “new tourism products” to the new innovative tourism practice (Pirnar et al., 2010). Tourists perceptions are complex, and always influenced by various parameters (Go’sslng et al., 2006; Scott, Jones et al., 2008), while put extra considerations to individual tourists may result in unexpected outcomes. On the other hand, media could shape perceptions with uncontrolled having greater weight in influencing individuals and groups. Indeed, perceptions play a major role in tourist decision-making in destination representing an important stage of information processing that is highly important and essential in influencing the actual traveler’s personal negotiation outcome of reported or experienced change (Go’sslng & Hall, 2006a; Moreno & Becken, 2009; Nawjin & Peeters, 2010; Scott et al., 2007; Scott, Jones et al., 2008). However, the global scale tourism simulation models demand are highly simplified and have essential valid limitations, including a wide range of tourist-response related to uncertainties (Bigano, Hamilton, & Tol, 2006; Eugenio-Martin & Camos-Soria, 2010; Go’ssling & Hall, 2006a, 2006b; Hamilton et al., 2005; Moore, 2010; Weaver, 2011). Whereas, negative perceptions could abrupt changes in travel behavior along with longer-term behavioral modification (Go’ssling & Hall, 2006; Hall, 2005) and these negative perceptions could also arise out of single simple events and extreme events (Denstadli et al., 2011; Nilsson & Go’ssling, 2012). Econometric studies have a wide uncertainties range with regard to tourist’s behavioral response (Scott et al., 2012). However, there is a lack of available studies in governmental rules and relationship between e-government and e-tourism research through the impact of ICT in assessing long-term behavioral intention changes on tourist awareness, activities, satisfaction and destination choice. It is obvious, however, that reductions in global or regional GDP resulting from several aspects affecting tourism or tourists would reduce consumer discretionary wealth available and kept for tourism and have negative repercussions for future anticipated growth in tourism demand (Hall, 2010a).
2. Literature Review

Place condition of cleanness and tidiness is considered as one of the most important dimensions in the tourism (Pang, Li, and Zhang, 2013). Gao and Ma (2010) discussed the characteristic of tourists behavior for obtaining “the most real society” from the original information for condition dimension impact in tourism. Ye and Law (2011) stated that positive reviews from tourism can bring more sales and visitors due to its effect in behavioral intention to visit and re-visit. Consumer reviews and comments as regards to any aspect in condition of the place can be seen as additional holiday components that is important in improving the satisfaction (Papathanassis and Knolle, 2011). Among the basic conditions of tourism development, investments in varied infrastructure should be distinguished, which as a certain economic aspect can provide tourism services (Papathanassis and Knolle, 2011). Constructing and maintaining nation’s infrastructure is having a great effect in the image of the nation and enhance the behavior of the tourist against choosing the destination (Glowny, 2013; Hadzik and Grabara, 2014). Many travelers will prefer places that are maintained and well organized (Gorna, 2011). Muangasame and Khunon (2013) argued that in conformity of tourism planning and infrastructure of the nation is important part in attracting tourists under condition dimension and they further gave the following condition dimension points that need to be considered:

- There should baa balance of green and clean concept in the nation with proper arrangement and improvement procedure between all stakeholders
- Good infrastructure in terms of understanding the tourism nature
- Well-organized land, platforms, communication, infrastructure and fundamental facilities such as water, energy.

