

. Travel Motivations and Perceived Inhibitors of Travelers to Oman: An Exploratory Study.

Abstract:

Travel motivations and inhibitors have always been considered as the essential part of tourists' behavior dynamic process. This study was undertaken to capture motivations and inhibitors of travelling to Oman tourism destination. A self-administrated questionnaire was developed, tested through evaluating validity, reliability and dimensionality. The accepted questionnaire distributed to 300 foreign tourists in Oman. SPSS 18 was used to analyze data collected by running frequencies, descriptive analysis, correlation analysis, and exploratory factor analysis.

The results accomplished research objectives and supported research hypotheses. The overall travel motivations to Oman are positively perceived by foreign tourists. Escapism, knowledge, and socialization represent the main perceived factors that motivate travelling to Oman. Physical and environmental issues represent the main perceived factors that inhibit travelling to Oman. The Omani destination development and marketing activities should be planned around those factors that uniquely motivate or inhibit travelers to visit Oman

Keywords: Travel Motivations, Travel Inhibitors, Oman