



## Arab Tourist Behavior in the Egyptian Tourist Destination

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### ABSTRACT

This research aims to study the behavior of the Arab tourist in the Egyptian tourist destination from several aspects, the most important of which is the level of dealing with service providers, and his tendencies and rates of spending and consumption in the Egyptian tourist destination. The researchers designed a scale that was distributed to a random sample of employees in the tourism and hotel fields. One of the most important nationalities of the sample was the Saudi Arabia, Emirates, Kuwait, and Libya tourists. The research tool was designed on the google form website. The tool was electronically distributed to the study sample, and the correct responses came with 391 complete answers. The researchers used the program of Statistical Package of Social Sciences (SPSS V.22) to reach the required results, the most important result is that the rate of satisfaction of tourism service providers with the behavior of Arab tourists is high because of tourists' good ethics in dealing and always satisfied with the services provided without clear complaints, Arab tourists are the best of tourists because of their behavior in paying for service, tips, and spending. In the end, the research recommended the need to preserve this type of tourist market due to its distinguishment of a set of advantages that are not available in other tourist markets.

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### 1. Introduction

Consumer behavior as a powerful concern for the whole marketing activities that aim to promote and sell tourism products also, defines tourism consumer behavior as “the collective of its acts, attitudes and decisions concerning choosing, buying and consuming tourism products and services, and also its post-consuming reactions” Jobber (2004). According to McColl et al. (1994), consumer behavior is “the activities a person takes towards purchasing and using products and services, including the decision-making process that precedes and determines those actions”.

For Horner and Swarbrooke (1996), studying consumer behavior is to explain why people buy a particular product and how they make their own decisions about it. Similarly, Engel et al. (2001) treat travel as a combination of activities that directly involve obtaining, consuming, and disposing of products and services. This includes the processes of decision-making that precedes and follows these actions. Vuuren and Slabbert (2011) also refer to travel behavior as the way in which tourists behave according to their attitudes before, during and after travelling. Rakib et al. (2021)

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Consumer behavior is defined as being full of vitality, and careful perception of this exciting behavior is the foundation of an effective tourism business. Erasmus et al. (2001) stated that the study of consumer behavior is to adapt to the specific situations or products that are the subject of purchase. They argue that in the decision-making process, individual decisions can hold more or fewer risks, depending on the final product. However, Swarbrooke and Honor (2007) suggest that the difficulty of consumer behavior in travel reflects the extensive participation in purchasing decisions, high consumer commitment, greater influence by others, long-term decision-making, considerable emotional importance, and travel suppliers. product, A high level of information search and an invisible sense of insecurity.

This research aims to investigate the behavioral characteristics of Arabs international tourists who visit Egypt as individually or perceived by hotel representatives and Egyptian tour guides. So that, the researchers asked these questions:

- Is there a clear difference in the behavior of Arab tourists within the Egyptian tourist destination?
- Is the behavior of the Arab tourist in the Egyptian tourist destination characterized by lack of discipline generally?

## 2. Literature Review

Ozer (2012) stated that tourists spend a short time in the holiday location their interaction with the locals is limited. Especially the relations of tourists who lodge in the holiday villages and outside the residential areas are short to contact with tourism professionals. As example, Tourism professionals are those directly connected to the airport, customs officers, police, drivers, travel agencies, hotel employees, vendors, guides, and other related workers (Avci kurt, 2003). Oana and Mihai (2010) and Kotler et al. (2004) agree that there are certain factors that affect the travel behavior of tourists visiting a particular area as follows: First, cultural factors (culture, sub culture and social class); second, social factors (groups, family, social roles and status); third, personal factors (age and lifestyle stage, occupation and economic situation, personality and self-concept); and finally, psychological factors (motivation, perception, learning, beliefs and attitudes). Likewise, Fratu (2011) shows that the consumer behavior is influenced by many factors: psychological factors, social factors, cultural factors and even natural

factors. These factors can be grouped in three main categories: the first category consists of personal factors, such as tourists' personality, self-image, attitudes, motivations, perceptions, life-style, age, family life-style, profession; the second category contains social factors, such as culture, family, social class, reference groups; while the third category consists of situational factors, such as time, physical ambiance, social ambiance, state of mind. Yet one can detect an individual's needs through interpreting such factors.

Juvan et al. (2017) identify nine primary concepts relevant to tourist behavior in the tourist field: decision-making, values, motivation, self-concept, expectations, attitude, perception, satisfaction and trust and loyalty.

First, the concept of 'decision-making' of the tourist is a complex one that includes planned, unplanned and impulse purchases. For Scott et al. (2014), decision-making, in some models, is one of the initial stages of the purchase, while even included by others as a central element of the tourist behavior model.

