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**An examination of the Saudi Arabian citizens' perception on
leisure tourism's impact on culture in Saudi Arabia**

Ihsan Bayaa

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Pepperdine University
Graduate School of Education and Psychology

AN EXAMINATION OF THE SAUDI ARABIAN CITIZENS' PERCEPTION
ON LEISURE TOURISM'S IMPACT ON CULTURE
IN SAUDI ARABIA

A dissertation submitted in partial satisfaction
of the requirements for the degree of
Doctor of Education in Learning Technologies

by

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July, 2023

Leo Mallette, Ed.D. – Dissertation Chairperson

This dissertation, written by

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under the guidance of a Faculty Committee and approved by its members, has been submitted to and accepted by the Graduate Faculty in partial fulfillment of the requirements for the degree of

DOCTOR OF EDUCATION

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DEDICATION

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VITA

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Sales & Customer Relationships | FinTech | Hospitality

Top performing Customer Success professional with 7+ years of experience across hospitality and financial industries. Enthusiastic about technology with proven technical aptitude. Demonstrated love for teamwork and commitment to building enterprise-class global customer experiences. Renowned for outstanding written and verbal communication skills, coupled with strong empathy for customers and their success. Passionate about ensuring voice of customer by having a “customer first” mindset and using feedback for decision making.

AREAS OF EXPERTISE

Business Development | Customer Relationship Management | Pipeline Management | Teamwork | Cross-Selling | Account Management | Financial Literacy | Conflict Resolution | Contract Lifecycle Management | Hospitality Systems

PROFESSIONAL EXPERIENCE

BETTER MORTGAGE | Irvine, CA

June 2021 to March 2022

Account Executive - New Business (Purchase)

Managed a pipeline of 200 to 500 new business accounts, responsible for the origination and conversion of loans within our Purchase channel. Large emphasis on daily prospecting, pipeline management and nurturing client relationships.

- Developed new prospects for loan files through 40 to 50+ cold calls each day.
- Consistent top performer within my direct team, averaging 102% to goal over the last 6 months of performance. 152% to goal in the final recorded month, March 2022.
- Drive customer engagement to develop success stories by representing the customer voice and being the main point of contact by collaborating cross-functionally to ensure needs were met during the customer journey.
- Help prioritize customers’ needs by often meeting with partner teams to troubleshoot product issues or reduce friction.

PACIFIC EDGE HOTEL | Laguna Beach,
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Front Desk Manager

Managed the front desk operation of the hotel, including booking and inventory management, training and hiring of new staff, cash and transaction reconciliation along with being first in line for guest escalations & conflict resolution.

- Investigated auditing discrepancies by reconciling cash drop and credit card transactions. Ran reports detailing daily guest numbers, accounting expenses and income and room service usage.
- Nurture guest relationships over time and offer additional support and services to grow their value and retention
- Developed training session and workshops for staff to initiate and expand correct procedures, compliance requirements, and performance strategies.

Front Desk Supervisor/Reservations Specialist

- Worked cross-functionally across sales, housekeeping, food and beverage, to ensure alignment across all teams and top service for guest arrival.
- Analyzed occupancy trends and assisted creating forecasts to ensure proper staffing.
- Manage relationship with guests to ensure positive experiences during stay

EDUCATION

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ABSTRACT

This dissertation aims to understand the perception of Saudi Arabian citizens on the impact of leisure tourism on culture in the country. Given that Saudi Arabia is the second most popular tourist destination in the Middle East, with more than 16 million visitors in 2017, and that the leisure tourism industry is rapidly expanding, it is important to examine the impact of this growing industry on the local culture. This study is significant as it provides valuable insights into the perceptions of Saudi Arabian citizens on the impact of leisure tourism on their culture and ways it may shape their future. It also highlights the potential for the leisure tourism sector to contribute to the country's economy as an alternative source of revenue.

The study used a quantitative research approach and collected data through a questionnaire survey of 98 Saudi Arabian citizen participants from both the general population and the tourism industry professionals. The results were analyzed using the Statistical Package for Social Sciences with regression and correlation analysis. It was concluded that there is no significant relationship between leisure tourism's impact on culture in Saudi Arabia.

The study also found that leisure tourism has the potential to contribute significantly to the country's economy, especially in light of the declining oil industry. However, there is a need for sustainable tourism practices that take into account the preservation of cultural heritage and the protection of the environment.

Overall, the study provides valuable insights into the impact of leisure tourism on culture in Saudi Arabia and highlights the need for a balanced approach that considers both the economic benefits and the preservation of cultural heritage.

Chapter 1: Introduction

Introduction

This dissertation will accentuate its focus on the impacts of leisure tourism on culture in Saudi Arabia post 2019. Leisure tourism is still a relatively new concept in the Muslim nation, but it has nevertheless generated a tremendous impact on its culture. This chapter will deliver background information on the effects of leisure tourism on the culture in Saudi Arabia. This will be followed by a historical analysis of the development of leisure tourism around the globe. The purpose of incorporating this section in this chapter is to provide the audience with an overall understanding of the concept of leisure tourism and how it has developed overtime since its inception in the west and its gradual spread to other parts of the world. This chapter will also present the research question that this study aims to answer and the problem statement and significance of the research.

Background

Numerous academic disciplines have attempted to re-evaluate the significance and effects of leisure tourism on a global scale, with specific emphasis on cultural integration. Leisure tourism essentially entails taking a break from one's personal and professional life to enjoy new cultures and forms of entertainment (Crouch, 2013). Globalized tourism's cultural impact within the framework of the holidaying and leisure opportunities on offer in contemporary society has attracted critical attention (Li & Zhang, 2019). However, such accounts typically fail to pay adequate attention to the fact that leisure tourism has a history that, when analyzed sufficiently, will provide meaningful insights concerning its impact on a country's culture.

In order to achieve the objectives of this research, there is a need to investigate the concept of leisure tourism as a globalized system. Accordingly, Nugraha et al. (2022) contend that leisure tourism is typically perceived as a global phenomenon with an almost incomprehensibly large infrastructure. Its significance and impact are reflected in the fact that its implications thoroughly percolate politics, society, the economy, and above all, culture. With respect to its economic implications, leisure tourism is suggested as the branch of the world's economy with the most exponential growth. In a single year alone, leisure tourism generates approximately 855 billion US dollars (Cachón-Zagalaz et al., 2019). The tourism and travel industry, therefore, supports a global infrastructure with roughly 100 million employees in the contemporary travel and tourism sector (WTTC, 2014). Presently, there exists a sophisticated, interwoven global system that is solely dedicated to meeting the needs and demands of tourists from different parts of the world. Leisure tourism in Saudi Arabia has polarized since its inception, highlighting numerous perspectives ranging from the complete approval and acknowledgment of its capacity for reinforcing self-realization coupled with recreation to rejection because of the notion that it results in harm via the systematic infiltration of western forms of entertainment and unprecedented environmental destruction.

This view has negatively impacted the growth and development of leisure tourism in the Middle East, particularly in Saudi Arabia. The citizens fear that the rapid influx of western tourists who bring with them new cultural viewpoints and ways of life will negatively impede the indigenous culture (Ulker-Demirel & Ciftci, 2020). This explains why the ruling family continues to implement stringent legislation that are aimed at alleviating this impact by limiting the number of western tourists in the country and establishing laws that prevent them from indulging in what can be described as unorthodox or immoral behavior. While this strategy has

proven to be pivotal in maintaining Saudi Arabia's cultural heritage by protecting it from the western influence, it has also negatively impacted international tourists' perception of the country.

Historical Development of Tourism

Over the years, tourism has changed and developed, becoming a crucial aspect of contemporary life. The historical development of tourism can be traced back to ancient civilizations, where travelers visited religious sites, trade fairs, and natural wonders. However, the modern concept of tourism began to take shape during the 19th century when people started traveling for pleasure rather than necessity.

The earliest known incidence of tourism was in pre-civilizational times. Traveling for leisure was initially practiced by the Greeks and the Romans. The Greeks traveled to religious sites such as Delphi, while the Romans visited natural wonders such as the hot springs of Bath in England (Kotler et al., 2017). In the Middle Ages, religious tourism became more widespread as people journeyed to religious sites such as Jerusalem and Mecca. During the Renaissance period, travel became popular among artists and writers, who visited Italy to study its art and architecture (Page & Connell, 2019).

The Industrial Revolution in the 19th century brought about significant changes in transportation and communication, which led to the growth of tourism. The development of railways made travel more accessible and affordable for ordinary people, while the invention of the telegraph allowed travelers to communicate with their loved ones back home (Kotler et al., 2017). The first travel agencies were established during this period, offering organized tours to popular destinations such as Europe and America (Page & Connell, 2019).

The development of tourism was further facilitated by the growth of the middle class in the 20th century. The increased leisure time and disposable income of this demographic group allowed them to travel more frequently and to more distant locations. The advent of air travel in the 1950s made long-distance travel more accessible and affordable for the masses (Kotler et al., 2017). The growth of the tourism industry during this period led to the creation of new jobs and the development of infrastructure such as hotels, restaurants, and transportation networks (Page & Connell, 2019).

The 1970s witnessed the development of alternative tourist types including ecotourism, cultural tourism, and adventure tourism. These new forms of tourism were driven by the growing awareness of environmental issues and the desire for authentic and immersive travel experiences (Kotler et al., 2017). The 1990s saw the rise of globalization, which led to the growth of international tourism. The development of the internet and social media in the 21st century has further transformed the tourism industry, allowing travelers to book their trips online and to share their experiences with others (Page & Connell, 2019).

Furthermore, the historical development of tourism can be traced back to ancient civilizations, where travelers visited religious sites, trade fairs, and natural wonders. The modern concept of tourism began to take shape during the 19th century with the development of transportation and communication. The growth of the middle class in the 20th century led to the democratization of travel, while the emergence of alternative forms of tourism in the 1970s and globalization in the 1990s transformed the tourism industry. The development of the internet and social media in the 21st century has further transformed the tourism industry, allowing travelers to book their trips online and to share their experiences with others.

What is the Middle East?

The Middle East has a rich abundance of natural resources, such as a pleasant climate, beautiful beaches, and unique historical structures and archaeological sites that have played a pivotal role in shaping human evolution (O'Hanlon & Ram, 2010). Despite its troubled political history, the region has enormous potential for tourism growth, given its significant assets. It is reasonable to expect that tourist arrivals would be increasing at a faster rate than the global average, given the region's valuable resources. This is especially true considering the recent investments that have been made in the region, including the development of air hubs and shopping malls in Qatar and the United Arab Emirates (UAE).

The Middle East is a region steeped in history, with roots that go back centuries and serve as the settings for both Biblical and Qur'anic texts (Walker, 2018). However, while the global tourism industry has expanded and thrived over the past 150 years, the Middle East's tourism industry has experienced more sporadic growth, with periods of rapid development followed by disruptions due to war and/or internal conflicts.

The fact that Thomas Cook organized one of the first tourist tours for western visitors to Egypt in 1869 (Mansfeld & Winckler, 2004) would have been surprising to those who thought tourism growth in the region would slow down. However, simply having facilities, a pleasant climate, and cultural attractions does not guarantee the expansion of tourism activity in the Middle East.

The challenges are significant since several of the study area's nations have expressly included tourist growth in their diversification plans when oil and gas supplies are depleted. This research examines the rise in Middle Eastern tourism over the past 60 years in brief and makes some suggestions as to why it hasn't reached its full potential. It can be challenging at times to

discuss the area as if it were a single entity, and even the title "Middle East" can be contested (Daher, 2006). To some extent, it depends on who is defining it, as the Near East may also be used to refer to the area in the West, while West Asia may be used to refer to the area in India. Because of the ethnic diversity there, there is additional uncertainty; neither the Arab World nor the Muslim World can be considered exclusively, as doing so would exclude nations like Afghanistan and Iran.

The concept of dividing the world into two parts, East and West, has been present since ancient times, with the Ancient Greeks being one of the first to do so (Adams, 2017). The Romans also maintained this physical separation, even though they traveled to various parts of the world (Morris, 2015). Today, the notion of an East and a West continues to be a part of people's perceptions of civilizations, heritage, and locations.

The term "Middle East" is used to describe a region that is situated in the middle of a number of locations, offering a combination of people and lands from various other nations and regions that contribute to its richness and fluidity and, to some extent, its conflicts (Khalidi, 2016). This region has been a cradle of globalization and a hub of human growth due to the trading footprints left by various nations and regions throughout history (Ehteshami, 2019).

There are various definitions of the Middle East, with different nations included or excluded, as well as the Middle East and North Africa region and the Gulf Cooperation Council (GCC), each with its distinct membership lists (Owen, 2012). The name "Middle East" often evokes a range of feelings in Westerners, from awe and mysticism to dread and terrorism, via religion, the trade in spices, silks, and oil (Akbarzadeh & Conduit, 2015).

The Expansion of Tourism and Globalization

Globalization has developed more accessible and inexpensive methods to journey to various nations. Globalization increases the tourist's chances of choosing from a broad spectrum of goals, leaving behind underdeveloped countries that may not have the infrastructure and technology required to receive multiple guests. The tourism phase following globalization embraces the advancement of tourism during the period after the war; this time frame might be referred to as the apex of tourism. During this period, infrastructure construction and renovation have been constructed, and streams of tourists are a common form of recreation (Wheeller, 2009). Tourism has evolved into the world's principal source of revenue. The global economy's risers are characterized by financial development, technological advancement, elevated status of the contest, and the innovation of unique termini and trip techniques. Several factors have contributed to this trend, including growing influence, urbanization, the development of improved infrastructure, and an increase in personal time due to shorter working hours (Min et al., 2016).

Some nations took their time adjusting to the new changes. Germany and Switzerland, for example, remained restricted to domestic destinations. A country like Germany attained pre-war tourism levels after 1953 (Segesser, 2019). After the 1960s, when most teens and adults began to attend summer retreats, many visitors began to come. Those who were impacted by this, including professional association bodies, vacation organizations, and trip mechanisms, reaped significant benefits. They have grown in prominence in comparison to prior years. Tourism attractions geared toward families were seen in nations such as France (Banki & Ismail, 2015). In most countries, the peak of tourism started in the year 1960. Most countries changed the character of competition in response to the new financial growth status and strategic inventions

in demand. Tourist attractions with cheaper costs and acceptable incentives were the most popular. During this time, tourism introduced new structures and improved methods, leaving travel agents in the dust.

