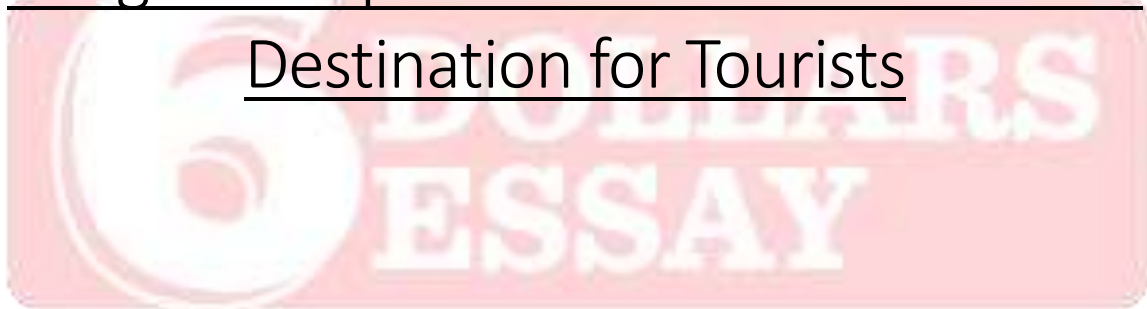


Image Perception of Abu Dhabi Tourism  
Destination for Tourists



## Abstract

Along with the development of other industries in Abu Dhabi, Travel and Tourism industry have also flourished to be a developed and well-established industry offering multiple opportunities and services to the locals and tourists to enjoy variant features of tourism destinations the region. This research is thus focused on image perception of the tourism destinations of Abu Dhabi among the tourists. The aim is to identify the current perception that the world have for Abu Dhabi in context of tourism. By the help of this the research can also contribute in providing a ground for the improvement. This is a quantitative research in which survey is conducted using questionnaires to gather data and then hypotheses are proved by performing statistical calculations over the data collected. The findings of the paper elaborate that Abu Dhabi has grown positive image and attractive perception among the tourists as a perfect and attractive tourism destination whereas there are still some elements which if get improved then the overall perception can become far more better. The details can be used by the tourism industry and governmental authorities to make improvements and developments.

## Introduction

The tourism industry is one of the corporate sector that is extensively beneficial for the economy as well as for the other industries and the country also (Prayag & Hosany, 2014). The unlimited benefits of high tourism rates are being discussed and mentioned in number of researches and papers. The tourism in Abu Dhabi and other Middle Eastern Countries has been flourished with the rapid development in the region since few decades (Martens & Reiser, 2017). Previously the region is only a dry desert that is not at all good for trade or tourism but with the passage of time the perception about the region have altered and among other countries and emirates in Middle East Abu Dhabi has grown to become one of the most preferable tourism destination among the tourists all around the world (Gilboa et al, 2015). This paper is focused on the identification of the perception that the tourists have for the Abu Dhabi as a tourism destination (Kotsi, Pike, & Tossan, 2017).

## Background Information

It is provided that the world is advancing rapidly and so the industries in different regions of the world are growing and developing towards a successful position. In this regard the countries in Middle East also have shown rapid development and this is mainly based on the oil and gas industry of the region (Kotsi, Pike, & Tossan, 2017). But after the economies of these Middle Eastern countries get affected negatively due to drastic fall in the prices of the oil and petroleum products the governments started to focus on developing other industries as well (Avraham, 2015). In this regard one of the most important industry of Abu Dhabi is Travel and Tourism and this has become evident when the perception of the world has changed which is predicted by the increase in the number of people visiting as tourist to different places and destinations in the Abu Dhabi (Martens & Reiser, 2017). Multiple studies provided analysis of the change and developmental history of the travel and tourism industry in detail (Prayag & Hosany,

2014). Whereas there are different researches which also contribute in the literature by discussing that why travel and tourism is important for any country and how the travel and tourism is benefiting the Abu Dhabi and other gulf countries in the Middle East (Avraham, 2015).