Second, there is the 'values' concept in the field of marketing. It greatly affects the consumer when choosing between product categories, brands, and attributes. In addition, this concept has a vital role in guiding the consumers and directing their actions, behaviors, emotions, and judgments (Crick-Furman and Prentice, 2000).

Third, the 'motivation' concept to which tourism academics pay more attention. This leads to its importance in marketing decisions, such as segmentation, product development, advertising and positioning (Bieger and Laesser, 2004).

Fourth, as for the 'self-concept', various studies have explored its significance on the image and the selection of the destination and travel intentions, as well as on personality, which can be regarded as a part of self-concept. Personality, as Scott et al. (2014) clarify, is an important factor in the processes of decision-making, attitude changing, innovation perception, and risk-taking.

Fifth, the 'expectations' concept can be unfulfilled, reached, or exceeded. Sheng and Chen (2000) point out that a tourist experience that meets or exceeds their expectations will always remain positively in their memory. They maintain that expectations are based on previous experience, personal 'word of mouth' and impersonal 'advertising' sources, personal characteristics (e.g., gender, ethnicity), and motivation.

Sixth, "attitude" is defined as the relation to the attributes of the person or the object (for example, the characteristics of a tourist destination can form the image of the destination), or it is defined more broadly as a general attitude. However, measuring tourists' attitudes towards travel provider services, destinations, and trademarks is challenging because it requires exploring tourists' moods and emotions while measuring these attitudes (Rittichainuwat and Chakraborty, 2009).

Seventh, George (2010) believes that "perception" is one of the most interesting concepts in marketing. He explained that the research on tourism perception focuses mainly on the perception of risk and safety, including the perception of crime.

Eighth, the concept of "satisfaction" and consumer satisfaction data are considered important information for researchers. They agree that satisfaction is related to the purchase or evaluation of the different elements of the purchase (McKercher, 2005).

Ninth, 'trust and loyalty are two interconnected elements in models of consumer behavior. For Han and Kim (2010), no lasting loyalty can be created without trust. In addition, Scott et al. (2014) stated that the research on tourist loyalty must consider the uniqueness of the tourism industry.

Boca (2021) confirmed that a consumer behavior study will reveal the following: consumer perceptions and feelings about multiple options; What are the effects of consumer choices among the many options? Consumer behavior through research and purchase; how the consumer's environment (friends, family, media) affects their behavior. In addition, Boca (2021) pointed out that there are three types of factors that affect consumer behavior: Personal factors: personal interests and opinions can be affected by demographic data (age, gender, culture, education); psychological factors: personal response to Marketing information will depend on your views and attitudes; social factors: family, friends, education, social networks, and income influence consumer behavior. Wu, (2015) stated that a variety of reasons caused negative customer behavior. Fullerton & Punj's (2004). Based on abnormal behavior in existence of sociology, criminology and psychology research article, which provides a basic interactive structure model to explain negative customer behavior, and explain in detail the motives of improper behavior, including the existence of unmet consumer expectations, abnormal stimulation-seeking, lack of moral

restraint, special alliances (mainly refer to crimes composed of young people) Gangs) people), the existence of different social classes, provocations, and opportunism. Similarly, Wu (2015) pointed out that it is the interaction of these internal and external factors that affect the negative behavior, sometimes it is the main factor that causes the client's negative behavior, and sometimes it is the factor that compensates for other factors to prevent this from happening. behavior.

### 2.1. Consumer travel Motivation

Hassan et al. (2017) mentioned that the motivation to pay tourists to travel are their opinions, expectations, and their experiences. First, we must pay special attention to the opinions of tourists. Tourism is no longer considered simply a universal and homogeneous phenomenon; it is essentially a contemporary phenomenon, so it must be analyzed in the broader context of modernity (Wang et al. 2011). According to Pike (2008), the decision-making process begins with motivation. Similarly, Chang (2007) showed that when tourists seek to satisfy a certain need or desire, motivation will appear, which can be regarded as a very important variable related to their travel decisions and satisfaction results. George (2010) and March & Woodside (2005) agree that travel motivation can be regarded as one of the most effective psychological effects on consumer behavior. They are the inner state of a person (i.e., certain needs and desires of a person), which force them to act or behave in a specific way, thereby maintaining human behavior and the energy level of the human body (Decrop, 2006). Oana and Mihai (2010) Then it is considered that "gender" is regarded as an aspect of demographics, and the tourism industry seems to think that this determines personal motivations. In addition, there are different products, such as golf trips or shopping trips, that seem to be based solely on the desire to match the perceived motivation of men and women. However, when considering a variety of personal motivations, there is some evidence that there is little difference between the sexes.