Meanwhile, department stores provided package vacations. Because of technical developments, bus, train, and caravan modes of transportation became obsolete, and people began adopting air travel to reach other regions. Charter tourism (Pérez R. C., 2020) established a thriving sector by offering low-cost vacation packages to international nations. Foreign tourism involved adjacent nations during the developing stages. People began going to faraway locations as leisure tourism increased. However, the intensity levels of this boom varied from nation to country. Some nations saw rapid economic growth, while others experienced slower growth rates (McCracken, 2009). The frequency identified the difference, layouts of travel, tendencies, and goals, and numerous statics and demand analyses indicated social and cultural holidaying. Since some nations are easily accessible, they attract a greater number of visitors than places that are inaccessible. The tourism business dominated this period, and numerous beaches and resorts, particularly in the Mediterranean, became tourist moguls. These locations later grew to become tourist strongholds (UNWTO, 2014b). The extensive transition was also seen in infrastructural improvements. Many residences were adorned and built-in response to emerging trends in order to fulfill the wants of their customers. To entice more visitors, several mountain settlements were completely turned into tourist destinations.

Furthermore, the growth in traffic indicators has resulted in social and cultural expansions. This effect was more noticeable in the 1990s. Holiday and traveling practices have become more popular, and not only can those with white-collar jobs benefit, but also employees earning meager incomes. The countrified inhabitants and social gatherings specified by

generation and gender have benefited tourism (Chiang et al., 2016). Such advances characterize the most important feature of modern tourism. Even though little structural development has transpired at the time, this correlates to tourism's development opportunities. Touristic preferences and conduct have been steady since the second planet battle, although with some transformations in focus.

On the contrary, institutions of club vacations such as Club Mediterranean (Weil & Lanter, 2010) have challenged the concept of tourism. These companies have developed their own vacation formulations and ideologies. Artificial vacations have taken their place and most people prefer parks and reserves over seashore resorts and beaches (Seddon, 2000). Notably, such places have many visitors annually even though they are still experiencing constant development. The artificial sites are pseudo-events and unreal worlds of nervous actualities that tourists perceive as enjoyment and adventure (Morgan et al., 2005). Most tourists prefer artificial tourism offerings over natural tourism products. They are accustomed to nature; thus they desire to travel and learn more about other cultures. Even though tourists can see through the deception, they nonetheless enjoy themselves and want to return. Historians regard this as a notable major transition due to its structured nature. In accordance, customary tourism (Hazbun, 2006) has been substituted by a knowledge-packed recreation culture that is a portion of a unique form of sensing the planet. This aspect demonstrates the mutation of the tourism industry to more advanced and entertaining terms.

Tourism in Saudi Arabia

Abuhjeeleh (2019), contends that the Middle East will be one of the leading tourist destinations in the world in 2022. Saudi Arabia is suggested as the second largest tourist destination in the region, with an average annual visiting rate of 10 million people (Abuhjeeleh,

2019). Before 2019, international tourism in the country was primarily based on religious pilgrimages. In recent years, however, the country has seen tremendous growth in leisure tourism. It is expected that in the next five years, leisure tourism will be one of the primary sources of the country's economic development (Mansour & Mumuni, 2019). As of 2019 alone, leisure tourism generated approximately \$25 billion in revenue. The most extraordinary tourist attraction sites in Saudi Arabia are the Red Sea, Sarawat Mountains, the Hijaz, and several ancient ruins. A report released by the World Travel and Tourism Council (WTTC) demonstrates that in 2018, tourism and travel added a value of approximately 9% to the country's cumulative economy, which is currently reported to be worth more than \$70 billion (Daye, 2019). While the economic impacts of leisure tourism are substantial, this sector has also generated significant cultural impacts on the country.

The government of Saudi Arabia has made considerable developments in expanding leisure tourism in the country. Active attempts to achieve this goal were initiated in 2013 when the country announced its intention to initiate the issuance of tourist visas for the first time (Ali, 2018). The Saudi Commission for Tourism and Antiquities was entrusted with this activity under the mandate of the Council of Ministers. Issuance of tourist visas follows regulations and guidelines issued by the Minister of Interior and Foreign Affairs. In 2019, the country achieved a significant milestone in its objective to expand leisure tourism by formally agreeing to issue tourist visas for citizens in 49 countries at a cost of \$80 (Al-Hazmia, 2020). It is possible to obtain the visa on arrival to the country or online via eVisa. In less than two weeks after this announcement, the country obtained approximately 24,000 international tourists, most of whom emanated from China. The United Kingdom (UK) and the United States of America (USA) also formed a significant portion of this number. The most visited tourist destination (Al-Hazmia,

2020) sites during this time were Riyadh, Jeddah, Tabuk, Medina, and Yanbu. Saudi Arabia has a total of 13 international airports, which are served by different global airlines. The country also has 15 domestic airports that connect its cities and regions. Tourists can use the services of Saudi Gulf Airlines and Saudi Airlines on top of Nesma Airlines, Flyadeal, and Flynas for traveling within the country.

Saudi Arabia's critical efforts toward developing leisure tourism in the country are primarily motivated by the need to diversify the country's economy from oil dependency. Prior to the 2019 announcement of the royal family's intent to begin issuing travel visas to international tourists, only visitors with business visas, expatriate workers, and religious pilgrims were allowed into the Arab country. In 2020, Saudi Arabia achieved another critical milestone in its objective to expand this sector when it allowed international tourists with valid Schengen Area, UK, and US visas to visit the country for leisure. This move is expected to generate long-term implications for the country's tourism and travel sector. This is supplemented by the country's long-term vision of growing this industry by capitalizing on tremendous investments in research and development.

Saudi Arabia aims to become the largest tourist destination in the Middle East by 2025 (Daye, 2019). This goal is embedded within the nation's 2030 project, which focuses on opening Saudi Arabia to the western world. It has planned an investment of \$810 billion in entertainment, leisure, and culture projects over the next decade (Daye, 2019). Implementing this strategy has also improved the country's attractiveness as a potential tourist destination. The nation intends to have at least 100 million international tourists by 2030 (Jamel, 2020). This projected growth is primarily attributed Saudi Arabia's intent on refurbishing its hospitality and leisure landscape in what constitutes the Giga-Projects (Daye, 2019). Launching these projects has played a vital role

in highlighting the country's strengths and potential as one of the leading tourist attraction sites in the Middle East.

Saudi Arabia has particularly chosen the west as its preferred new leisure area due to its unique and captivating biodiversity (Hassan, 2017). This explains why the nation has recently established several massive leisure projects on the western coast. The Amaala, for instance, which is also deemed as the "Middle East Riviera," is projected to generate an average of 2,500 luxury hotel rooms and over 22,000 jobs after its completion in 2028 (Daye, 2019). While these projects primarily aim to attract new tourists to the country, they also focus on retaining local tourists. Additional Giga projects include a massive investment of \$500 billion into Neom, which will be a futuristic city focused on sustainability. The Kingdom has also made a \$10 billion investment into an entertainment project deemed the Jiddiyah Project, as well as the Red Sea project that will comprise 90 islands for people to visit. On top of this, Saudi Arabia is also making significant investments in projects promoting its cultural heritage.

Problem Statement

The problem that this research intends to address is the current gap in literature with respect to the investigation of Saudi Arabian citizens' perception on leisure tourism's impact on culture in Saudi Arabia. The influence of leisure tourism on the Islamic religion is currently unknown. The purpose of this research is to fill this void in literature. Accordingly, countries with unique cultures are suggested as some of the leading tourist attraction sites in the world. International tourists from different countries perceive these cultures as a source of knowledge and new experience and, therefore, develop an interest in visiting them. The implications of leisure tourism are both positive and negative. This sector's benefits are primarily embedded in the fact that it results in tremendous economic development. Countries such as Saudi Arabia and

UAE rely on tourism and travel to reinforce their dependence on oil. While the benefits of leisure tourism are significant and by far supersede its negative implications, it is worth investigating the influence of this sector on different facets of the Kingdom with specific emphasis on its cultural heritage.

Saudi Arabia has one of the most unique cultures globally based on its high regard for the Islamic tradition and religion. Saudi Arabia has ensured that the recent influx in the number of international tourists does not negatively impact its culture. Although much stringent laws and legislations have played a vital role in realizing this objective, the nation's cultural heritage remains at risk especially with the latest developments regarding the Kingdom's intent to expand leisure tourism. When international tourists visit the country, they bring with them new cultural perspectives, some of which conflict with those of the indigenous people. The result may lead to confusion and misunderstanding, which ultimately leads to citizens emulating the way of life of the visitors and, in the process eroding their indigenous culture.

Purpose Statement

The purpose of this quantitative research is to present a detailed and comprehensive analysis of the Saudi Arabian citizens' perception on leisure tourism's impact on culture in Saudi Arabia. In achieving the objectives of this research, a quantitative approach will be employed. This will involve a critical examination of numerous secondary sources which will be documented and saved for reference purposes.

Research Question

Leisure tourism is a relatively new concept in Saudi Arabia and the Middle East in general. This dissertation seeks to fill this gap in the literature by investigating its effects on the culture in Saudi Arabia. Accordingly, the research question that will inform this study constitute:

What is the Saudi Arabian citizens' perception on leisure tourism's impact on culture in Saudi Arabia?

Sub Questions

To assist researchers, acquire more concentrated and in-depth data about their study topic, sub questions are used in research to split down the primary research question into smaller, more particular questions. Sub questions help researchers arrange their study in a more systematic and thorough manner, which can result in a more thorough and insightful examination of their findings (Creswell, 2014). Sub questions can also aid researchers in determining and ranking the most important components of a study subject. They can be utilized to investigate several facets of a research topic and to direct the formulation of research hypotheses or research goals. Researchers can gain a more sophisticated grasp of their study topic and its wider ramifications by responding to each sub question (Creswell, 2014). The sub questions that were used during this research are the following:

1. Do travel and tourism professionals play a role in the perception of leisure tourism's impact in Saudi Arabia?
2. Does the Saudi Arabian citizen's level of education play a role in the perception of leisure tourism's impact in Saudi Arabia?
3. Does gender play a role in the perception of leisure tourism's impact on Saudi Arabia?

Significance of Study

There is currently a vast amount of literature investigating the nature of tourism and travel on a global scale (Mansour & Mumuni, 2019; Morgan et al., 2005; Wheeler, 2009). Most of these studies accentuate their focus on the impact of tourism on the global economy, with

some heightening their attention on individual countries. While tourism constitutes a global phenomenon, it is safe to assert that scholars in this field have failed to pay adequate attention to the development of tourism in the Middle East. This failure can be attributed to a lack of sufficient data and information from Middle Eastern economies regarding the nature of the tourism and travel industry in their respective nations. The Middle East has always been perceived as a reserved region that constantly attempts to delineate itself from the global landscape, particularly in cases where the west is involved. This makes it problematic for researchers to secure critical data on international tourism in the region, especially considering that the west provides the majority of international visitors. This study will aim to fill this gap in the literature by providing a critical and detailed analysis of leisure tourism's impact on the culture in Saudi Arabia. Recommendations from this research can be capitalized on in alleviating the negative effects of tourism on Saudi Arabia's cultural heritage while at the same time delivering meaningful insights on how Saudi Arabia can reinforce the benefits of this sector.

Assumptions of Study

This study will utilize secondary sources to inform its discussion and conclusion. In doing so, the researcher will assume that all the sources collected are valid and accurate and, therefore, represent a true account of leisure tourism's effect on the culture in Saudi Arabia. To ensure that this assumption does not negatively impact the reliability of this research, there will be a need to ensure that all the sources utilized are recently published, and that renowned authors write them.

Limitations of Study

Given the number of secondary sources that will be analyzed in this research, it is safe to contend that one of the main limitations of the study will be time-consuming. On top of this,

interpretations will be significantly limited. Additionally, the researcher's personal experiences and knowledge may influence discussions and conclusions.

Definition of Terms

- *Leisure tourism* is defined as a leisure trip that is made outside the normal or usual landscape of an individual for the primary aim of hobby, relaxation, recreation, holiday, and entertainment (Wheeller, 2009)
- *Sustainable tourism* is an approach to tourism that seeks to minimize the negative impact of tourism on the environment, culture, and local communities while maximizing its positive impact (Sustainable Tourism Alliance, 2021)
- *Culture* consists of the norms and behaviors that make up a society, and plays a part in how various activities are undertaken (Timothy & Iverson, 2006)
- *Islam* is a religious following for Muslims, of which they believe in Allah, and Prophet Muhammad. Quran is the holy doctrine used in the religion (Zamani-Farahani & Musa, 2012)
- *The Saudi Commission for Tourism and Antiquities* is the organization responsible for overseeing tourism and travel matters in Saudi Arabia (Morgan et al., 2005)
- *The Council of Ministers* are also referred to as the Cabinet. They are responsible for advising the King on critical matters of the state and facilitating the nation's developmental agendas (Mansour & Mumuni, 2019)
- *UAE* is United Arab Emirates
- *UK* is United Kingdom
- *USA* is United States of America

- *Gulf Cooperation Council*. a regional, intergovernmental, political, and economic union made up of Saudi Arabia, the United Arab Emirates, Bahrain, Kuwait, Oman, and Qatar

Chapter Summary

This chapter has provided the historical context of leisure tourism development from a global perspective. It has also delivered a brief background of Saudi Arabia's leisure tourism sector which was introduced to leisure tourists in 2019. The statement of the problem, purpose statement, research questions, and significance of the study have also been highlighted in this chapter. Chapter 2 will provide a detailed analysis of past and current literature that has been covered on the subject matter under investigation.

Chapter 2: Literature Review

Introduction

This chapter will deliver an in-depth literary analysis of the concept of leisure tourism's impact on culture in Saudi Arabia. The focus will be on previous and present literature, with a particular emphasis on recently released journal articles and books. In order to assure the legitimacy and correctness of the study, the selected sources must be published in reputable publications.