### Purpose and Aim

The purpose of this research is that it will provide the analysis that how the tourists in the world perceive about the Abu Dhabi and how favorable tourist destination is Abu Dhabi for them. In this regard the core aim of this paper is to identify the imaginative perception of the Abu Dhabi Tourism Destination among tourists. There are multiple researches done on the travel and tourism in the region which are focusing on different aspects and factors. Some of them providing the detailed history of the tourism and travel industry of Abu Dhabi and providing the analysis of the current condition of the industry which is then contrasted to the previous situation (Prayag & Hosany, 2014). Moreover discussions also provided that previously the region is not developed and majority consider it as a dry and boring place to go. But now with the passage of time when the region is developed and the location is invented and explored so the government and the respective authorities have invested in these destinations (Martens & Reiser, 2017). Many other destinations and man-made locations are also developed in the region which are also reason of attraction of the tourists for Abu Dhabi (Kotsi, Pike, & Tossan, 2017). It is thus analyzed that the perception of the world about the Abu Dhabi as a tourism destination has been changed and now many people prefer to visit Abu Dhabi not only for their commercial needs but for entertainment and relaxation (Avraham, 2015). But what is the new perception is not yet researched and this is the reason that this research is required to be conducted. This paper is thus contributing in the literature for providing detailed analysis of the current perception of the tourists about the Abu Dhabi as a tourism destination.

## Methodology

This is a quantitative research which is focusing on the collection of primary data for the analysis of the proposed hypothesis. The research is based on the collection of data using survey method in which questionnaire are distributed among the tourists in three different locations of Abu Dhabi. The questionnaire included some close and open ended questions and the sample size of the paper is 40. For the data analysis the statistical calculations including calculating mean is used and in discussion bar graphs and pie charts are used for representing the values of the data collected.

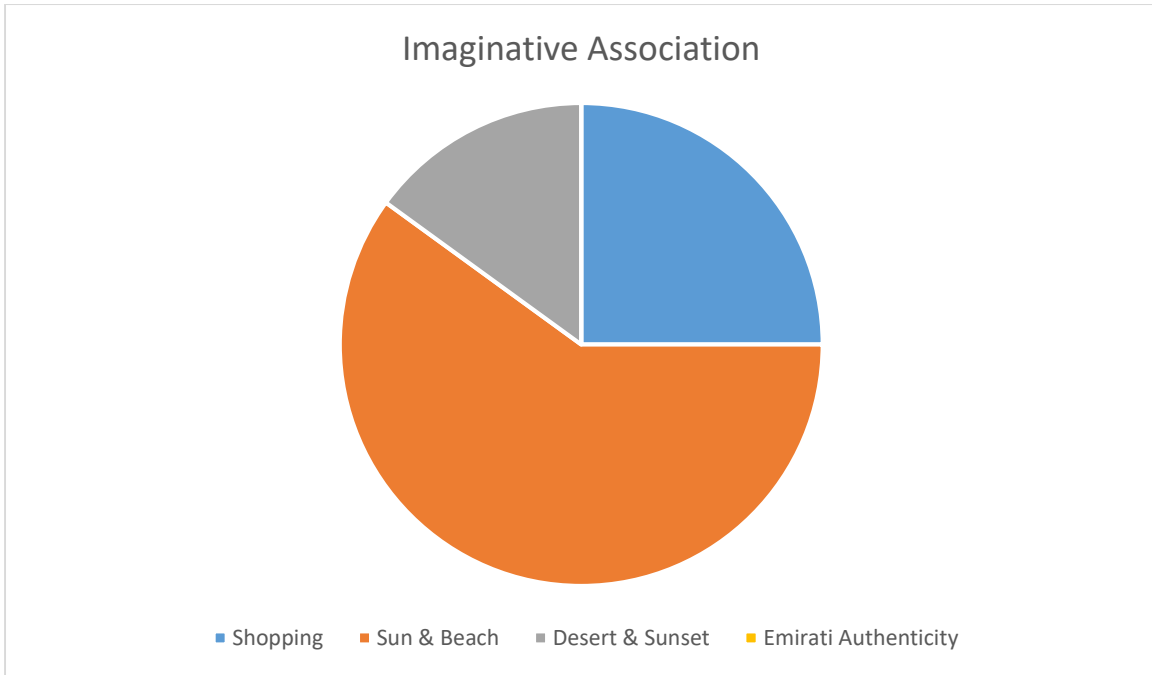
## Hypothesis

H1: There is a positive imaginative perception of Abu Dhabi as a Tourism Destination among tourists.