Culture is also considered to be an important factor in explaining consumer behavior, as well as an important consideration for managers and marketers (Ozdemir and Yolal, 2017). For Hofstede (2001), culture is "a collective thinking process that distinguishes the members of one type of people from the members of another type". Moreover, the

culture associated with nationality, as Chen (2000) mentions, has been widely recognized as one of the most influential factors that distinguish peoples' attitudes, beliefs, and behaviors. Pinto and Castro (2019) report that understanding the motivations that motivate consumers to want destinations, homes, and / or services can improve services and meet existing consumer needs. By using this information, consumer behavior can be understood NS. Furthermore, the purchase decision process is the result of a complex process and is affected by internal and external factors (Swarbrooke and Horner, 2007). Motivation, self-concept, personality, attitude, perspectives, opinions and opinions, lifestyle and previous experience are internal factors that affect tourist behavior. In addition, external influences also include culture, morals, demographics, reference groups, word of mouth, harm, and other political Variability between people (Rafael and Almeida, 2017).

The seventh day newspaper (2017) reported that the number of Arab tourists visiting Egypt reached 235.1 thousand in 2017 compared to the same period of last year, according to the report issued by the Central Agency For mobilization and statistics. Said and Saudi Arabia (2018) reported that the number of Arab tourists visiting Egypt reached 202,400 (2018). Furthermore, among the Arab countries that export the most to Egypt, Saudi Arabia ranks first with 23.8%, followed by Libya with 17.1% and Sudan with 12.2%. In September 2017, the number of Arab tourists leaving Arab countries reached 257,200. The seventh day newspaper (2017) reported also, tourists departing from Arab countries spent 4 million tourist nights during September, an increase of 145.1% over the same month last year. The increase in the number of tourist nights was 2.3 million nights. Saudi Arabia had the largest share of tourist nights by 33.1%, Followed by Libya with 14.9% and Sudan with 10.7%.

### 3. Methodology

The field study relied on the descriptive analytical approach by designing and distributing questionnaire forms to a random of employees in the tourism and hotel fields to know the opinion of the study sample on the ethics of Arab nationalities in dealing with others. The questionnaire included six dimensions.

The clarity of the statements was considered so that they are simple and accurate, and the questions were

formulated to ensure the achievement of the objectives of the study. In addition, open-ended questions were used, so that the respondents were left free to answer them without being restricted to specific answers prepared in advance. After designing the questionnaire, an initial sample test was conducted to ensure the integrity, clarity and order of the wording, and then the form was prepared in its final form after taking all the observations into account and making some amendments to meet the main requirements of the field study.

The validity and reliability of the questionnaire were tested by two methods:

1. Content Validity: The questionnaire forms were shown to a group of arbitrators with academic experience to benefit from their scientific and practical experience and to measure the clarity, ease, validity and suitability of the form to achieve the objective of the field aspect of the study.

2. Consistency Validity: It is to verify the extent to which each of the questionnaire's statements is related to the section under which it falls. It also shows the reliability of the questionnaire statements, that they are free from coincidence errors, and the validity of the internal consistency. Several statistical tools were used to process the questionnaire data using the statistical packages software program (SPSS version.22) to reach the required results. The statistical processes used in analyzing the questionnaire are as follows:

- Using the 5-Point Likert Scale.
- Using the descriptive measures, which are represented in:
  - Frequency, and percentage values, on the 5-Point Likert Scale.
  - Using the reliability coefficient to measure the extent of the internal interdependence and credibility of the variables used in the questionnaire. The value of the reliability coefficient (alpha) was 0.828, and the value of the validity coefficient was 0.910, which are considered high percentages that indicate the extent of reliability and validity of the sample, and, therefore, it is possible to rely on the results reached.
- Using the regression coefficient.

The researchers applied the questionnaire to a random sample of employees in the tourism and hotel fields, whose number reached (401) respondents, and (10) forms were excluded, so that

the total of the correct forms recovered was (391) forms with a response rate of (97.5%).

#### 4. Findings

The results of the field study show a set of statistical results represented in the validity of the questionnaire, calculating the validity and reliability coefficient, frequencies and percentages, arithmetic mean, standard deviation, and regression coefficient.