Saudi Arabia

Saudi Arabia is situated in the Arabian Peninsula. It is the host of Mecca and Medina, Islam's holiest cities, located in the Hejaz region, a region on the western highlands bordering the Red Sea. An area known as the Najd (the highland), which was once inhabited by nomadic tribes, located in the middle of the country (Henderson, 2010). Since the 1960s, Saudi Arabia has been synonymous with oil wealth because of the country's vast oil deposits located east of the Persian Gulf. The country's subsequent history was shaped by religion, tribalism, and untold wealth.

Only in the early 20th century did Saudi Arabia begin to look like a modern state, when the Saud dynasty, the Najdi tribe for which the nation is named, rose to prominence, and consolidated power. The Saud family's prosperity was largely due to the Wahhabism philosophy, an austere interpretation of Islam that was accepted by early family officials and eventually became the state credo. Outsiders may find it difficult to understand Saudi society because of the country's strong religious conservatism and widespread tribalism, which rival family groups use to compete for power and wealth. Oil wealth in Saudi Arabia has sparked rapid and massive infrastructure development. Many people have benefited from this expansion, but the ruling family's scions have benefited greatly as well. Critics of the family's management have come

from all sides, including those from the religious right and the Democratic Party. Unrest over Saudi Arabia's ties to the West has grown since the Persian Gulf War (1990–1991), when American troops were stationed in Saudi Arabia until 2005.

Figure 1

Saudi Arabia



From “Political map of Saudi Arabia,” by nationsonline.org, klaus kästle-. (n.d.), Nations Online Project (<https://www.nationsonline.org/oneworld/map/saudi-arabia-map.htm>). Copyright n.d. by Nations Online.

Until the middle of the 20th century, the majority of Saudi Arabia was still living in a way of life that had not changed in thousands of years. The pace of life in Saudi Arabia has sped up significantly since then. Figure 1, above, shows a map of Saudi Arabia. There was always a

constant flow of pilgrims to the holy cities of Mecca and Medina (hundreds of thousands arrive for the annual hajj, and many more visit throughout the year for the 'umrah). However, advances in transportation, technology, and organizational structure facilitated greater global exchange. Expanding oil wealth has had an irreparable impact on Saudi Arabia's educational and social systems in addition to the country's economic well-being. Immigrant workers and Saudis employed in unconventional jobs have helped modernize a society that has traditionally relied on more traditional methods. Students from Saudi Arabia have also enrolled in colleges in the United States at a rate exceeding 100,000 per year (Arab News, 2014). Broadcasting and information dissemination have shifted from print to electronic media. With the rise of motorways and planes, traditional modes of transportation have largely faded away. It is estimated that a single nation occupies about 80 percent of Arabia's peninsula. Jordan, Iraq, and Kuwait form its northern border. The Persian Gulf, Qatar, the United Arab Emirates, and Oman are to the east. It is bordered by a portion of Oman to the southeast. Yemen encircles it in the south and southwest and the Red Sea and the Gulf of Aqaba encircle it on the western side.

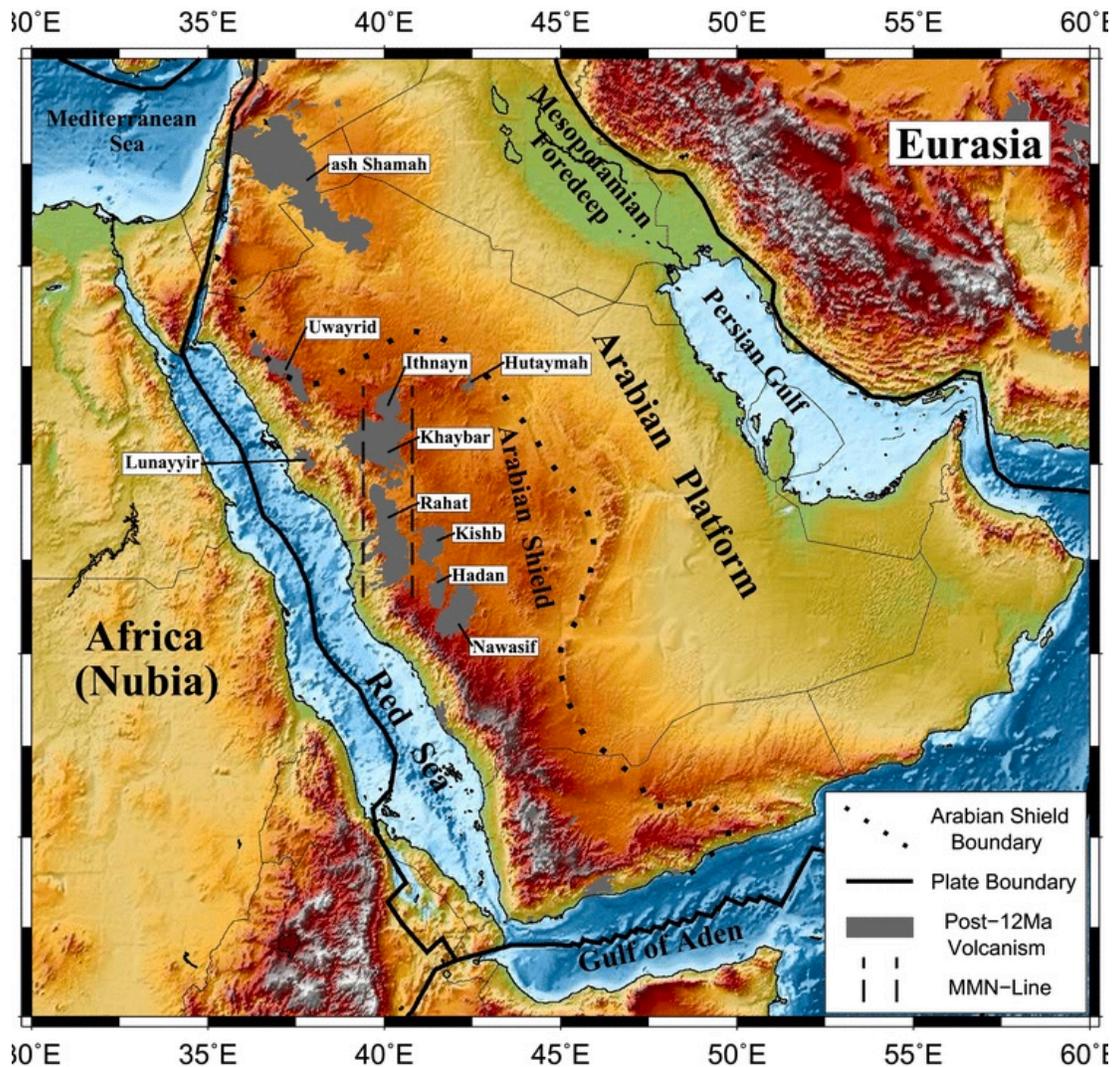
In 1969, Kuwait and Saudi Arabia agreed on the location of their political boundary, which established that they would share a 2,200-square-mile neutral zone along the gulf coast (5,700 square kilometers). Oil production in this region is evenly divided between the two countries, even though each country administers a portion of the area (Arab News, 2017). A legal dispute over Saudi-Iraqi Neutral Zone was finally settled in 1981 through partition, but tensions between Saudi Arabia and Iraq persisted, making full demarcation on the ground impossible.

The Arabian Peninsula's dominant plateau rises abruptly from the Red Sea's waters before sloping down into the Gulf of Oman. More than 5,000 feet (1,500 meters) above sea level can be found in the western highlands of the north. There is a significant drop in elevation in the

area around Medina, but the highlands rise back up to more than 10,000 feet (3,000 meters) in the southeast. The highest point in the country, is Mount Sawd in the country's south, not far from the city of Abha at an estimated high between 10,279 and 10,522 feet (3,133 to 3,207 meters). A quarter of a mile (40 kilometers) from the Red Sea, and 80 miles (130 kilometers) from the Yemeni border, is the peninsula's watershed. There are only a few wadi deltas in the north, but this coastal plain, which is known as the Tihamah, significantly expands towards the southern end of the country (Battour et al., 2011). To the north of Mecca, a gap in the massive escarpment runs parallel to the Red Sea's coast; however, to the south, the escarpment is much more continuous.

Figure 2

Physical Features of Saudi Arabia



Note. From “Shear Velocity Structure Beneath Saudi Arabia from the Joint Inversion of P and S Wave Receiver Functions, and Rayleigh Wave Group Velocity Dispersion Data,” by Tang, Z., et al., 2019, *JGR Solid Earth*, 124(5), pp. 4767-4787. (<https://doi.org/10.1029/2018JB017131>).

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Figure 2 shows the physical features and attributes of Saudi Arabia. Lava flows and volcanic debris, as well as sand accumulation, cover the Najd plateau area, which is in the western part of the country and slopes down from an elevation of about 4,500 feet (1,370 meters)

in the west to about 2,500 feet (760 meters) in the east. The Red Sea drainage shows clear dendritic drainage (i.e., branching drainage). From north to south, this region curves eastward before being bounded by long, low ridges with steep west slopes and gentle east slopes, 750 miles (1200 kilometers) in length. Uwayq Mountains (Jibl Uwayq) rise from the plateau at a height of about 2,800 feet (850 meters) above sea level to over 3,500 feet (1,100 meters) southwest of Riyadh and overlook the plateau to the west by 800 feet (250 meters) and even further (Burns, 2007). Large sand dunes dot the interior of the Arabian Peninsula. As the world's largest sand area, the Rub al-Khali (also known as the "Empty Quarter") covers more than 250,000 square miles in southern Egypt (647,500 square km). An 800-foot (250-meter) sand mountain rises to the eastern part of the country, near the Yemeni border, while descending to sea level near the Persian Gulf. Al-Nafd, a smaller sand area in the country's north central region, can be found there (Nafd designating a sandy area or desert). Al-Dahn, a vast arc of sand that stretches nearly 900 miles (1,450 kilometers) in length but is only 30 miles (50 kilometers) wide in some places, connects Al-Nafd and Rub al-Khali. As the plateau slopes down toward the Gulf of Aden, numerous salt flats (sabkhahs) and marshes appear to the east.

The Saudi Arabian highlands are known to have a dry desert climate. Most winter's cyclonic weather systems travel from the Mediterranean Sea to the north of the Arabian Peninsula, but they can also reach the eastern and central parts of the country and the Persian Gulf. Winter precipitation can reach as far south as Mecca and Yemen, depending on the path of the Red Sea trough. During the months of March and April, torrential rains are common. Monsoon winds bring enough rain to Asir (Asir), southeast of Mecca, in the summer, allowing for a steplike strip of land. Frost and snow are possible in the southern highlands during the winter months of December through February. 74 °F (23 °C) is the average temperature for

December through February in Jeddah, while the temperature in Riyadh and Al-Dammam is 58 °F (14 °C). In the shade, most of the country experiences temperatures above 100 degrees Fahrenheit (38 degrees Celsius) during the hottest months of the year, from June through August (Burns, 2007). Temperatures can reach 130 degrees Fahrenheit (55 degrees Celsius) in the summer in the desert. Except along the coasts, where the humidity can be extremely oppressive, humidity levels are generally low. At Jeddah, 2.5 inches (65 mm) of rain fell, while at Riyadh, 3 inches (75 mm) fell, and at Al-Dammam, 3 inches of rain fell. Although these are averages, large variations are to be expected in annual precipitation. Summer monsoon winds bring more than 19 inches (480 mm) of rain to Asir's highlands each year. This rain falls primarily in May or October. A decade may go by without any rain in Rub al-Khali.

Dress Laws in Saudi Arabia

Based on how Saudi Arabia interprets Islamic law, the kingdom has rigorous clothing regulations. The Mutaween, or religious police, who have the power to detain anybody for breaching the clothing code, enforce the dress code (Al-Mohamed, 2018). The clothing code for women stipulates that they must cover their whole body, save for their hands and faces, with a long, loose cloak called an abaya (Al-Mohamed, 2018). Women may also be obliged to wear a niqab in some places, which completely conceals their faces save for their eyes (Mann, 2020). Although there is a relatively lax clothing code for males, they are nevertheless encouraged to wear modestly (Al-Mohamed, 2018). Males are not permitted to wear shorts in public and must dress in long pants and sleeved shirts (Mann, 2020). While they are not compelled to wear the abaya or the hijab, non-Muslim visitors are often encouraged to dress modestly (Al-Mohamed, 2018).

Saudi Arabia's clothing codes have changed significantly in recent years, particularly with regard to women's attire. While it was still advised that women dress modestly, the Saudi Arabian government stated in 2018 that women would no longer be forced to wear the abaya in public (BBC News, 2018). The Saudi Arabian government's drive to modernize and liberalize the nation included changing the dress code. Many women who had long felt restricted by the stringent clothing code commended the change as a significant breakthrough for women's rights in the nation. The Saudi Arabian government has relaxed prohibitions on various types of wear in addition to changing the dress code for women. The government declared that foreign men and women might dress more freely in public as long as they wore modest attire and showed respect for regional cultures and traditions in 2019 (Al Jazeera, 2019).

In Saudi Arabia, there have been a variety of reaction to the modifications in the dress code. While some regard them as an improvement for women's rights and the development of the nation, others are more dubious and see them as a danger to customs and values that have long been in the country. It's significant to mention that there are still considerable limitations on what women can wear in Saudi Arabia despite the revisions to the dress code. Women must still dress modestly when out in public, for instance, and are not permitted to wear attire that is overly tight or exposing. In addition, women continue to wear the niqab often in more traditional parts of the nation.

Tourism in the Arab World

The Arab world has long relied on trade caravans and religious pilgrimages as primary modes of transportation. The Arab world has a long history of tourism, and as new forms of tourism have emerged in recent years, the relationship between culture and development has been reexamined. As a result, tourism has become a significant force in the global economy,

society, and culture, bringing with it both risks and opportunities for cultural and developmental advancement if appropriately handled.

