



جامعة الإمارات العربية المتحدة
United Arab Emirates University

**The College of Graduate Studies and the College of Business and Economics
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DBA Dissertation Defense

Entitled

*THE IMPACT OF PUSH & PULL FACTORS AND POLITICAL STABILITY ON DESTINATION IMAGE,
TOURIST SATISFACTION AND THE INTENTION TO RE-VISIT: THE CASE OF ABU DHABI IN THE
UAE*

by

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Abstract

Taking into consideration Abu Dhabi 2030 vision, tourism sector is considered to be a significant sector in its contribution to the long-term economic growth of the UAE. Abu Dhabi has many of the push and pull factors that attract tourists. By illuminating tourists' behaviours, the results of this study will enable decision makers to understand why tourists choose Abu Dhabi over other destinations, what type of experience they are looking for and the variety of activities that they want. Meanwhile, taking into account the political stability of the UAE in general and Abu Dhabi in particular, insufficient attention has hitherto been given to the political issues that may significantly guide people in forming a destination image. No studies of the factor of political stability with others, such as push and pull factors in raising the intention to re-visit exist in the literature on tourism, at least not in the UAE context. Therefore, the purpose of the present study is to identify the motivational push & pull factors that can affect the formulation of destination image. Moreover, this study examines the relationship between push & pull factors, political stability, destination image, tourist satisfaction and intention to re-visit to develop and test a conceptual model of the antecedents and consequences of destination image in Abu Dhabi context. This study adopts the positivist research philosophy with a quantitative approach in order empirically validate the fourteen hypotheses. To gather the primary data the questionnaire was distributed among international tourists above 18 years old in seven different attractive locations in Abu Dhabi. The suggested hypotheses were tested through a sample of 406 tourists visiting Abu Dhabi. The results show that tourists' evaluations of the push and pull factors and political stability act as antecedents of a perceived attractive destination image. Furthermore, political stability and destination image have a strong positive impact on tourist satisfaction and the intention to re-visit. The proposed model in this study enhances existing theorization by exploring the value of political stability in the model of tourists' intentions to re-visit. While from the practical perspective, it will also provide a recommendation to the policy and decision maker in the tourism sector.

Keywords: Push factors, Pull factors, Destination Image, Motivation, Political stability, Satisfaction, Intention to re-visit, Abu Dhabi, UAE.