##### 4.1. Validity and reliability

In its first form, the questionnaire included six main dimensions. The first dimension measures the ethics of dealing with others through five-statements, the second-dimension deals with sexual orientation through four statements, and the third-dimension deals with commitment to pay for government

services through four statements. The fourth dimension measures the maintenance of public places through four statements, and the fifth-dimension deals with the tendencies towards drinking alcoholic beverages and prohibited drinks through three statements. The sixth-dimension measures spending and purchasing behavior through four statements. The reliability and validity of the questionnaire were confirmed by calculating Cronbach's alpha coefficient. The reliability and validity were calculated for all statements, indicating that the reliability coefficient was higher than (0.828). In addition, the validity coefficient was higher than (0.910), and this indicates that the questionnaire enjoys a high degree of reliability and validity that reassures the researchers to apply it to the study sample as shown in table

**Table 1**

Cronbach's alpha values for the study variables

Dimensions	Statements	Items' number	Stability coefficient Cronbach's Alpha value	Validity coefficient*
First	Ethics of dealing with others	5	0.721	0.849
Second	Sexual orientation	4	0.783	0.885
Third	Commitment to pay for government services	4	0.742	0.861
Fourth	Maintaining public spaces	4	0.793	0.891
Fifth	Tendencies to consume alcoholic beverages and prohibited drinks	3	0.742	0.861
Sixth	Spending and purchasing behavior	4	0.722	0.850

The validity coefficient was calculated using the root of the reliability coefficient

##### 4.2. Descriptive Analysis

The study used the descriptive-analytical method, through which the researchers tried to describe the subject of the study, analyze its data, and clarify the relationship between its components, and the opinions about it. It is clear from the following figure that the areas of expertise for the study sample of Arab nationalities were in Tourism management in the first place with a rate of 22.8%, followed by the Hotels sector with 20.7%, while marketing came in the last rank with 17.9%.

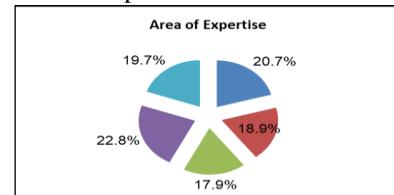
Table 2

Ethics of dealing with others

Statement	SD.	D.	N.	A.	SA	Average	St. Devi.	Ranking	Direction
I see that the Arabs deals tactfully with others.	1.3	17.6	28.1	49.1	3.8	3.37	0.860	1	High
I think that most Arabs are always dissatisfied with the level of services provided.	1.3	41.7	41.4	14.6	1	2.72	0.762	4	Average
They always make trouble with others.	1.8	38.9	43	15.6	0.8	2.75	0.764	3	Average
I think that the Arabs is waiting for the opportunity to file complaints against others.	3.1	40.9	39.4	15.9	0.8	2.70	0.797	5	Average
The Arab always respects others.	3.1	20.7	36.6	37.9	1.8	3.15	0.872	2	Average

Figure 1.

Area of expertise



#### 5. Discussion

##### 5.1. Ethics of dealing with other

Overall average	2.94	Average
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Table (2) shows the opinions of the respondents on the ethics of interacting with others, the most important of which is "I see that Arabs interact appropriately with others", 49.1% of people agree, 3.8% of people fully agree. The average is 3.37, the standard deviation is 0.860. "Arabs always respect others" comes second, with an agreement rate of 37, 9%, a strong agreement rate of 1.8%, an average of 3.15, and a standard deviation of 0.872. "I think Arabs are waiting for the opportunity to complain to others" was the last one, with 15.9% of people agreeing and 0.8% of people disagreeing. The arithmetic mean is 2.70 and the standard deviation is 0.797.

Table 3

What are the nationalities to which your answer concerning the previous statements applies most? (More than one nationality can be selected.)

Nationality	Frequencies
Saudi Arabia	175
UAE	142
Kuwait	132
Libya	82
Oman	20
Lebanon	13
Sudan	9
Bahrain	5
Jordan	9
Tunisia	8

Table (3) shows the nationalities of the research samples. Saudi nationality ranks first, with 175 Saudis. In second place are UAE nationals with 142, and Kuwaiti nationals with 132 in third place, and Bahraini nationals at the bottom with 5 people.

### 5.2. Tendencies towards sex

Table 4

#### Orientation towards sex

Statement	SD.	D.	N.	A.	SA	Average	St. Devi	Ranking	Direction
I think that the Arabs always practices vice.	2.3	50.9	31.2	15.3	0.3	2.60	0.860	1	Average
I see that the Arabs harasses others.	0.8	39.9	46	12.8	0.5	2.72	0.762	4	Average
The majority of Arabs do scandalous acts.	1.5	48.6	35.8	13.8	0.3	2.63	0.764	3	Average
The Arabs is always looking for women who give pleasure.	1.8	25.8	37.3	33.8	1.3	3.07	0.797	5	Average
Overall average						2.76			Average

Table (4) shows the opinions of respondents about sexual orientation, the most important of which is "Arab men always look for women who give happiness", 37.3% are neutral, 33.8% are of agree, 25.8% disagree, average 3.07 and standard. The difference was 0.846, and "I saw Arabs harassing others" ranked second, 46% were neutral, 39.9% disagree, the arithmetic mean was 2.72 and the standard deviation was 0.709. "I think Arabs always do bad things" was the last one, with 50.9% disagree, 31.2% neutral, and the arithmetic mean was 2.60 and the standard deviation was 0.780.