To put it another way, the components of a tourism system are linked together (Bertalanffy, 1968). Mill and Morrison assert that if you touch one part of a spider's web, you will feel it throughout your body (1985, p. xix). Skyttner (1996) contends that "a system" is defined as "a set of interacting units or elements that form an integrated whole." Utilizing a tourism system approach allows for a more comprehensive view rather than a more focused one. This paper examines, defines, and synthesizes a wide range of perspectives from a broad perspective (Tosun & Jenkins, 1998). In addition to Mill and Morrison (1985), Leiper (1990), Burns and Holden (1995), and Middleton and Hawkins (1996), a number of other studies have looked at tourism as a system.

It can be defined as "the tourism industry" if "industrial and commercial activities that produce goods and services solely or primarily for tourist consumption" are included. It's challenging to settle on a single definition of tourism because there are many different perspectives. There are three ways to define tourism, as identified by Ryan (1991) and Leiper (1979): economic, technical, and comprehensive. Ryan (1991) emphasized the motivations by bringing in the experiential perspective. Holidaymakers' attitudes, expectations, and perceptions "can be argued as significant variables in setting goals, influencing behavior, and ultimately determining satisfaction," as one researcher put it" (Ryan, 1994, p. 294). Economically speaking, tourism is a viable business venture. As a result, tourism is considered a commercial enterprise. To get a holistic view of the term, look to Leiper (1979), Ryan (1991), and Sharpley (1994). The International Union of Official Travel Organizations (IUOTO) adopted a definition of

international travel and tourism following the United Nations Conference on International Travel and Tourism in Rome in 1963.

World Travel and Tourism Council (WTTC; 2001) predicted that travel and tourism in the Middle East would generate \$84.4 billion in economic activity (total demand) in 2001 and grow to \$159 billion in 2011 according to the WTTC. Between 2000 and 2010, the Middle East's travel and tourism economy is expected to grow at a rate of 5.4 percent per year. The industry's gross output was estimated at \$23 billion in 2000, and it is expected to rise to \$59 billion in 2010 according to the industry (WTTC, 2000). Globally, travel and tourism is the world's most significant employer. The Middle East's travel and tourism sector employed 3,279,700 people in 2001, making up 8.2 percent of the region's total labor force. A total of 4,830,700 jobs would be created in 2011, accounting for 8.3% of total employment.

More than 3.5 percent of Middle Eastern employment is accounted for by the travel and tourism industry, which is expected to grow to 1,997,500 jobs or 3.7 percent of total employment by 2011 (WTTC, 2001). As a rite of renewal for the one billion Muslims worldwide, the annual pilgrimage to the holy city of Mecca takes place every year. To accommodate the hordes of Muslims making the pilgrimage to Mecca over the course of the three days allotted for it, Saudi Arabia has modernized its pilgrim infrastructure. Increased pilgrimage numbers necessitate major infrastructure improvements, which are currently being planned (Cohen & Cohen, 2012). Tourist destinations like Riyadh, Mecca and Medina are mentioned by Mintel (2002), which describes Saudi Arabia as having much untapped potential and “outstanding cultural, heritage and natural sites” (p. 3).

The massive rock tombs of Petra and Aljouf are said to be surpassed by Madain Salah, which is said to contain artifacts dating back to the Nabataean and Assyrian cultures' origins.

There are numerous parks in the Asir region, including the over one million-acre Asir national park, which offers lush countryside, a mild climate, and a wide range of recreational opportunities. The Red Sea and Arabian Gulf coasts are also rich in natural resources and scenic beauty. Some well-known landmarks have spawned new projects as part of an effort to modernize the city. Despite a policy of public exclusion (Seddon & Khoja, 2003) that needs to be revised if ecotourism opportunities are to be maximized, the wildlife reserve is under threat (Seddon, 2000).

Table 1

International Arrivals in Saudi Arabia

ITEM	2004	2005	2006	2007	2008	2009	2010	2011	2012	change % 12-11
Inbound Tourism										
Tourists - ('000)	8,579	8,037	8,620	11,531	14,757	10,896	10,850	17,498	14,276	-18.4
Nights - ('000)	111,810	91,359	112,383	152,372	209,309	157,010	180,885	388,805	279,132	-17.6
Receipts -(SRmn)	24,321	20,324	18,580	19,592	36,450	29,122	25,643	49,015	57,231	16.8
Domestic Tourism										
Tourists- ('000)	35,282	30,236	27,080	28,549	28,775	32,014	22,780	22,474	19,039	-15.3
Nights -('000)	216,870	196,737	183,527	188,403	199,037	198,477	116,982	109,761	95,590	-12.9
Expenditure -(SRmn)	36,320	31,968	32,262	31,770	37,590	33,398	31,324	35,548	32,644	-8.2
Internal Tourism (Inbound + Domestic)										
Tourists) - ('000)	43,861	38,273	35,701	40,080	43,532	42,910	33,630	39,972	33,315	-16.7
Nights- ('000)	328,680	288,096	295,910	340,775	408,346	355,487	297,867	448,566	374,722	-16.5
Receipts-(SRmn)	60,641	52,292	50,842	51,362	74,040	62,520	56,967	84,563	89,875	6.3
Outbound Tourism										
Tourists - ('000)	3,811	4,403	2,000	4,126	4,087	6,032	17,827	15,281	18,671	22.2
Nights - ('000)	52,844	56,143	25,944	45,376	42,155	54,657	218,478	200,093	121,347	-39.4
Expenditure (SRmn)	15,960	14,146	6,765	18,299	19,653	28,397	55,509	60,599	62,877	3.8
Tourism Balance										
Tourism Balance (SR mn)	8,361	6,178	11,815	1,293	16,797	725	-29,866	-11,584	-5,646	-

Note. This table the arrival, stays, and expenditure of international travelers to Saudi Arabia from 2004 – 2012. From “Tourism Statistics 2012,” by MAS & SCTA, 2012, Tourism Information and Research Centre (MAS) of the Saudi Commission for Tourism and Antiquities (SCTA), Riyadh, Kingdom of Saudi Arabia. Copyright MAS & SCTA 2012.

As can be seen in Table 1, international arrivals and overnight stays increased steadily until 2009, at which point they leveled off for two years. These figures skyrocketed in 2011, but dropped precipitously to 14,726,000 visitors and 279,132,000 nights in 2012 (MAS & SCTA, 2012). In 2012, a total of SAR 57,231 million was generated, or about \$15,259 million in United States dollars. UNWTO (2013) estimates that 13,213 million international tourists visited in 2013, generating \$7,651 billion in revenue. In many ways, domestic travel differs greatly from international travel. Data from MAS and SCTA (2012) show a significant decrease in domestic arrivals, nights spent and tourist spending. There was a decrease in visitors from 35,282 million to 19,039 million, nights stayed from 216,870 million to 95,590 million, and SAR tourist expenditures decreased from \$36,320 million to \$32,644 million in the same time period (approximately 8,704 million US dollars).

Outbound tourism in Saudi Arabia has been increasing at a rapid pace over the last few years. From 3,811 to 18,671 million visitors; from 52,844 to 121,347 million nights; and from 15,960 to 62,877 million SAR – roughly 16,765 million US dollars – 2012 figures show a significant increase in visitor numbers, nights stayed and tourist spending over 2004 levels. This data shows that domestic and international tourism are both steadily increasing while inbound tourism is steadily decreasing. More money was spent on tourism in the Kingdom of Saudi Arabia in 2013 than was received in the previous year, according to the most recent figures released by the country's Ministry of Tourism (MAS & SCTA, 2012).

As a result of SCTA's festival marketing efforts, the number of people attending these events has skyrocketed. Because of the influx of tourists, hotel and apartment occupancy rates have been steadily rising, as seen in Table 2. Using the most recent data from 2012, the following increases can be seen between 2004 and 2005 from 50.6 to 63.6 percent, respectively,

hotel room and bed occupancy increased. The percentage of people residing in apartments increased from 45.6% to 58%, as did the number of beds occupied. The hospitality industry appears to be on the right track when it comes to occupancy rates.

Table 2

Influence of Tourism in Saudi Arabia

ITEM	2004	2005	2006	2007	2008	2009	2010	2011	2012	change% 12-11
Tourism Festival										
Visitors ('000)	6,010	19,773	13,379	9,895	10,335	12,197	18.0
Expenses (SRmn)	4,578	17,680	7,712	6,791	5,495	11,242	104.6
Hotel Occupancy Rate										
Rooms' Occupancy Rate (%)	50.6	51	51.2	50.8	51.8	54.6	59.2	63.0	64.0	1.0
Beds' Occupancy Rate (%)	50.5	46	43.8	43.7	50.2	50.4	52.5	62.1	63.6	1.5
FAU Occupancy Rate										
Apartments' Occupancy Rate (%)	..	45.6	47.8	50	54.5	49.8	54.2	68.3	58.2	-10.1
Beds' Occupancy Rate (%)	..	32.9	31.5	36.2	52.3	43.4	44.2	57.1	57.0	-0.1
Direct Tourism Employment (DTE)										
Total Jobs - DTE	333,521	332,275	355,555	426,561	466,523	616,485	629,310	629,347	709,292	5.9
Percentage of Saudis (%)	20.0	19.5	22.0	22.0	20.2	19.8	20.4	18.8	26.7	0.3
DTE / Total labour force in the KSA (%)	6.2	5.4	5.6	6.4	6.6	7.9	7.9	7.2	7.4	0.2
DTE / Total labour force in the private sector (%)	7.2	6.2	6.4	7.3	7.5	8.9	9.0	8.4	8.1	0.3
Tourism GDP										
Tourism GDP (SR bn)	36.4	36.5	35.5	45.4	51.6	52.1	61.6	63.6	70.2	10.4
Gross income of tourist establishments (SR bn)	57.3	59.1	60.0	75.5	84.5	91.9	100.6	103.5	115.1	11.2
Ratio of Tourism GDP to the Kingdom's GDP										
GDP - (%)	3.8	3.0	2.5	2.9	2.7	3.3	3.1	2.6	2.6	0.0
Non-Oil Sector - (%)	6.7	6.0	5.2	5.9	6.0	5.5	5.7	5.2	5.2	0.0
Private Sector - (%)	9.9	8.9	7.7	8.5	8.4	8.0	8.3	7.5	7.5	0.0

Note. This table shows the economic impact of tourism in Saudi Arabia from 2004 – 2012. From “Tourism Statistics 2012,” by MAS & SCTA, 2012, Tourism Information and Research Centre (MAS) of the Saudi Commission for Tourism and Antiquities (SCTA), Riyadh, Kingdom of Saudi Arabia. Copyright MAS & SCTA 2012.

Figures for DTE (direct tourism employment) are also included in Table 1. More than twofold as many people have been added to this sector's employment total since its inception

(333,521 in 2004 versus 709,292 in 2012). However, Saudi Arabians did not display the previously mentioned pattern (20 percent in 2004 versus 26.7 percent in 2012). According to Think Digital Travel's most recent research, the number of people employed in this industry will nearly triple by 2020 (2014). They're trying to "Saudize" hotels and tourist attractions in Saudi Arabia, according to the Saudi Arabian SCTA and the Saudi government. A "Saudization" is "finding local workers to perform specific jobs that only immigrants are willing to handle, particularly at the prevailing wage rates," according to Sadi and Henderson (2005; p. 251). Additionally, it involves educating the public on how to succeed at the highest levels of management. Although Abu Tayeh and Mustafa (2011) claim that "despite the great economic benefit gained by tourism," there is an "overdependence on imported labor as only a small portion of job opportunities is occupied by Saudis" (p. 81).

This includes GDP per capita for Saudi Arabia, as well as tourism GDP per capita as a percentage to GDP. This sector's contribution to the nation's economy has nearly doubled since 2004 (from 36.4 to 70.2 billion SAR— approximately 18.72 billion US dollars). In this short period of time, the gross income of tourist attractions has also increased significantly. If we look at Saudi Arabia's tourism industry, for example, it brought in 115.1 billion Saudi Riyals (\$30.69 billion) in 2012, up from 57.3 million SAR (\$15.28 billion) back in 2004. According to Table 1, Saudi Arabia's GDP per capita is also shown. In 2004, tourism and hospitality generated 3.8 percent of Saudi Arabia's GDP. At 2.6%, this percentage was down slightly from the previous year's 3.0%. One possible explanation for the fall in crude oil prices is Saudi Arabia's increased production (Index Mundi, 2014).

Saudi Arabia has a thriving domestic tourism industry, despite the country's size (Eid, 2012). There were 37.1 million domestic trips in 2012, which resulted in \$20 billion in spending

by Saudis (Sfakianakis, 2014). According to the aviation industry, the number of domestic flights is rapidly increasing (33 million). Domestic travel in Saudi Arabia generates more than 1.126 thousand jobs and 751,000 of those jobs are direct. This helps the country's tourism industry. During this period, the percentage of Saudi workers in the workforce went from 10% to 27% (Tago, 2013). Most Saudis travel outside their country at least once a year, according to the country's Ministry of Tourism (Travel and Tourism Intelligence, 2014). Saudi Arabia's most populous city, Makkah Al-Mukarramah, attracts a large number of domestic tourists (Seddon & Khoja, 2003). More than 40% of Saudi Arabia's visitors come to Makkah, the country's most popular tourist destination. Madinah (23 percent) and the Eastern Province (22 percent) round out the top three (8 percent; 11 percent of the total). When traveling, 37% of Saudis prefer to stay in their own homes, 32% prefer hotels, and 18% prefer furnished apartments (MAS & SCTA, 2012). When it comes to hotel accommodations, Saudis prefer large units with more space because, according to Rimmawi and Ibrahim (1992), Saudis value privacy more than they do small hotel rooms.

People travel to Saudi Arabia for religious and familial reasons, according to the British Broadcasting Corporation-BBC (2013). Sixty percent of visitors come for religious (Umrah and Hajj) and twenty percent for family reasons. Visitors from other countries only stay for two weeks on average, while Saudi citizens stay for an average of 20 nights. Of the visitors, 32% arrive by land and 67% fly. The rest arrive in other ways. Visit holy sites, shop (20 percent), and engage in other environmental and recreational activities for 65 percent of inbound tourists during their stay in the United States (MAS & SCTA, 2012). For the sake of brevity, it is safe to say that "Saudi Arabia is guaranteed a regional and international importance as the birthplace of

Islam and home to the world's largest oil reserves and the GCC's largest population" (MEED, 2014a).