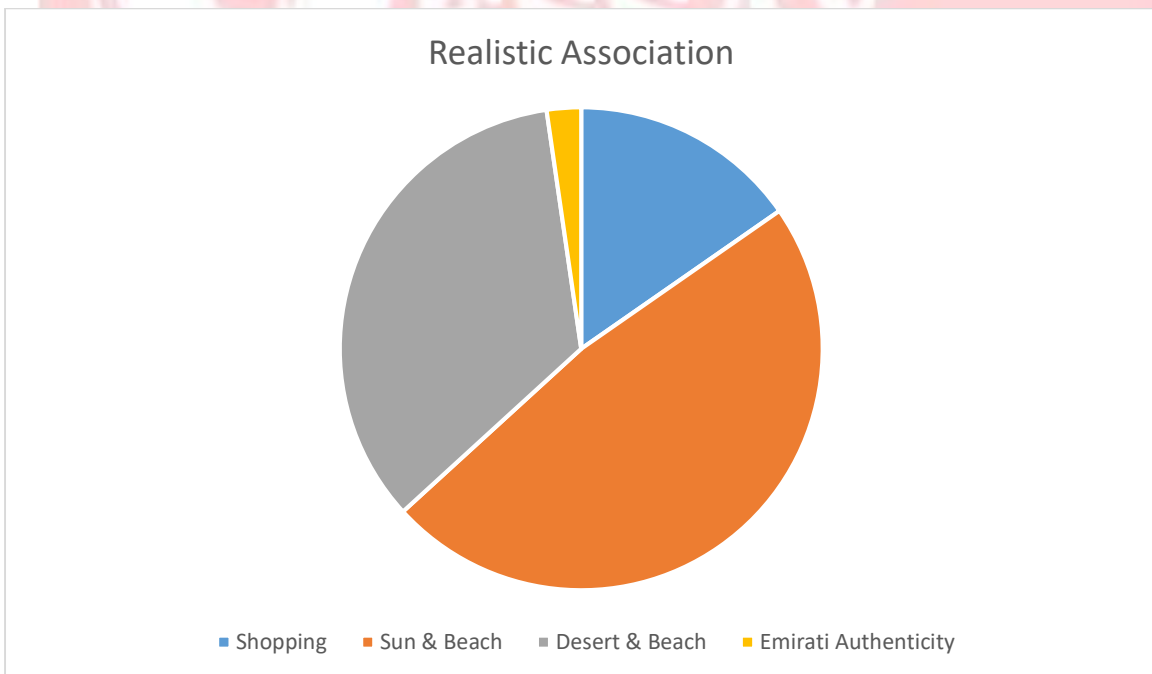
H2: Tourists are satisfied with the tourism and hospitality services of Abu Dhabi and willing to visit again.