Table 5

What are the nationalities to which your answer concerning the previous statements applies most? (More than one nationality can be selected.)

Tunisia	6
Sudan	10
Bahrain	4
Jordan	10
Lebanon	11

Table (5) shows the nationalities of the study sample. The Saudi nationals were in the first place, and their number was 185 Saudis; the Kuwaiti nationals came in the second place, and their number was 142. In third place were the Emirati nationals, whose number was 141, while in the last place the Bahraini nationals were 4.

### 5.3. Commitment to pay for government services

The next table, (6) shows the opinions of respondents about government service payment commitments. The most important of them is "I think Arabs are one of the two best people who pay for services." 34.8% of the people agree and 1.5% of the people totally agree. The mean is 3.12 and the standard deviation is 0.826. Arabs ranked second in terms of paying service fees and tipping

Nationality	Frequencies
Saudi Arabia	185
UAE	141
Kuwait	142
Libya	81
Oman	19

workers, the settlement rate was 27.3%, the neutral rate was 45.3%, the arithmetic mean was 3.00 and the standard deviation of 0.801. "I think Arabs are always hurt by paying for services" was the latter, Table 6

#### Commitment to pay for government services

Statement	SD.	D.	N.	A.	SA	Average	St. Devi	Ranking	Direction
I think the Arab man is one of the two best men in paying for the service.	1.5	22.5	39.6	34.8	1.5	3.12	0.826	1	Average
I think the Arab man is not committed to paying full for the service.	0.3	37.3	51.2	10.7	0.5	2.74	0.667	3	Average
I think Arab men are always hurt by paying for services.	1	42.5	44.5	11.3	0.8	2.69	0.714	4	Average
The Arab man is distinguished with paying for the service and leaving tips for the workers	2.3	24.3	45.3	27.3	0.8	3.00	0.801	2	Average
Overall average						2.89			Average

Table (7)

What are the nationalities to which your answer concerning the previous statements applies most? (More than one nationality can be selected.)

Nationality	Frequencies
Saudi Arabia	198
UAE	125
Kuwait	143
Libya	106
Oman	21
Tunisia	12
Sudan	10
Bahrain	3
Jordan	11
Lebanon	8

Table (7) shows the nationalities of the study sample, with Saudi nationals in the first place, and their number was 198. In the second place came Kuwaiti nationals, who numbered 143, and Emiratis whose number was 125 in the third place. Table 8

#### Maintaining Public Places

Statement	SD.	D.	N.	A.	SA	Average	St. Devi	Ranking	Direction
I see that the Arab man does not maintain government public places.	1.5	52.4	32.7	12.8	0.5	2.58	0.749	4	Average
I think that the Arab man always over consumes in general.	1	16.1	65.2	16.6	1	3.01	0.640	1	Average
I see that the Arab man always leaves behind some waste.	0.5	41.4	43.2	14.1	0.8	2.73	0.732	3	Average
I see that the Arab man always misuses public facilities	2.3	33.0	46	17.6	1	2.82	0.780	2	Average
Overall average						2.79			Average

Table (9) shows the nationality of the research sample. Saudi nationals rank first with 191 people. This is followed by Kuwaiti nationals with 159 people. The UAE is third with 129 people. Finally, Bahraini nationals and their number is 3.

with a neutral rate of 44.5%, a disagreement rate of 42.5%, an average of 2.69, and a standard deviation of 0.714.

In the last place were Bahraini nationals and their number was 3.

#### 5.4 Maintaining Public Places

Table (8) shows the respondents' opinions about maintaining public places. The most important of them is "I think that the Arab man always over consumes in general" with 65.2% *neutral* and 16.6% *agree*, with an arithmetic average of 3.01 and a standard deviation of 0.640, while "I see that the Arab man always misuses public facilities" came in the second place with 46% *Neutral* and 33% *Disagree*, with an arithmetic mean of 2.82 and a standard deviation of 0.780. "I see that the Arab man does not maintain government public places" came in the last place with a percentage of 52.4% *Disagree* and 32.7% *Neutral*, with an arithmetic mean of 2.58 and a standard deviation of 0.749.

Table (9)

What are the nationalities to which your answer concerning the previous statements applies most? (More than one nationality can be selected.)