Saudi Arabia's Tourism Potential

Makkah and Medina, the two holiest mosques in Islam, are located in Saudi Arabia. Millions of Muslims strive to reach Makkah's Al-Masjid Al-Haram (Holy Kaaba) in order to complete their Hajj pilgrimage (Badone & Roseman, 2004; Henderson, 2003). Al-Masjid Al Nabawi in Medina is one of the most sought-after attractions for Muslim pilgrims during Hajj and Umrah because the two cities are usually visited as part of the same package (Henderson, 2010). It is customary to perform Hajj once a year according to the lunar calendar. Hajj, Ramadan, and other Islamic observances are constantly shifted in the Islamic calendar because of the 11- or 12-day lag between the lunar and solar calendars. All seasons and months of the solar calendar can be used for Islamic events with minor adjustments, and this cycle repeats every 33 years (Xin, 2001). Saudi Arabia benefits from this calendar shift because visits are evenly distributed throughout the year. If not properly planned, the three cities of Mecca, Medina, and Jeddah will always have a high concentration of people in a small area. Since Islam was born and flourished in the Arabian Peninsula, the country has a distinct advantage when it comes to promoting itself as a tourist destination.

Saudi Arabia's location at the crossroads of Europe, Asia, and Africa gives it a strategic advantage. Because of its large size and long history, it has an abundance of both natural and historical resources. One of the best things about Saudi tourism is that it offers a wide range of cultural experiences (dress, food, drinks, entertainment etc). Having a stable country in an unstable region is a positive sign for tourism. Oil production makes it possible for the country to maintain close ties with other countries around the world, not just those in the Arab and/or

Muslim world (Mansfeld & Winckler, 2004). The G20, Arab League, Organization of Petroleum Exporting Countries (OPEC), and Organization of Islamic Cooperation (OIC) are just some of the international organizations to which it belongs. Commercial and political ties are bolstered by a global influx of expats and their knowledge. Together, globalization and technological advancement are fostering a more globally aware and better educated new generation (Medawar, 2014). The population of Saudi Arabia is young and highly urbanized. Scholarships for young people have a positive impact on educational attainment.

Saudi Arabia's thriving economy is another major asset for the kingdom's tourism industry. Having close proximity to India, China, Turkey and the GCC countries helps Saudi Arabia's economic viability. In addition, it offers foreign investors competitive tax regulations as well as fuel and energy supply. As long as oil prices remain high, Saudi Arabia can afford to invest in large-scale infrastructure projects because of the country's budgetary surplus. According to reports, there is a bright future for Saudi Arabian tourism. Several factors lend credence to this possibility. These elements can be grouped into the following subcategories:

1. The religious aspect: For the past 14 centuries, Saudi Arabia has been the only place where pilgrims could perform the hajj and umrah rituals. Mecca and Medina, Islam's two holiest shrines, are open to the entire Muslim world. Saudi Arabia's religious heritage contributes to the country's positive image as a tourist destination, especially for first-time visitors.
2. The Saudi economy is a member of the G20 and a strong player in the global economy (Depetris Chauvin, 2010). Saudi Arabia's economic strength and competitiveness aids in the growth of tourism. The vast land's abundant natural resources facilitate FDI and lower operational costs in Saudi Arabia. A regional economic boom akin to Porter's (1998)

cluster development theory can be traced not only to Saudi Arabia, but also to the other GCC countries. The GCC neighborhood is not the only factor contributing to this cluster effect. China, India, Turkey, and South Korea are just some of the Asian countries that are relying on Saudi Arabia for their energy needs.

While other countries in the region have experienced upheaval, Saudi Arabia has maintained its political stability throughout. Strong political ties with global policymakers underpin this stability. As a member of the Gulf Cooperation Council, OPEC, and the Organization of the Islamic Conference, Saudi Arabia also belongs to a number of international organizations (Organization of Islamic Cooperation). In 2013, Saudi Arabia spent 67 billion dollars on its military, placing it fourth in the world (SIPRI, 2014).

Due to a youthful population, Saudi Arabia has greater access to international educational institutions like the United States' colleges than its older generations. KSA, on the other hand, is a long-established destination for expatriates, drawing the best and the brightest from around the world. Knowledge exchange in Saudi Arabia is facilitated by the mobility of expatriates of all classes (blue collar and white collar alike). As a result, large investments in transportation and lodging are made. For the ongoing SCTA and MAS projects, qualified personnel are required. Infrastructure development is made easier by a densely populated area. Saudi tourism projects maintain their credibility because of the country's long history of organizing large-scale events like the Hajj.

Since the early 2000s, Saudi Arabia has put a greater emphasis on tourism. SCTA and MAS work together to create and implement tourism-related initiatives. In Saudi Arabia's major cities, large amounts of money are being spent on the hospitality industry. Expats benefit from knowledge transfer from global hospitality brands. In 2010, there were 330,500 rooms available,

and that number is expected to rise to 495,000 by 2015, according to STR Global Data (2013). Saudi Arabia's tourism industry is bolstered by the development of low-cost carriers (LCC). Domestic flights and the MENA region's aviation industry are both growing. In the past, Saudi Arabia has proven itself to be an expert in the management of large-scale events.

The country hosts one of the world's most prestigious mega-events (Hajj). Additionally, the country's long-term international expatriate and pilgrim visitor background helps to create a talent database and cultural ambassadors for the country. The UN World Tourism Organization (UNWTO) is currently working with Saudi Arabian authorities on a project examining how tourism can help local communities prosper economically. One of only two projects UNWTO has in the Middle East, this project shows the importance given to the region. The following is a short list of potential growth drivers for Saudi tourism over the next few years:

- The popularity of Islamic tourism is on the rise
- Increased Muslim population around the world
- Domestic speed train project - GCC interstate train project - Sustainable economic growth of GCC states and emerging markets in the GCC countries
- As a potential hub, we're making investments in the aviation industry!
- Large infrastructure investments - Stable Saudi Arabian Riyal as a currency

Opportunities for Islamic tourism have arisen as a result of demographic shifts around the world (Henderson, 2009). The number of Muslims in the world has risen to over 1.6 billion, and they are becoming more mobile and more affluent. For them, it's a kind of tourism that caters to Islamic needs in terms of accommodations (dry hotels), restaurants (halal food and drinks), and other specialized services in the tourism and hospitality industry.

Travel to Saudi Arabia for pilgrimages such as Hajj and Umrah will be made easier thanks to current plans for a domestic high-speed rail system. Mecca, Medina, and Jeddah will see a significant increase in traffic once the projects for high-speed trains are completed. Around 200 billion dollars' worth of metro and railway projects in the Middle East and North Africa region are either planned or currently underway (MEED, 2014b). Projected completion date for the Haramain High-Speed Rail Network (HHR), currently owned by Saudi Railways, is 2016. A total of 100 trains will be able to run on the track once construction is complete. There will be a 30-minute time savings on the 372-kilometer trip between Jeddah and Mecca. Travel time between the cities of Saudi Arabia and Medina will be less than two hours (MEED, 2013). Intra-GCC tourism will grow as a result of the ongoing GCC interstate railway project.

Tourists can benefit from Saudi Arabia's steady economic expansion. Several large-scale projects aimed at improving tourism infrastructure will be completed in the upcoming years. The Saudi Arabian Riyal has proven to be a stable currency, which is essential for a healthy economy. The rising global demand for energy resources presents another economic opportunity for Saudi tourism. Saudi Arabia and the GCC states enjoy strong commercial ties with India and China. Saudi Arabia enjoys an advantage as an energy supplier due to the growth of the African continent and Asian countries. As a result of this, Saudi Arabia's tourism industry will benefit in numerous ways. Following strong commercial ties, for example, MICE-related tourism movements will grow.

Saudi Arabia could become a major international flight hub if it makes significant investments in its aviation infrastructure (Medawar, 2014). Middle East tourism development is an excellent example of how tourism and aviation can work together to spur economic growth, according to the United Nations World Tourism Organization (UNWTO, 2013). SAMA and

NAS airlines began offering low-cost flights in Saudi Arabia. With regard to Saudi Arabia, Tourism the visa requirements for entering Saudi Arabia are very onerous. Tourist visas are difficult to obtain. The most common reasons for obtaining a visa are for work, pilgrimage (Hajj, Umrah, or VFR), and visiting family and friends (VFR). Europe (EU) and other countries have been working on new ways to speed up visa applications so that tourists can visit the country.

Saudi citizens are able to use their own vehicles to get around because of the country's abundant oil supply and low cost of car ownership. The tourism industry, on the other hand, relies heavily on efficient public transportation. Cities and other major destinations should be easily accessible by public transportation from transportation hubs like airports, ports, bus stations, train stations, etc. These changes could lead to a rise in the number of independent tourists visiting the city.

Tourist facilities in Saudi Arabia are being upgraded and developed at a rapid pace. However, there are several other issues that need to be addressed. Municipalities and local governments must improve the quality of tourist support services and the standards of tourism-related businesses. The layout of gas stations, retail stores, parking lots, and other tourist-related establishments should be flexible enough to accommodate various kinds of visitors. Facilities for the elderly and disabled, as well as green, sustainable tourism solutions, are critical.

The tourism industry's success hinges on its workforce. Employees are viewed as customers within their own company. It is impossible to achieve customer satisfaction without high-quality service, and high-quality service is only possible with high-quality labor. There is a reliance on foreign workers in Saudi Arabia. Non-Saudi employees detract from the authenticity of the experience for visitors. Saudi Arabia must educate a significant number of young people in

the tourism industry in order to maintain a long-term, sustainable tourism industry.

Unemployment can be alleviated through a variety of service industries, including tourism.

The political unrest in the MENA region affects all of the countries in the region. It's a mix of old and new political turmoil, with some of it dating back decades (Israel; Syria and Iraq). Saudi Arabia's stable rule protects the country from the direct effects of these issues, but any unrest in the region could have a negative impact on tourism. Saudi Arabian tourism's one-dimensional development and predominance of religious tourism should be highlighted as flaws. Even if this situation can be alleviated, religious tourism is likely to be the mainstay of Saudi tourism in the years to come, with a little ingenuity, new products and markets can be created.

Tourism generates a wide range of employment opportunities and reduces unemployment. Young people with less formal education can work full-time, part-time, or on a temporary basis in the tourism industry. To employ their young population, GCC states and Saudi Arabia could benefit from tourism, but there is a fundamental gap between the labor market and national resources (Spiess, 2012). There may be labor shortages and risks in the tourism industry if short-term nationalization is implemented. Saudi Arabians and other GCC nationals may be unable to work in the tourism industry if they are too conservative (Al-Amarneh & Stephenson, 2012). However, attracting and retaining Saudi nationals in the tourism industry is necessary for more than just job creation. The authenticity of Saudi Arabia as a tourist destination will be enhanced by employing Saudi nationals in the tourism industry. In order for tourists to get a true picture of Saudi Arabia, they may view Saudi tourism workers as cultural ambassadors. Due to their positive impact on the overall tourist experience, local employees add value to tourism products. Cultural and natural wonders aren't the only things that draw tourists. Interaction with locals is something that many tourists look for when they travel. Visitors can

learn the most about a country's culture and history from its tourism workers, who often serve as its most visible human resources. Cultural brokers such as tour guides receive formal training in order to represent Saudi society and culture to visitors in more than just a narrator capacity.

Meanwhile, other regional tourist attractions and destinations are springing up, creating a fierce competition for Saudi Arabia. The United Arab Emirates (UAE) is already a popular tourist destination. For decades, Egypt and Turkey have been competitive tourist destinations, but they are not direct rivals to the GCC destinations like Dubai, as their tourism discourses are quite distinct. Saudi Arabia's tourism industry may face competition from the UAE, Oman, Bahrain, and Qatar, which are all vying for more global attention.

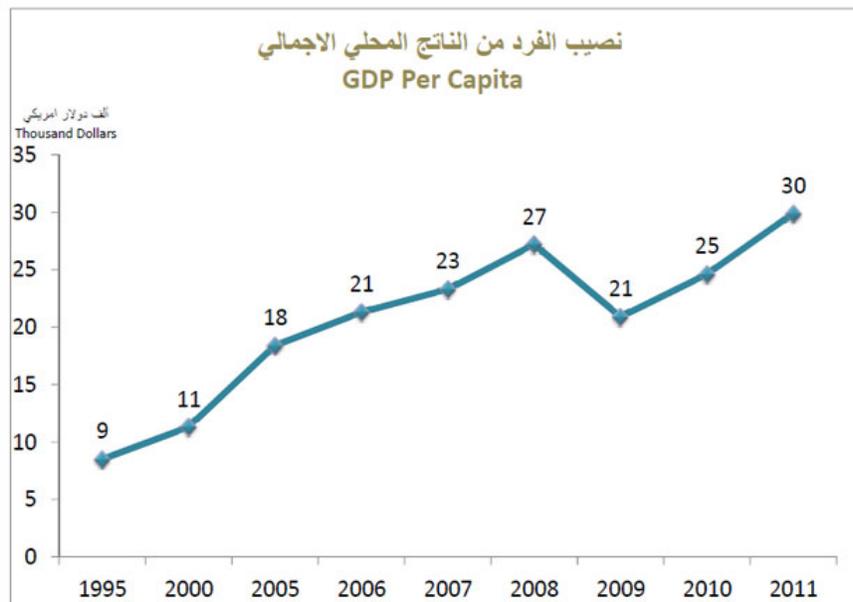
Saudi Arabia, like the other MENA countries, could be negatively affected by regional political tensions. Because of Saudi Arabia's focus on religious tourism, political turmoil in the Middle East hasn't had a big impact on the country's tourist numbers (Zamani-Farahani & Henderson, 2010). Saudi Arabia is now looking to diversify its economy away from oil and into non-oil-related tourism. Saudi Arabia is now more vulnerable to political upheaval because of this new strategy.