## Results with Implications

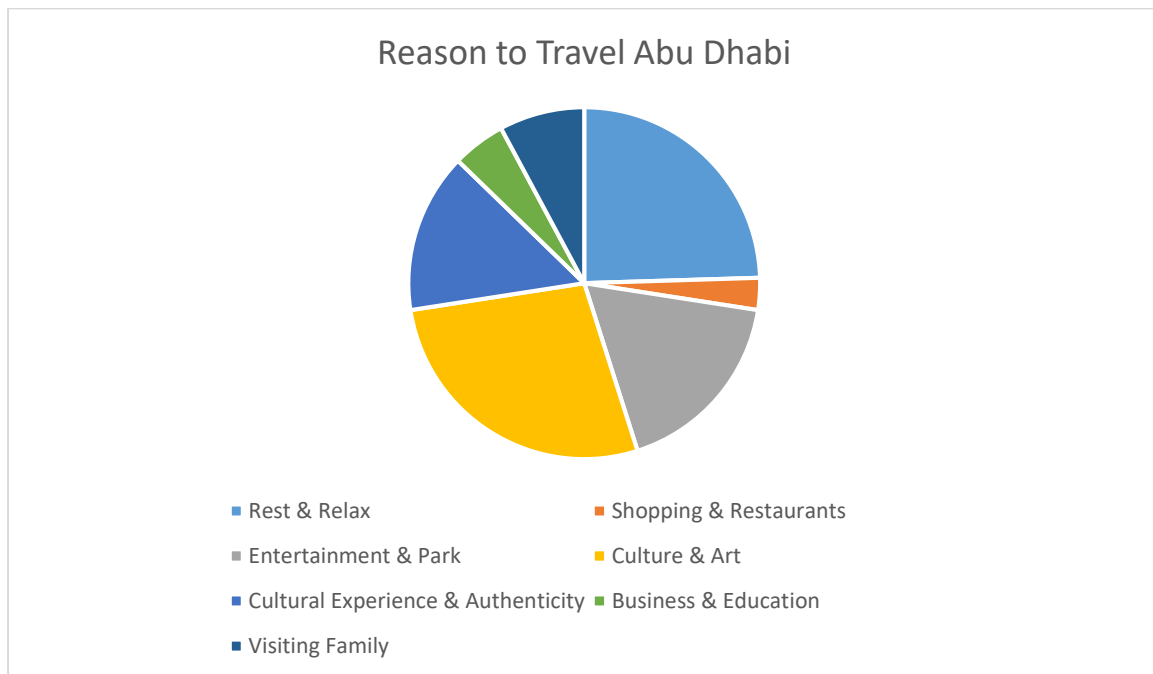
The first chart is representing the imaginative association in which four different pictures are asked to be reviewed by the respondent and their imagination about their next planned vacation is being asked. Majority of respondents said that they are planning to visit a place with sand and sun.



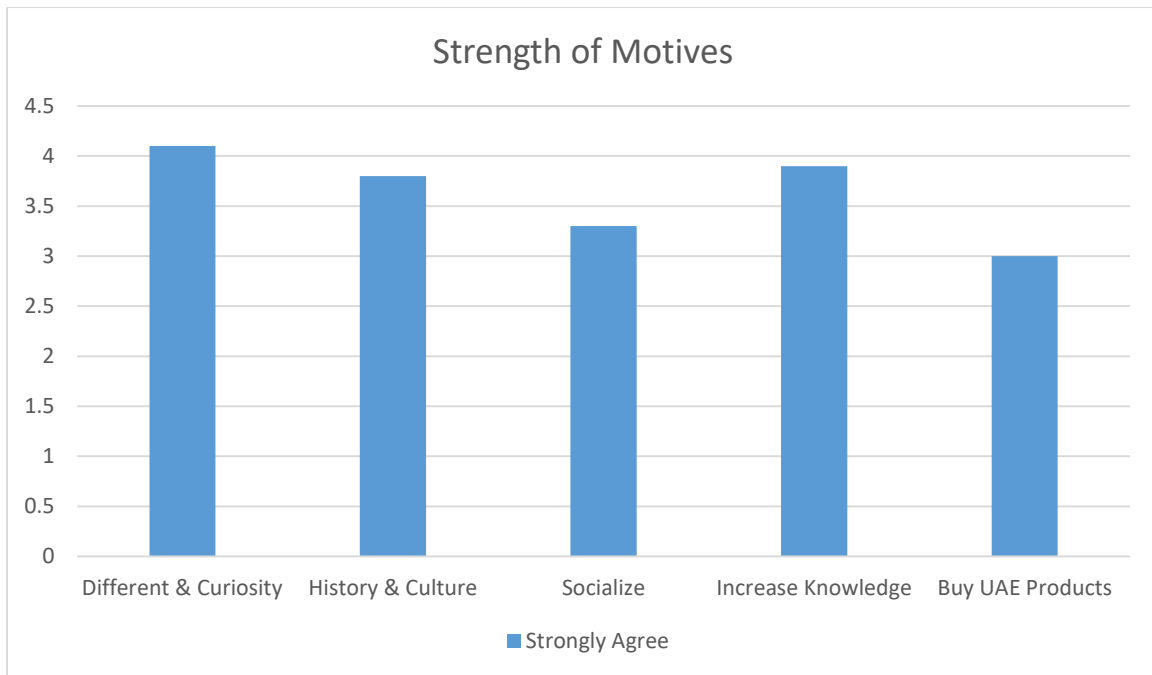
The second chart is representing the realistic association in which four different realistic pictures of different locations of Abu Dhabi are shared with respondents and asked to tick the one which exactly describe their planned destination. Contrary to the first graph 50% respondents marked Emirati Authenticity as their best opinion for tourism destination.