Nationality	Frequencies
Saudi Arabia	198

UAE	125
Kuwait	143
Libya	106
Oman	21
Tunisia	12
Sudan	10
Bahrain	3
Jordan	11
Lebanon	8

### 5.5 Tendencies towards alcohol and prohibited drinks

Table (10) shows the respondents' views on consumption trends of alcoholic beverages and Table 10

Tendencies to consume alcoholic beverages and prohibited items

Statement	SD.	D.	N.	A.	SA	Average	St. Devi	Ranking	Direction
I see that the Arabs drink some alcoholic beverages excessively.	1.3	39.9	39.1	18.9	0.8	2.78	0.789	3	Average
The Arabs always adheres to the rules of drinking.	0.8	32	49.9	17.4	0.5	2.85	0.723	2	Average
Arabs always goes to bars for alcoholic drinks.	1	22.8	40.9	33.2	2	3.13	0.818	1	Average
Overall average						2.92			Average

Table (11)

What are the nationalities to which your answer concerning the previous statements applies most? (More than one nationality can be selected.)

Nationality	Frequencies
Saudi Arabia	211
UAE	148
Kuwait	145
Libya	97
Oman	15
Tunisia	13

prohibited beverages. The most important one is "Arabs always go to bars to drink alcoholic beverages", the ratio is 40.9% neutral and 33.2% are consistent, the average is 3.13, the standard deviation is 0.818, and "Arabs always insist on drinks" drinking rule ranking Second, "49.9% neutral, 32% disagree, the arithmetic mean is 2.85, and the standard deviation is 0.723. Arabs drink some alcoholic beverages excessively" came last, with a percentage of 39.9%, neutral at divergence and 39.1%, with a mean value 2.78, the standard deviation is 0.78.

Sudan	11
Bahrain	4
Jordan	12
Lebanon	10

Table (11) shows the nationalities of the research samples. Saudi citizens ranked first with 211; UAE citizens ranked second with 148; Kuwaiti ranked third with 145; and Bahraini citizens ranked last with 4.

### 5.6. Spending and Purchasing Behavior

Table 12

Spending and Purchasing Behavior

Statement	SD.	D.	N.	A.	SA	Average	St. Devi	Ranking	Direction
I see that Arabs are the most in spending rates among nationalities.	2	31.7	40.7	23	2.6	2.92	0.853	4	Average
The Arabs only spends on items specific.	0.5	19.2	65.5	14.4	0.8	2.95	0.618	3	Average
The Arabs is characterized by the ability to buy everything he likes.	0.8	23	44.5	28.9	2.8	3.10	0.809	1	Average
The Arab man is characterized in his purchasing behavior as a rational tourist.	2.3	23.3	46.8	26.9	0.8	3.01	0.791	2	
Overall average						3.00			Average

Table (12) shows the opinions of the respondents about consumption and purchase behavior. The most important of them is "Arab men are characterized by being able to buy everything they like", the neutral proportion is 44.5%, the agreement proportion is 28.9%, the arithmetic mean is 3.10 and the standard deviation is 0.809,

and "The purchasing behavior of Arabs" Characterized by rational tourists "ranked second, 46.8% was neutral, 26.9% agreed, the arithmetic mean was 3.01 and the standard deviation was 0.791. "I see that Arabs have the highest spending rate among all ethnic groups." 40.7% are neutral

and 31.7% disagree, with an average of 2.58 and a standard deviation of 0.749.

Table 13

What are the nationalities to which your answer concerning the previous statements applies most? (More than one nationality can be selected)

Nationality	Frequencies
Saudi Arabia	97
UAE	65
Kuwait	68
Libya	41
Oman	8
Tunisia	11
Sudan	9
Bahrain	2
Jordan	6
Lebanon	8

Table (13) shows the nationalities of the study sample, with Saudi nationals in the first place and their number was 97. In second place came Kuwaiti nationals who numbered 68, and Emiratis whose number was 65 in the third place. In the last place came Bahraini nationals and their number was 2.

### 5.7. Regression

*First: Tendencies towards Sex and its Impact on the Ethics of Dealing with Others*

Table 14

Coefficient of determination

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	(Std. Error of the Estimate)
1	0.379	0.143	0.141	1.95322

It is clear from the previous table that the coefficient of determination is equal to 0.379, meaning that there is a significant effect of sexual orientation and its impact on the ethics of dealing with others by 37.9%.

Table 15

Analysis of variance to test the significance of the regression

Model	Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	248.248	1	248.248	65.071
	Residual	1484.059	389	3.815	
	Total	1732.307	390		

As can be seen from the above table, since the value of (F) is equal to 65,071 and the significance level is less than 5%, there is a real and significant influence between the two variables. In addition, we find that the probability value is equal to 0.000 and is less than the significance level of 0.05, so we will reject the null hypothesis and accept the alternative hypothesis of regression significance,

hence the independent variable and the dependent variable.