The threat to global economic stability posed by fluctuations in the price of oil is intimately linked to the political threat (Moufakkir, 2010). Occasionally, Saudi Arabia can reap the benefits of rising oil prices by building a budget surplus. However, in the long term, constant fluctuations can harm Saudi Arabia's good name and ongoing investments, especially when oil prices plunge dramatically. Sustainable tourism practices are highly regarded in the literature and industry of the tourism industry. Consequently, there is a growing demand for environmentally friendly and sustainable tourism. Tourism destinations and properties in GCC arid countries are concerned about water supply, which can be expensive to implement in the region's arid areas.

Environmental impact assessment (Seddon & Khoja, 2003; Seddon, 2000) is a necessary component of sustainable tourism development. Saudi tourism policy makers need to be aware of the shifting demographics of global travelers. Meta search and IT-based travel behaviors that loosen control of operators and destinations (Ali et al., 2014) are undeniable facts of today’s business environment, as are the increased mobility of new travelers and the rise of these technologies. Figure 3, pictured below, shows the GDP per capita trends in the GCC area.

Figure 3

GDP per Capita Trend in GCC Area (1995-2011)



Note. This figure charts the GDP per capita from 1995 – 2011. From “ECON 424 Economics of the Gulf Cooperation Council,” by James Puthussery, n.d., Slides

(<https://slideplayer.com/slide/15899239/>). Copyright n.d. by James Puthussery.

Effects of Tourism on Residents’ Quality of Life in Saudi Arabia

In the last few decades, travel and tourism have spread across the globe. Most people agree that one of the fastest-growing economic sectors has a positive effect on local economies as well as national economies. The tourism industry is viewed as a major source of employment,

revenue, and economic growth for the country. Since the 1970s, research into the economic and social benefits of tourism has exploded in a number of countries around the world. Some developing countries have seen an improvement in their economic standing in recent years due to the growth of their tourism industries. There is an increasing demand for comprehensive planning and research into the impact of tourism on the quality of life of local residents (Hosany et al., 2006). Residents' attitudes and behaviors toward tourists and tourism-related activities have been extensively studied and documented in the literature over the years (Allen et al., 1993; Andereck et al., 2007; Andereck & Nyaupane, 2010; Andereck & Valentine, 2005; Ap, 1990; Besculides et al., 2002; Gursoy et al., 2002; Jurowski et al., 1997; Jurowski & Gursoy, 2004). For example, visitors' views on the impact of tourism on their quality of life and their unique concepts of leisure and tourist experiences could influence the host country's residents as key stakeholders (Henderson, 2009; Moscardo, 2009). Increased local quality of life has been shown to increase tourism, and this generalization has been tested and proven over the last three decades in numerous studies (Doxey, 1975; Neal et al., 2007).

There are 27.6 million people in Saudi Arabia with a GDP of US\$20,700 per person. Saudi Arabia's tourism policy must be aligned with the country's overall cultural, social, and economic context if it is to succeed in the coming years (Sadi & Henderson, 2005). The Saudi Arabian General Commission for Tourism and Antiquities (2008) has defined it as "value-based tourism" as part of a new 20-year national tourism development strategy. Examining Saudi Arabia's tourism research and development is an important case because local residents have a unique perspective on the country's values and sustainability.

Even though Saudi Arabia has a population of 100% Muslims, the world's Muslim population is estimated to be approximately one-quarter of the world's population. Segregation

and restrictions on free time due to religious obligations such as prayer, public dress code, food restrictions, alcohol consumption, close personal relationships or other forms of physical intimacy characterize Saudi Arabia's social and cultural context. On the other hand, there are fascinating archeological sites, beautiful deserts, mountains, valleys, parks, and coastlines to visit (Seddon & Khoja, 2003). Natural resources and an advantageous location make Saudi Arabia a global powerhouse (Ali & Azim, 1999). Saudi Arabia's inclusion in the G8 economic group, which now includes 20 countries, underscores the importance of knowing something about the Saudi tourism market. A lack of attention to these factors could have a negative impact on Saudi Arabia's extensive tourism efforts and the efforts of numerous Western companies operating in Saudi Arabia (Al-Khatib et al., 2005).

Saudi Arabia's Government's Initiative in Tourism

Saudi Arabia's government sees the development of the tourism industry as part of a broader effort to diversify the economy away from oil, which accounts for 52.6% of the country's gross domestic product. Tourism in Saudi Arabia has become more widely accepted and projected in academic literature over the past two decades (Bogari et al., 2003; Kester & Carvao, 2004; Rimmawi & Ibrahim, 1992; Sadi & Henderson, 2005; Scott & Jafari, 2010; Zamani-Farhani & Henderson, 2010).

Over the past decade, the Saudi Arabian government has taken steps to recognize and then promote the country's tourism industry (General Commission for Tourism and Antiquities, 2008; Reuters, 2008; Saudi Arabian Supreme Commission for Tourism, 2002). The Saudi government's plan to boost the country's tourism industry includes a dual-pronged approach. It is a primary goal of Saudi Arabia's plan to encourage Saudis to travel within the country to reduce the estimated 5 million Saudis who travel abroad for recreational purposes and thus

reduce the yearly tourism expenditure of SR6.8 billion (US\$1.8 billion). Money spent in the United States should be kept there. According to the Saudi Arabian Monetary Agency, tourism generates SR101.3 billion (US\$27 billion) in revenues by 2020, which is 3 percent of Saudi Arabia's GDP. For the second goal, a piece of this vast and rapidly expanding market is to promote international tourism. Restored and promoted by the Saudi Arabian government's Supreme Commission for Tourism & Antiquities are late 17th century structures like Brazan Towers and well-known historical castles like Wadi Aldawsir and Al-Jouf. As a result of this effort, Saudi Arabia has seen an increase in the number of international tourists.

Having a well-maintained infrastructure is essential to the growth of a tourism industry. Many Saudi Arabian policymakers, including the secretary general of the Supreme Commission for Tourism and Antiquities, Prince Sultan bin Salman, believe that infrastructure development is essential to promoting tourism. In the kingdom's largest-ever budget, Saudi Finance Minister Ibrahim Al-Assaf highlights SR380 billion in projected spending and SR400 billion in projected revenues (Al-Ahmadi & Assaker, 2016, p. 346). Khaled Al-Gosaibi, the country's minister of economy and planning, also emphasized the importance of integrating all service sectors for economic growth and expansion. The growth of domestic tourism in Saudi Arabia is expected to generate more revenue, create investment opportunities, and create employment opportunities for local residents.

Quality of Life

Numerous approaches have been used to investigate the concept of life quality over the years (Sirgy & Joseph, 1986; Sirgy, 1998). Studying the progress of quality-of-life research, Sirgy (2001) looked at the health and marketing aspects as well as the potential for future growth in this area of study. A wide range of universal human values and virtues have been referred to

by Veenhoven (2000) as quality of life, well-being, and happiness. Researchers like Abrams et al. (1976) and Flanagan (1978) have empirically studied quality-of-life constructs since the 1970s. Cummins et al. (1994) and Cummins (1994) proposed seven quality of life domains (1996). A total of 173 life satisfaction descriptors from 32 studies were analyzed by Cummins (1997) to come up with a list of the seven distinct satisfaction domains. On the whole, Kim (2002) used research from the literature to develop a scale that considered four different aspects of well-being: material well-being, community good health and safety, good emotional well-being, and good physical health.

In order to calculate a person's overall happiness, there was a need to add up the scores from each of these four categories. The domain of well-being includes things like standard of living, income, and employment, while the domain of emotional well-being includes things like leisure and spiritual (religious) activity (Bricker & Donohoe, 2015). For example, the arguments for both the positive and negative impacts of tourism have been found to end up with what is considered viable and sustainable for the local population in recent studies (Andereck et al., 2007; Jennings et al., 2009; Jennings & Nickerson, 2006; Moscardo & Andereck, 2010). Thus, an in-depth examination of the quality of life and critical examination of the wider tourism impacts necessitates this investigation (Moscardo, 2009). Accordingly, this study uses the four domains of Kim's (2002; see above) model for the case study of Saudi Arabia in its wider cultural and societal context: material, social-emotional, and health and safety well-being.

Tourism Impact

Many of the earliest tourism studies focused on how the industry's growth would affect the general public (Liu et al., 1987; Liu & Var, 1986; Ross, 1992). Literature from the early 20th century examined how people felt about tourism and how many people a particular destination

could accommodate (Doxey, 1975; Murphy, 1985; Pizam, 1978). Residents' exposure to tourism also plays a role in determining their capacity. Reorganizing their activities, retreating, and reinforcing their values are just some of the ways that locals cope with the negative effects of tourism, according to Rothman (1978).

There are six distinct phases in the life cycle of a tourist destination: exploration, involvement, development, consolidation, stagnation, and finally decline or rejuvenation. Each stage has an impact on the area's future development (Butler, 2006; Toh et al., 2001). Doxey's Index of Irritation measures how irritated locals are with the growing impact of tourism (1975). The four stages are euphoria, apathy, irritation, and antagonism. The tourism cycle was also examined by Martin and Uysal (1990) in relation to the destination's carrying capacity (Salvatore et al., 2018).

Another area where theoretical support for the economic benefits of tourism may come from is the study of concepts like social exchange and emotional solidarity (however interim, for the applied focus of our research). One can begin by looking at things in terms of the social exchange theory (Crouch, 2013). Even though financial transactions and economic concerns impede this theory, it assumes that locals' opinions of mainstream tourism are shaped by their estimates of its costs and benefits (Ap, 1990; Gursoy et al., 2002; Jurowski et al., 1997; McGehee & Andereck, 2004; Turner, 1986). As a result, residents are more likely to participate in an exchange if they believe they will gain something in return without causing an unacceptable amount of harm, according to the social exchange theory. There will be a greater willingness to participate in exchanges if participants believe that benefits outweigh costs (Allen et al., 1993). Cultures, values, and economic systems are thrown out of whack when residents' needs aren't taken into consideration (Kim, 2002). Using Emile Durkheim's concept of

“emotional solidarity,” researchers in Portland, Oregon, have studied the interactions between locals and tourists (Veal, 2017). They asserted that locals identify more strongly with tourists’ feelings and emotions than tourists do (i.e., shared beliefs and behaviors).

There is a need to examine Saudi Arabia’s large population in order to get a better sense of Saudi residents’ views on sustainable tourism. Regardless of whether the relationships are based on an exchange model or on emotional solidarity, we need to know how locals relate to tourism and how it affects their quality of life. A few countries and communities’ experiences with tourism will help illustrate the positive and negative effects it can have on a region. The economic impact of tourism on the United States can be summarized as follows: Many people believe that tourists are good for the economy. Research shows that residents are most interested in how a development like this could benefit the local economy (Ritchie, 1988). Locals credit tourism with helping to reduce unemployment and open up new job opportunities (Tosun, 2002). Local governments and communities, especially small businesses, benefit from tourism (Andereck et al., 2005; Davis, Allen, & Cosenza, 1988; Jurowski et al., 1997). Residents’ attitudes and their perceptions of economic benefits have been found to have a positive correlation in almost all studies (Jurowski et al., 1997; Wang & Pfitser, 2008).

Tourism has a significant impact on the local community. People’s perceptions of the social impact of the tourism industry have been studied extensively by researchers in the field. Though the study in Thailand (Smith, 1992) supports the view that the growth of tourist prostitution and drug abuse led to many deaths of tourists and sex-related diseases and injuries and police corruption, other reports tend to project social impacts negatively. Contradictory results were found. Tourists’ perception of tourism improves if it provides social benefits and changes the community by introducing new shopping and recreational opportunities (Besculides

et al., 2002). It has been suggested that the quality of roads and other public amenities can be improved by residents, based on the work of Pizam (1978).

Studies have shown that tourism can have a positive impact on cultural pride and identity, as well as a greater sense of cohesion and exchange of ideas (Besculides et al., 2002). As a result of cultural exchange and tradition revitalization, the quality of life and the image of the community are both improved (Besculides et al., 2002). Contrarily, some studies suggest it has a detrimental effect on culture (Carr, 2002). If tourism becomes a significant part of the local economy, cultural commercialization and social tensions can arise because of the disparity in purchasing power between locals and tourists, as well as a shift away from traditional family values (Tosun, 2002). As a result of this cultural dependency, tourists' values and norms may be adopted by the local population.

A study by Liu et al. (1987) found that the residents of Hawaii are opposed to the idea that the economic benefits of tourism outweigh the importance of protecting the environment. The majority of Hawaiian college students polled disapproved of the notion that tourism aids in environmental preservation. The opposite was true in North Wales, where many residents blamed tourists for the region's burgeoning problem of litter and garbage. The social exchange theory was used by Jurowski and Gursoy (2004) to discover that the distance between residents' homes and tourist attractions was significant when evaluating the costs and benefits of tourism. Residents who were environmentally conscious and lived near a tourist attraction were found to be more supportive of tourism than those who were located far away. Nearby recreation resource users had more negative feelings about tourism than those who lived far away from a popular tourist destination (Jurowski & Gursoy, 2004).

Locals' perceptions of the impact of tourism are skewed. Tourism, according to some, can have both positive and negative effects on a community. Tourists believe that the benefits to the economy, society, and culture outweigh the costs. Researchers have also looked at how local residents' sociodemographic characteristics and the distance they live from the community's tourism area differ when it comes to how they perceive their communities' impact on their lives (Liu & Var, 1986; Milman & Pizam, 1988; Pizam, 1978). Liu and Var (1986) also considered cultural differences between visitors and residents as a significant factor (Milman & Pizam, 1988) while focusing on geographic factors such as distance and location of residents. Observations were made about age, tourism industry involvement, and number and type contacts with tourists, and gender differences in relation to the perceived impacts of these factors, as well (Michels & Bowen, 2005).