Regarding the transport infrastructure in any nation, modern technology has played an essential important role in developing access routes. Thus, new technological evolution has made possible the improvement in construction of once unthinkable road and rail access routes, offering new modern possibilities of travelling from one place to another. Technological changes and improvements have played a major role in the development of tourism infrastructure. The role of local government in this aspect and specifically in creation of development plans and supporting tourism is very essential and important like enhancing its systematic implementation, forms a suitable capable environment for entrepreneurship development which contributes in improving the service level to visitors of the region (Tomik, Hadzik, Cholewa, 2012). Moreover, Implementation of an adopted strategy especially in managing the community’s assets, without forgetting to consider the rules of sustainable growth and proper conditions creation for entrepreneurship development that could lead to the local community’s economic situation improvement and indicate what follows in order to decreasing unemployment rates and a general increase of living standards in the nation (Bajdor, Grabara, 2012). A huge role and expectations in choosing the tourism product and destination different and variety of play factors such as the destination kind of entertainment and activities available at the given place, tourism infrastructure, service platforms, reputation of the nation, personal customer past experience as well as the price and the type of discounts granted by the nation, all considered as the condition of the destination that would influence the behavioral intention to visit and re-visit by the tourist (Dziadkiewicz, 2012). Indeed, the consumer’s attitude in choosing a particular region or nation among the others may be a measure of its attractiveness and evaluation of different aspects like: the policy in shaping regional promotion and its condition and life style (Kot, Ferencova, Karas, 2012). Creating favorable conditions in the nation for the conduct of investment business initiates and to know how to promote the development of local entrepreneurship (Korzeniowski, 2011).

Many studies considering the condition dimension in a nation and its direct and indirect effects in the tourism sector of a nation were conducted like the pollution effects in the total condition of a destination and how it will effect the tourism in the country (Purcell, 2012; Douek, & Rinkevich, 2010; Nilsson & Go’ssslung, 2012). Hence, any aspect which may degrade the condition of the city or the nation would be prevented by villagers or the government frequently in order to decrease its effect on tourism and visitors and this is an essential criteria to be addressed and structured (Suriya, 2012; Saffie, 2011). For instance, in China, many traditional old buildings were restructured or replaced by modern buildings with more stories and better conditions (Yang, 2011). Navickas and Malakauskaite (2015) argued that the development degree is strongly correlates with tourist destinations competitiveness and this competitive tourist destinations offer a wider range of variety of attractiveness like: tourist products;
attract potential visitors with the help of their high exceptional image like: natural scenery, clean lakes and advanced environmental policy that are a perfect niche for ecological tourism along with environment-friendly country image and provide particularly high quality services. Thus, governments should work together with organizations in order to enhance the tourism infrastructure in more modernizing plans (Nowak and Ulfik, 2013)

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 1: Findings](image1)

<table>
<thead>
<tr>
<th></th>
<th>Gender</th>
<th>Agree</th>
<th>Not Important</th>
<th>Dis Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1</td>
<td>Male</td>
<td>86.67%</td>
<td>13.33%</td>
<td>0.00%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>100.00%</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>C2</td>
<td>Male</td>
<td>52.94%</td>
<td>41.18%</td>
<td>5.88%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>80.00%</td>
<td>20.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>C3</td>
<td>Male</td>
<td>64.70%</td>
<td>23.53%</td>
<td>11.76%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>80.00%</td>
<td>20.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>C4</td>
<td>Male</td>
<td>47.06%</td>
<td>35.29%</td>
<td>17.64%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>70.00%</td>
<td>30.00%</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

![Figure 1: Findings](image2)

Four questions were asked to the respondents and the outcome show that female are more sensitive to the condition dimension compared to male. Whereas, the question which target the cleanliness of the country both genders show high interest in it and gave it a big interest. However, for the rest of the questions which were about the infrastructure, tidiness and style of the buildings, less importance were shown from the respondents especially from male. One of the female respondents stated “New
York City was phenomenon of its tall and special buildings along with its tidy and highly attractive infrastructure were you need no more better. However, the only issue was that it is very crowded” while one of the male respondents said: “culture of the nation is the main driver in choosing the destination and the condition of the country with its infrastructure reflects some parts of this culture, I believe the modernity will effect the traditional and cultural beauty”

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 condition dimension in tourist satisfaction. As has been shown, there is an increasing body of literature on the impacts of condition 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).

In order to have better nation’s condition, it is essential to have better promotion and raise awareness among citizens and public in order to enhance the cleaness and the tidiness of the tourism places along with the available high efforts from the municipalities of different cities in the country. These two aspects should work together in order to reach the optimum tidy, clean condition of the city and the nation. As per the infrastructure, the nation should implement and adopt more modern technologies in the world to rise the lifestyle of the city and the citizens and to attract more tourists which would enhance the tourism sector and its contribution to the nation’s economy

6. References

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