Table 16

Coefficient of sexual orientation and its impact on the ethics of dealing with others

Model	Unstandardized coefficients		Standardize coefficients	T	Sig
	$\beta$	Std. Error	Beta		
1	constant	11.026	0.464		23.751 .000
	performance level	0.332	0.041	0.379	8.067 .000

It can be seen from the above table that when observing the regression coefficient ( $\beta$ ), the statistical constant ( $\alpha$ ) is equal to 11.026, and the significance level is less than 5%. It is also obvious that sexual orientation directly affects the ethics of interacting with others, because the value of  $\beta$  is equal to 0.332, and the significance level is less than 1%.

*Second: Commitment to pay for government services and its impact on the ethics of dealing with others*

Table 17

Coefficient of determination

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	(Std. Error of the Estimate)
1	0.469	0.220	0.218	1.86376

From the previous table, the determination coefficient is equal to 0.469, which means that the commitment to pay for government services and its impact on the morality of interacting with others in the evaluation is 46.9%.

Table 18

Analysis of variance to test the significance of the regression

Model	Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	381.077	1	381.077	109.707 .000
	Residual	1351.230	389	3.474	
	Total	1732.307	390		

It is clear from the previous table that there is a real and significant effect between the two variables as the value of (F) is equal to 109.707 with a significant level of less than 5%. In addition, we find that the probability value is equal to 0.000 which is less than the level of significance 0.05, so we will reject the null hypothesis and accept the alternative hypothesis that the regression is significant, and therefore there is a relationship between the independent variable and the dependent variable.

Table 19

Coefficient of commitment to pay for government services and its impact on the ethics of dealing with others

Model	Unstandardized coefficients		T	Sig
	$\beta$	Std. Error		
1	constant	7.843	0.660	11.884 .000
	performance level	0.593	.057	.469 10.474 .000

By looking at the regression coefficient ( $\beta$ ), clear the statistical constant ( $\alpha$ ) is equal to 7.843 and with a level of significance less than 5%. Also, the commitment to pay for government services directly affects the ethics of dealing with others, as the value of  $\beta$  is equal to 0.593 with a significance level of less than 1%.

*Third: Maintaining Public Places and Its Impact on the Ethics of Dealing with Others*

Table 20

Determination coefficient

Model	R	$R^2$	Adjusted $R^2$	(Std. Error of the Estimate)
1	0.414	0.172	0.10.17041	1.92047

Furthermore, the coefficient of determination is equal to 0.414, meaning that there is a significant effect of maintaining public places and its impact on the ethics of dealing with others by 41.4%.

Table 21

Analysis of variance to test the significance of the regression

Model	Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	297.602	1	297.602	80.691 .000
	Residual	1434.705	389	3.688	
	Total	1732.307	390		

Moreover, there is a real and significant effect between the two variables, as the value of (F) is equal to 80,691 and with a significant level of less than 5%. In addition, we find that the probability value is equal to 0.000, which is less than the level of significance 0.05, so we will reject the null hypothesis and accept the alternative hypothesis that the regression is significant and therefore there is a relationship between the independent variable and the dependent variable.

Table 22

Coefficient of Maintaining Public Places and Its Impact on the Ethics of Dealing with Others

Model	Unstandardized coefficients		Beta	T	Sig
	$\beta$	Std. Error			
1	constant	10.050	0.525		19.141 .000
	performance level	0.416	0.046	0.414	8.983 .000

As can be clearly seen in the table above, when observing the regression coefficient ( $\beta$ ), the statistical constant ( $\alpha$ ) is equal to 10,050 and the level of significance is less than 5%. It is also obvious that maintaining public places has a direct impact on the morality of dealing with others, because the value of  $\beta$  is equal to 0.416 and the level of significance is less than 1%.

*Fourth: Tendencies towards Drinking Alcohol and Prohibited Drinks and its Impact on the Ethics of Dealing with Others*

Table 23

Determination coefficient

Model	R	$R^2$	Adjusted $R^2$	(Std. Error of the Estimate)
1	0.300	0.090	0.087	2.01327

From the above table that the coefficient of determination is equal to 0.300, that is, the consumption trend of alcoholic beverages and prohibited beverages and their significant impact on the moral impact of interacting with others is 30%.

