

Journal



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Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - published by Egyptian Public Relations Association - First issue - October / December 2013

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(ISSN 2314-8721)

Egyptian National Scientific & Technical
Information Network
(ENSTINET)

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Journal of Public Relations Research Middle East
(JPRR.ME)

Scientific Refereed Journal

- First issue - October / December 2013

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The journal is affiliated to the Egyptian Public Relations Association, the first Egyptian specialized scientific association in public relations.

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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-8723X)

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Dependency of the public in the United Arab Emirates on Media as a source of touristic information

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Abstract

The Research investigated patterns and habits of the public in the United Arab Emirates to Mass Media (newspapers, radio, satellite channels) and to identify the degree of subjects tourist viewing messages, media, and the impact of this attention on their awareness of tourism. And also to identify the relation between variables and their tourism awareness.

The study used survey methodology on a sample of (400) of the citizens and residents of the United Arab Emirates in the areas of (Dubai, Abu Dhabi, Sharjah, Al Ain), data were collected in this through questionnaire instrument

The study found a range of results, the most important:

- the exposure of UAE newspapers was 63.9% of the sample, Arab press 30.3%, and foreign newspapers by 5.8%, in line with the nature of the sample studied field Most of the sample of UAE society and the Arabs and residents of the UAE and Arab residents of the UAE, which led to the high proportion of reading rates.
- The study revealed that the percentage of read the newspapers daily amounted to 90.00% of the total sample, and distributed this percentage to 28.80% read newspapers on a permanent basis, while the proportion of 45.8% reported that they read the newspapers occasionally, while 15.5% rare
- Al-Khaleej newspaper Occupied the first place in the preferences that accept the same study, where the percentage of preference for this newspaper 70.3% of those who read newspapers, the newspaper and 61.7% United Arab Emirates newspaper, the daily rate of 38.9%.
- up to 44.0% of the total sample watched two channels every day, while the percentage who watch more than three channels of television per day 26.0% of the sample, and came home on top of the places where researchers pursue tourism issues by 61.5% of the study sample
- 100% of the respondents said that the TV is able to reflect the tourism issues that were the United Arab Emirates; through and present JPRR.ME No.1 ake of the subjects in the different channels and programs on an ongoing basis.
- The most important causes of hearing researchers to broadcast to fill leisure time, with rate 12.56, familiarity with the means and the weight 11.90, to listen to information on how to deal with tourist in the first place within the

subjects listened to tourist researchers in radio 41.8, of those who listen to the radio.

- 100% of those who care to follow up issues and tourism issues to the media in the development of awareness of tourism have through what they get from these means of information and knowledge about issues and what they receive from the programs and the content may contribute to the development of their awareness effectively.
- The results showed a correlation between the rate of public exposure to the media (newspapers - television - radio) and tourism awareness
- The study revealed significant differences between the averages of the researchers on the degree of awareness of tourism, according to the demographic variables (nationality - level of education)
- The study showed significant differences between the average degrees of groups of public exposure to the media, in the average scores of male and female in the exposure of the prickly for the benefit of the male sample, as shown by the presence of statistically significant differences males and females in exposure television, radio and in the interest of female.
- A significant differences between the rate of exposure of respondents to the media and the effects of this exposure, there is a positive relationship and function between the rate of exposure researchers to newspapers and influences cognitive and behavioral resulting from this exposure on topics and issues of awareness of tourism in the United Arab Emirates, and positive relationship and statistically significant between the rate of exposure to television researchers and cognitive and emotional and behavioral affects.
- While the results indicate that there was no statistically significant relationship between the rate of exposure to the radio researchers and cognitive and emotional and behavioral affects.
- The study recommended the need to increase the space of time materials and contents tourism through various media, and the need for increased attention to tourism publications and take care of technically in an attractive design.