Some studies have compared the effects of tourism on different countries and the effects of tourism on different countries. Employment opportunities were seen by residents of Urgup, Turkey; Nadi, Fiji; and Central Florida, the United States, as a positive impact of tourism, according to Tosun (2002). 63 percent of residents in Urgup stated that they had no contact with tourists, compared to 35 percent in Nadi and 43 percent in Central Florida, when asked about social relationships. Differences between three regions may be due to residents' educational level, a deficiency in the ability to speak foreign languages, and their attitude toward international tourists. More than 70% of those polled in Turkey agreed that tourism raises the value of real estate and thus the cost of living (Tosun, 2002). Furthermore, tourism in two Alpine villages, one with a more traditional culture, was also examined, and it was suggested that a harmonious relationship could exist between tourism and the local culture (Dale & McCarthy, 2006). As a result, local cultures and traditions tend to be overshadowed by more developed

cultures, particularly Western ones, in developing countries (Liu & Var, 1986). Few Zambians believe that the country's high cost of living is due to tourism. Countries with less advanced solid waste management technologies and practices seemed to have a greater problem. A study by McGehee and Andereck (2004) sought to identify the factors that influence the attitudes of Arizona residents toward tourism. They followed the model of Long, Perdue, and Allen (1990) and concluded that, in general, attitudes toward tourism were not predicted by personal characteristics, but by the community's dependence on tourism. Both positive and negative effects on the individual are expected from tourism.

Rethinking Tourism in Saudi Arabia

It has long been the primary source of Saudi Arabia's tourism, with the vast majority of visitors coming to the country for religious reasons (Henderson, 2010). There have been some changes in the industry in recent years, despite the government's efforts to promote tourism. Kingdom of Saudi Arabia is now among the top twenty most popular tourist destinations in the world, according to World Bank data (Al-Sulbi, 2010). Faith travel, religious tourism, or "pilgrimage" is a popular form of travel that has been practiced for thousands of years (Nicolaidis, 2016). The Sarawat Mountains, the Hijaz, and the Red Sea, as well as other ancient ruins, are attracting an increasing number of tourists to the Kingdom of Saudi Arabia, according to recent reports (Mourad & Paul, 2017).

According to Johnson, the first British tourists were allowed into the country more than a century ago (2010). A close family member was required to accompany women under the age of 20 if they wanted to visit the kingdom. A large number of people traveled to Mecca to partake in its festivities. During the Muslim holy month of Dhu alHijjah, the city welcomes over three million pilgrims each year (Henderson, 2010). Mecca and Medina are off limits to non-Muslims,

so it is an important part of the Muslim faith to make the pilgrimage there. However, new tourism initiatives will make it difficult to keep tourists away from both holy cities. After years of planning, the SCTH was established in 2018.

In planning a trip to Saudi Arabia, HRH considers human rights and Islamic religious principles. Religion has done a great deal to instill morals, ethics, and values into society. As a result of this cultural and social unity, the Arabian values and norms have been integrated into a single civilization. Many believe that Saudi Arabia is the spiritual heartland of Islam and the birthplace of the religion (Aitchison et al., 2014). Symbolic landmarks abound throughout the country, making it a fascinating place to visit. Kingdom of Saudi Arabia (KSA) is one of the world's least accessible and well-protected countries, according to international visitors (Al-Hamarneh & Steiner, 2004).

Saudi Arabia's strict dress code for women includes full-length cloaks, headscarves, and loose-fitting clothing, among other things. Drugs and alcohol are banned in the country, as are extramarital affairs, homosexual acts, and adultery (Johnson, 2010). Those who engage in such conduct face a very real and well-defined penalty. Smuggling drugs, for example, is a capital offense. It is also illegal for women to possess or display pornographic materials or to dress indecently. It is claimed by Daher (2007) that the Kingdom of Saudi Arabia is perceived to be a closed country because of its reputation for being overly conservative. New tourism initiatives, on the other hand, are poised to transform the city's image. People all over the world are aware that human rights abuses are occurring in the Saudi Arabian kingdom. Most cases of capital punishment in Saudi Arabia are documented in a recent Amnesty International report (Amnesty International, 2018). Some visitors are put off from visiting the Kingdom of Saudi Arabia because of the country's strict travel regulations.

Human rights issues, systematic gender discrimination, a strict dress code for women, and a ban on alcoholic beverages are just a few of the things keeping tourists away. By lifting the driving ban and announcing women can now drive, the Crown Prince of Saudi Arabia sought to improve the public's perception of the country. Foreign nationals are no longer required to show their marital certificates at hotel check-ins, as a result of a 35-year ban on cinemas (Alkhalisi & Quest, 2017). Such advancements in Saudi Arabia highlight the significant step forward the kingdom has made in promoting international tourism. Scepticism remains about the strict Islamic laws in Saudi Arabia.

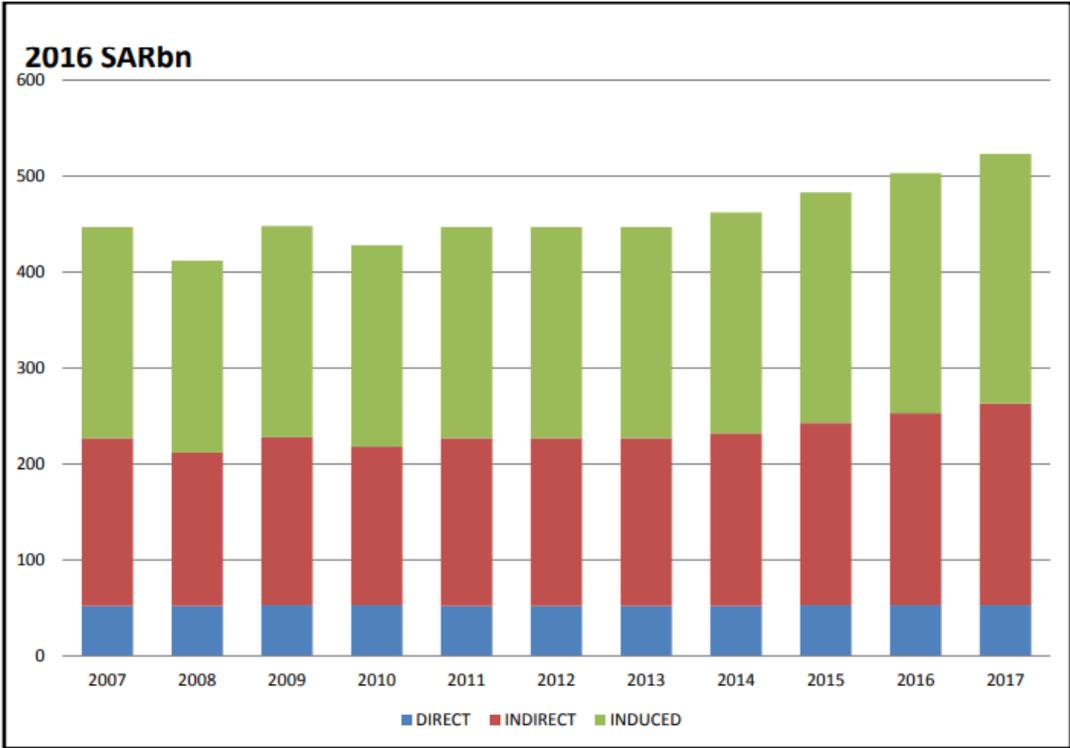
Appraisal Method: Tourism Strategy, 2030 Vision

Various statistical methods were used to create a new segment of KSA tourism. A survey of tourists was used to gather data for the study. It considered conservatives, as well as those who enjoy a good time and want a wide variety of activities. Walker (2018) noted that among the conservatives were the elderly, married, and those who disliked having fun. The young, single, and respondents who prefer leisure and retail activities make up the majority of the fun seekers. Women in their forties and thirtysomethings, as well as newlyweds, are also avid travelers in search of new experiences. The impact of tourism in Saudi Arabia was clear to see (Smith, 2006). Some of SCTH's efforts to attract tourists in Saudi Arabia have been realized and realized. The number of visitors to the facility has continued to rise. Tourists and travelers have contributed significantly to the Kingdom of Saudi Arabia's economic well-being, as well as creating numerous jobs, enriching culture and heritage, and cementing relationships between individuals and communities (Kinninmont, 2017). Tourism as a social and economic activity is now at a new level. Approximately 14.5 million Saudi citizens visited the Kingdom of Saudi Arabia.

About 44 percent of these trips are for leisure and vacation purposes; 27.5 percent are for Umrah, and another 19 percent are for visits to family and friends. As many as 6.3 million foreign tourists came to Saudi Arabia during this time period to perform Umrah and the Hajj, as well as for other reasons. In light of these developments, the Kingdom of Saudi Arabia is reaping the benefits of tourism. The Saudi Arabian government spent SR35 billion (5.4 percent of the country's GDP) promoting tourism activities. In addition, the tourism industry has generated approximately 638,000 jobs over the past decade (Kinninmont, 2017). A report by the World Travel and Tourism Council shows that the economic impact of travel and tourism on Saudi Arabia is substantial (2017). A comparison of Saudi Arabia's relative economic importance, contribution to GDP, and employment share in comparison to 185 other countries is shown in Figure 4. By 2027, researchers expect the impact to have doubled, based on the current trends in the data.

Figure 4

Total Contribution of Saudi Arabia’s Travel and Tourism to GDP and Employment



Note. This figure charts Saudi Arabia’s contribution to GDP from 2007 – 2017. From “Travel & Tourism Economic Impact,” by WTTC (World Travel & Tourism Council), 2017 (<https://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2017/saudi-arabia2017.pdf>).

An excellent strategy for promoting tourism in Saudi Arabia is the Red Sea coastline development, which provides the infrastructure required to boost tourism. According to a report published by the Saudi Arabian General Investment Authority (SAGIA) in 2019, the exhibition and conference industry in Saudi Arabia attracted 11.5 million visitors in 2018, a 19% increase from the previous year (SAGIA, 2019). The report also notes that the number of events held in the country increased by 103% between 2016 and 2018, and estimates that the economic impact of these events in 2018 was 16 billion Saudi riyals, equivalent to approximately 4.3 billion U.S.

dollars (SAGIA, 2019). In addition, conferences and exhibitions are also attracting a growing number of visitors to Saudi Arabia. Figures from the tourism industry are shown in Table 3 for conferences and exhibitions.

Table 3

Exhibitions and Conferences Numbers in Saudi Arabia

Tourism type	Trip number	Tourism spent	Remarks
Domestic business tourism trips -	741,000	SR 876 million	- 70% of tourists resided in hotels, furnished apartments - 61% of tourists travelled by land
Business tourism - Inbound trips	2.5 million	SR 7.7 billion	- 71% of tourist resided in hotels - Occupies 3rd place in terms of purpose of the visit to the Kingdom.
Total domestic business tourism trips	3.2 million	SR 8.6 billion	-
Business tourism - Outbound trips	680,000	SR 3.6 billion	-
Tourism type	Trip number	Tourism spent	Remarks
Domestic business tourism trips -	741,000	SR 876 million	- 70% of tourists resided in hotels, furnished apartments - 61% of tourists travelled by land
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Total domestic business tourism trips	3.2 million	SR 8.6 billion	-
Business tourism - Outbound trips	680,000	SR 3.6 billion	-

Note. This table shows exhibitions and conference numbers by tourism type, trip number, and amount spent. From “Saudi Arabia Exhibition and Conference Industry Report,” by SAGIA (Saudi Arabian General Investment Authority), 2019 (<https://www.sagia.gov.sa/saudi-arabia-exhibition-and-conference-industry-report-2019/>). Copyright 2019 by SAGIA.

Saudi Arabia's diversification of its economy and exploration of its natural resources is made possible in large part by the influx of tourists. Vision 2030's new strategies are already paying off for the Kingdom of Saudi Arabia, despite the fact that tourism is a seasonal business. Because of this, not only is the kingdom's capacity growing, but so too is the number of people visiting. There are 73,350 hotel rooms in Mecca. In addition to 850 hotels, there are about 20,000 apartments, and another 40,000 bedrooms in 828 furnished apartments (Vision 2030, 2017). Many tour operators are already in place, as well as a comprehensive transportation network that's currently being constructed. SCTH is committed to balancing the needs of the local community with the global economy and the environment at the core of its mission. Traditional Muslim hospitality and Islamic heritage preservation are also important SCTH pillars. The NTDP, Saudi Arabia's national tourism development initiative, can assist the Saudi Commission for Tourism and National Heritage (SCTH) in developing its strategy.

As a result, Saudi Arabia can look beyond its reliance on oil and explore other, as of yet untapped, areas of the economy for new revenue sources. The Kingdom of Saudi Arabia's tourism industry is second only to the Kingdom's energy sector in terms of foreign earnings. Vision 2030 is expected to broaden the country's tourism offerings, which should help the country's already-thriving industry. Tourism is a major part of the Saudi economy. This sector is extremely important to the Saudi economy. According to reports, tourism contributed 6.1% of GDP to the country in 2017 (Vision 2030, 2018). This contribution was made by both domestic and international tourists. There has been a significant increase in Saudi Arabia's tourism industry, which has benefited the country's citizens. Approximately 400,000 new jobs are expected to be created over the next few years, according to HRDF officials. Training programs are being put in place for Saudis who want to work in the tourism industry as a result of this.

Saudi Arabia's tourism and hospitality industry employs more than 900,000 people, according to official figures. According to Khan (2017), between now and 2030, more than 1.2 million people are expected to work in the industry.

Increasing tourism has had an impact on the economy. According to the World Travel and Tourism Council's 2016 statistics, tourism contributed 10% to global GDP growth. The rate of increase is higher than the 9.1% reported for the same time period for the Middle East. To put it another way, Saudi Arabia's tourism industry is now one of the state's top job creators. The government intends to increase employment opportunities for young people, and tourism is expected to generate about half of those positions. By 2030, this will equate to over 1.2 million new jobs. Approximately 13.8 million jobs were created by the tourism industry in 2017 both directly and indirectly (WTTC, 2014). As a result, Saudi Arabia's tourism industry is an important source of new jobs.

Saudi Arabia is already the destination of choice for 40 percent of all religious tourists. Sector growth is expected in the next few years. Pilgrims' numbers will rise as high-speed rail links between Mecca and Medina are built as well as additional accommodations are constructed. The government's efforts to promote religious tourism will have a significant positive impact on the tourism industry. With the aim of boosting the entertainment and cultural sector in Saudi Arabia, this investment plan is in line with the country's Vision 2030 (Mourad & Paul, 2017). Additional benefits include fostering economic growth, cultivating youth talent and promoting energy production as outlined in the country's Vision 2030. Various entertainment projects, including the construction of a multi-use entertainment complex, are planned for the future investment of the destination (Kinninmont, 2017). More than 3,000 local jobs will be created, and Saudi Arabia's economy will gain an additional \$2.133 billion by 2030 as a result (Saudi

Commission for Tourism and National Heritage SCTH, 2018). The country anticipates over 5 million visitors during this time period.