Table 24

Analysis of variance to test the significance of the regression

Model	Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	155.597	1	155.597	38.388 .000
	Residual	1576.710	389	4.053	
	Total	1732.307	390		

Since the value of (F) is equal to 38.338 and the significance level is less than 5%, there is a real and significant influence between the two variables. In addition, we find that the probability value is equal to 0.000 and is less than the significance level of 0.05, so we will reject the null hypothesis and accept the alternative hypothesis of regression significance, therefore the independent variable and the dependent variable.

Table 25

Coefficient of tendencies towards drinking alcoholic and prohibited drinks and its effect on the ethics of dealing with others

Model		Unstandardized coefficients		Standardize coefficients	T	Sig
		$\beta$	Std. Error			
1	constant	11.767	.482		24.421	.000
	performance level	0.333	0.054	0.300	6.196	.000

It is clear from the previous table, and by looking at the regression coefficient ( $\beta$ ), that the statistical constant ( $\alpha$ ) is equal to 11.767 and with a level of significance less than 5%. It is also clear that the tendency towards drinking alcoholic and prohibited drinks directly affects the ethics of dealing with others, as the value of  $\beta$  is equal to 0.333 with a significance level of less than 1%.

#### *Fifth: Spending and Purchasing Behavior and its Impact on the Ethics of Dealing with Others*

Table 26

#### Determination coefficient

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	(Std. Error of the Estimate)
1	0.197	0.39	0.036	2.06892

Thus, the coefficient of determination is equal to 0.197, meaning that there is a significant effect of spending and purchasing behavior and its impact on the ethics of dealing with others by 69.2%.

Table 27

#### Analysis of variance to test the significance of the regression

Model		Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	67.224	1	67.224	15.705	.000
	Residual	1665.083	389	4.280		
	Total	1732.307	390			

The previous table clears that there is a real and significant effect between the two variables as the value of (F) is equal to 15.705 and with a significant level of less than 5%. In addition, we find that the probability value is equal to 0.000 which is less than the level of significance 0.05, so we will reject the null hypothesis and accept the alternative hypothesis that the regression is significant, and therefore there is a relationship between the independent variable and the dependent variable.

Table 28

#### Coefficient of spending and purchasing behavior and its impact on the ethics of dealing with others

Model		Unstandardized coefficients		Standardize coefficients	T	Sig
		$\beta$	Std. Error			
1	constant	12.175	0.642		18.959	.000
	performance level	0.210	0.053	0.197	3.963	.000

The statistical constant ( $\alpha$ ) is equal to 12.175 and with a level of significance less than 5%. It is also clear that spending and purchasing behavior directly affects the ethics of dealing with others, as the value of  $\beta$  is equal to 0.210 and with a level of significance less than 1%.

## 6. Implications

The Arab tourist in most cases has good morals in dealing with tourism service providers in the Egyptian tourist destination, and that in most of their cases they are satisfied with the level of services provided in the Egyptian tourist destination, also they rarely file complaints against the services provided.

The study also concluded that most of the sample size is morally balanced and has no sexual orientation within the destination.

On the other hand, it was found through the responses of the respondents to the scale that the Arab tourist is one of the best tourists in terms of paying for the service that is provided to him within the Egyptian tourist destination, and that Arab tourist even enjoys paying tips to workers in the Egyptian tourist destination.

Also, the level of Arab tourist behavior regarding maintaining public and tourist places within the Egyptian tourist destination was very high, as the study sample confirmed that the Arab tourist always preserves public places and does not leave behind remnants and does not waste their use.

On the third hand, nearly a third of the research sample confirmed the tendencies of the Arab tourist towards consuming alcoholic beverages and contraband within the Egyptian tourist destination, and often frequented bars for alcoholic beverages and contraband.

Finally, the research sample did not accurately determine the spending and purchasing behavior of the Arab tourist within the Egyptian tourist destination. Is he a rational tourist or not rational? Opinions differed regarding this dimension.

Considering the results of the previous research, the researchers put forward a set of important recommendations that must be considered when targeting the Arab tourist market or dealing with it

within the Egyptian tourist destination, and the most important of these points are the following:

- Raising the level of service quality provided to Arab tourists within the Egyptian tourist destination.
- Qualifying human resources from service providers to Arab tourists to deal with this type of tourists with skills and techniques commensurate with this type through training programs specialized in tourist behavior to ensure that tourist receives services that exceed his expectations.
- Focusing on this important tourist market, as the rate of its spending within the Egyptian tourist destination is relatively higher than the rest of the other markets.
- The necessity of setting regulating rules for dealing with tourists that are attached to markets and tourist sales shops, and to monitor prices and the behavior of their employees.
- Emphasizing the necessity of understanding the behavior of tourists by tour operators and paying attention to the privacy of each segment to continue the tourism and hospitality activity of the Egyptian tourist destination.

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