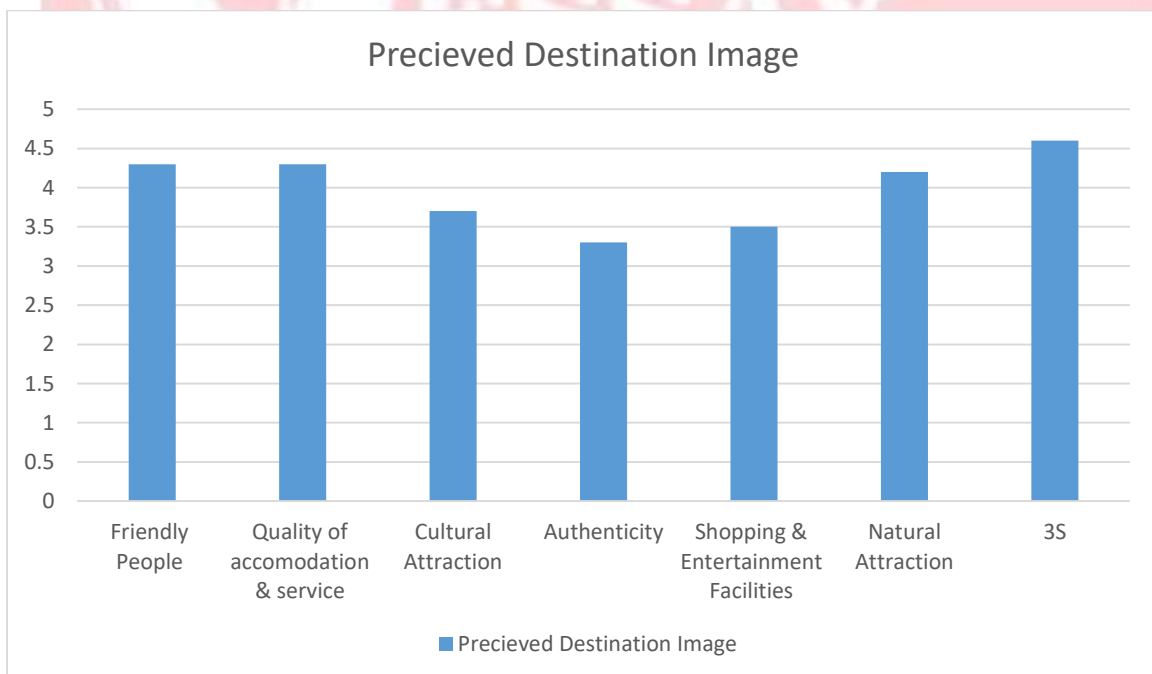
The third chart is representing the reason to travel to Abu Dhabi in 7 different options are given as the reason to travel to Abu Dhabi and almost 28% people stated that the culture and art of the region is the most attractive reason to choose Abu Dhabi for tourism.



The fourth chart is representing the strengths of motives in which 5 different motives for coming Abu Dhabi are provided and asked to rate them from strongly agreed to strongly disagreed. Then the mean of the responses is calculated and so the motive of seeing something different and fulfill the curiosity is the highest rated option with 4.1 mean.



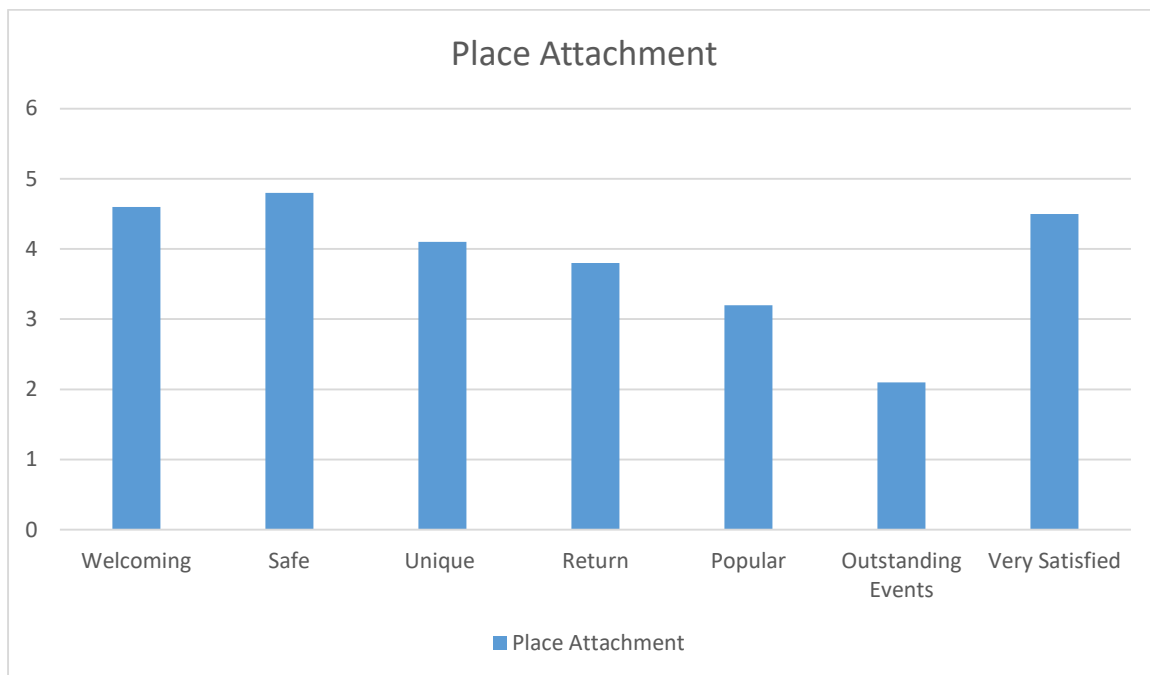
The fifth chart is representing the perceived destination image in which 7 options are provided and the perception that tourist have about the Abu Dhabi as a tourism destination is being asked. The responses provided that sun, sand and sea are the main perception that they have about the region.



The sixth chart is representing the place attachment which is providing the analysis of the experience that the tourists have about the location while visiting Abu Dhabi. In its response



majority of the tourists state that they feel safe and welcoming when they come to visit Abu Dhabi.



On the basis of the overall data collected it can be analyzed that the both hypothesis proposed in the paper for the research are being proved correct as per the results of the research. That means the overall imaginative perspective of the tourists of the world about the Abu Dhabi is positive and they think it is a good tourism destination. Whereas the perspective become experience when they visit and get satisfied with the services provided at Abu Dhabi which has become the reason that they are willing to visit the region again for more exciting experiences.

## Conclusion

It can be concluded on the basis of the research that the image perception of Abu Dhabi as tourism destination is positive and people priorities it for their vacations and entertainment due to the natural sceneries including the sand, sun and sea view. In addition to this the people have great experience visiting the Abu Dhabi and so they are willing to return here again in future. The tourists found multiple interesting and attractive tourism destinations in the Abu Dhabi and they love to visit them as this help them relax and get entertained by multiple facilities

available at these locations for the enjoyment purpose (Sharifpour, Walters & Ritchie, 2014). Moreover the overall analysis of the research provided that the people consider that the Abu Dhabi is one of the fascinating destinations among the rest of the destinations for tourism where they can have number of entertainment opportunities which are of diversified nature such as there are malls and cinemas as well as multiple places where variety of indoor games and activities can be performed. On the other hand the natural sceneries are also there to enjoy like the beaches and sea views where people can visit and enjoy their day in different ways. Variety of events are also organized in the region for specifically providing chances of enjoyment and entertainment for the tourists. In addition to this the most important place attachment that tourists mentioned is the high satisfaction that they gained by welcoming nature of the natives. People are welcoming and friendly that tourists feel safe in Abu Dhabi and willing to visit the place again for further enjoyment and entertainment opportunities.



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