The Next Tourism Leader in the Middle East

Saudi Arabia has worked hard in recent years to broaden its economy beyond oil. For a long time, Saudi Arabia was only accessible to those with official business visas, religious pilgrims, and expatriate employees. If the kingdom releases tourist visas and allows visitors with existing US, UK, and Schengen Area visas, it will undoubtedly have a positive impact on the kingdom's tourism market in the long term. A long-term focus on increasing tourism is part of the country's long-term strategy, which has resulted in significant investments. The Vision 2030 project aims to increase the number of international religious tourists for the Umrah to 30 million by 2030, in tandem with those developments in leisure time. The demand for religious visas would increase by a factor of two if this proposal is implemented. New luxury hotels like the Jeddah Marriott and the Shangri-la Jeddah are expected to open their doors, bringing an additional 1,800 and 2,000 rooms to the city that serves as a hub for pilgrimages to Mecca and Medina in the Islamic holy cities. Furthermore, the Kingdom's new touristic infrastructures will encourage visitors to convert their religious visas into non-religious tourist visas.

Muslim travelers are expected to rise from 25 million in 2000 to a quarter billion by 2026. The need for cultural sensitivity in the hospitality and tourism industry is highlighted by this increase in travel by this population. As the number of Muslim tourists rises, it is essential that the Halal Travel Frontier 2019 report highlights emerging tourism trends that can serve as a guide. Future Halal tourism will incorporate environmental justice and cutting-edge technology, such as artificial intelligence and augmented reality. Ramadan services, halal food, and other

accommodations for Muslim travelers are becoming more common in hotels. The visa process for Muslims to visit Mecca in Saudi Arabia is becoming more streamlined.

Saudi Arabia's tourism industry will likely threaten the economies of its neighbors, such as the United Arab Emirates, for the first time because of Saudi Arabia's development projects and decision to release non-tourist visas. The supply of hotels in the United Arab Emirates and Dubai is becoming increasingly constrained, and expatriates and foreign investors are already fleeing to Saudi Arabia in search of better job opportunities and wages. Over time, there will be more competition and a redistribution of market share as a result of the new Saudi Arabia's plan to retain Saudi tourists and attract international visitors.

The hospitality and tourism industries in Saudi Arabia have grown rapidly in the last five years, allowing the country to make significant strides well ahead of its 2030 target date. There were more than 20 new hotels opened by major hospitality brands. In addition, the country has already achieved astounding levels of performance. The city of Jeddah, Saudi Arabia, had the highest average daily revenue in the world in 2019. In Makkah, Riyadh, and Dammam, hotel occupancy increased in H1 2019. These and other indicators point to a bright future for Saudi Arabia's tourism and hospitality industries. Job opportunities in hospitality and tourism will be created by Saudi Arabia's large investments in tourism and hotel and leisure brands. This is a promising development that will broaden the range of jobs available to Saudis around the world. For many young Saudis, the future of Saudi Arabia's economy and employment prospects rests on the success of the kingdom's tourism industry.

Although Saudi Arabia has emerged as an attractive destination for tourists, the Kingdom still faces several hurdles. Security, human rights, and equal treatment, as well as the Kingdom's perception of a rigid legal system must all be improved before the Kingdom can gain the trust of

potential international tourists. With its history and Red Sea biodiversity often overlooked by the international community, Saudi Arabia has a lot to offer. Many people's negative views of the Kingdom will not shift even after significant government investment in promotion.

As a result of this Saudi development, neighboring countries have decided to act. So, it is true that in July of last year, the United Arab Emirates was taking one of the toughest steps yet to prevent Saudi Arabia from encroaching on its lead in attracting overseas investors. A total of 122 economic sectors were open to 100% foreign ownership. With its Vision 2030, Saudi Arabia appears to be ready to take on its challenges and move forward. As part of its plans, it has acknowledged some of these challenges, such as extending visas to citizens of certain countries and implementing social reforms. The impact of the COVID-19 pandemic on tourism has also been a significant challenge. During the ambitious Vision 2030, this challenge may have impacted the plan's ability to stay on track. Travelers to Saudi Arabia have been forced to avoid the country because of flight cancellations, border closures, and social lockdowns brought on by coronavirus. Although the coronavirus pandemic and competition from other tourist markets present challenges, Saudi Arabia is poised to grow in tourism and hospitality in order to achieve its Vision 2030 goals. As a result of its important projects and major government investments, this industry is attracting new workers.

Chapter Summary

The growth of tourism in Saudi Arabia is anticipated to improve the standard of living in the nation through generating jobs and stimulating the economy. Yet, it is crucial to take into account any potential detrimental effects of tourism on the ecology and culture of the nation. As a result, it's critical to create sustainable tourism methods that consider the requirements of both visitors and the local populace.

The "2030 Vision" plan, which seeks to diversify the economy and lessen reliance on oil, is one of the initiatives Saudi Arabia's governments has launched to boost tourism. Many tourism-related efforts are included in this plan, including the creation of new tourist attractions, the improvement of current infrastructure, and the easing of rules governing traveler visas.

In summary, Saudi Arabia's tourism industry is poised for exciting growth and development and has the ability to improve both the country's economy and quality of life. Therefore, it is crucial to approach tourism growth in a responsible and sustainable way that considers the requirements of both visitors and the local populace. The first section introduces the Kingdom of Saudi Arabia, including discussion of the geography, history, and current trends. The following sections delve into the various dimensions of the topic, including the history of tourism in the country and the recent changes that have occurred. The review in this chapter is critical in identifying the research gaps and limitations, which inform the research questions and hypotheses addressed in the subsequent chapters.

Chapter 3: Research Methodology

Introduction

This chapter presents the overall research methodology that will be used to carry out the study with specific emphasis on data collection tools, data analysis and research design among other parameters. Research methodology refers to the systematic process of solving a research problem (Kothari, 2004). The chapter covers research design, population and sampling design, data collection methods, research procedures, data analysis methods and chapter summary. The validity and reliability tests are also discussed.

Restatement of Problem Statement

The problem that this research intends to address is the current gap in literature with respect to the investigation of Saudi Arabian citizens' perception on leisure tourism's impact on culture in Saudi Arabia. The influence of leisure tourism on the Islamic religion is currently unknown due to leisure tourism becoming a concept to Saudi Arabia just recently in 2019. The purpose of this research is to fill this void in literature. Accordingly, countries with unique cultures are suggested as some of the leading tourist attraction sites in the world. International tourists from different countries perceive these cultures as a source of knowledge and new experience and, therefore, develop an interest in visiting them. The implications of leisure tourism are both positive and negative. This sector's benefits are primarily embedded in the fact that it results in tremendous economic development. Countries such as Saudi Arabia and UAE rely on tourism and travel to reinforce their dependence on oil. While the benefits of leisure tourism are significant and by far supersede its negative implications, it is worth investigating the influence of this sector on different facets of the Kingdom with specific emphasis on its cultural heritage.

Saudi Arabia has one of the most unique cultures globally based on its high regard for the Islamic tradition and religion. Saudi Arabia has ensured that the recent influx in the number of international tourists does not negatively affect its culture. Although much stringent laws and legislations have played a vital role in realizing this objective, the nation's cultural heritage remains at risk especially with the latest developments regarding Saudi Arabia's intent to expand leisure tourism. When international tourists visit the country, they bring with them new cultural perspectives, some of which conflict with those of the indigenous people. This may result in confusion and misunderstanding, which ultimately may lead to citizens emulating the way of life of the visitors and, in the process eroding their indigenous culture.

Restatement of Research Question

Leisure tourism is a relatively new concept in Saudi Arabia and the Middle East in general. This dissertation seeks to fill this gap in literature by investigating its impact on Saudi Arabia's culture. Accordingly, the research question that will inform this study constitute: What is the Saudi Arabian citizens' perception on leisure tourism's impact on culture in Saudi Arabia?

Sub Questions:

1. Do travel and tourism professionals play a role in the perception of leisure tourism's impact in Saudi Arabia?
2. Does the Saudi Arabian citizen's level of education play a role in the perception of leisure tourism's impact in Saudi Arabia?
3. Does gender play a role in the perception of leisure tourism's impact on Saudi Arabia?

Research Design

According to Cox and Hassard (2010), research design is the clearly defined structures within which a research study is conducted. The research design is the blueprint for the research process by elaborating specify tasks including sample selection, data collection instruments, and research procedures among others (Cooper & Schindler, 2014).

A descriptive research design was employed in this study. According to Kothari (2004), this involves using exploration, analysis, and description of specific elements of the study without being affected by biasness. This design was effective because it will allow for the establishment of the nature of the implications of leisure tourism on Saudi Arabia's culture. According to Kothari (2004), the design will enable the researcher to identify and describe characteristics of the study population and their relationship. The choice of this design is additionally dictated by its ability to facilitate the collection of extensive evidence and determine their validity and reliability (Saunders et al., 2003). In this regard, there was a need to conduct a pilot test of the research instruments before incorporating them in the research leading to the completion of this project.

Population and Sampling Design

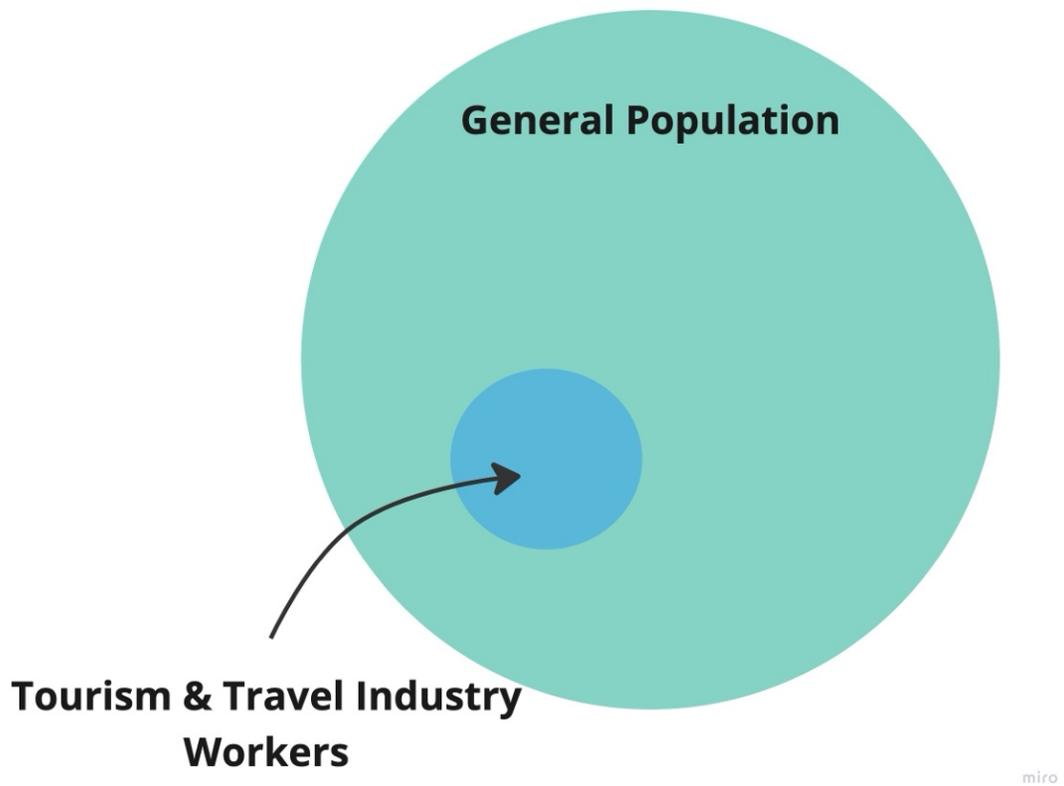
Population

According to Singh and Masuku (2013), population is an aggregate of subjects that conform to set specifications determined by the research study. This may refer to a group of people, measurements, events, or objects (Kenton, 2019). This research target population is heterogeneous, that include individuals from diverse backgrounds who are working in Saudi Arabia's tourism and travel industry.

To ensure reliability and legibility of the research, there was a need to incorporate views from diverse categories of people working in the tourism and travel industry in the country. There was a need to collect data from the general population. This is the case considering that the general population of Saudi Arabian citizens consists of entities who interact with the tourists. Figure 5 offers a visual of the general population and the sample size of citizens who interact with tourists.

Figure 5

Population Distribution and Sample Size



Although the population identified consisted of different players in terms of their roles, the same approach of data collection but different question formatting was employed.

Sampling Design

According to Zikmund, Babin, Carr, and Griffin (2010), the sampling frame refers to the list of subjects from which a sample may be drawn. The sample frame is also referred to as a source list, from which the sample is selected (Kothari, 2013). The sampling frame is a critical component of the sampling process because it defines the population of interest and determines the sampling method that can be used.

Due to the nature of the tourism sector in Saudi Arabia having different departments with the responsibility of administering to the needs of visitors including tourists, the sampling frame was comprised employees from selected institutions who delivered the required data. Data from these establishments was provided by the human resource department.

Sampling Technique

Etikan, Musa, and Alkassim (2016) define sampling technique as any procedure that results to conclusions based on measurements of a fraction of the population. It is the identification of the specific process by which the entities of the sample will be selected (OECD, 2012). Sampling techniques can be categorized into two main categories, namely, probability sampling technique and non-probability sampling technique. Some of the main non-probability sampling techniques include judgement sampling, convenience sampling, quota sampling and snowballing or purposeful sampling (Zikmund, 2010).

This study utilized the stratified sampling technique to obtain a representative of the sample. The technique involves dividing the population into a number of overlapping strata and sample items are selected from each stratum (Kothari, 2004). Stratified random sampling is superior to simple random sampling because the process of stratifying reduces sampling error and ensures a greater level of representation. This sampling method captures key characteristics

of population in the sample. Thanks to the choice of stratified random sampling, adequate representation of all subgroups can be ensured.

When there is homogeneity within strata and heterogeneity between strata, the estimates can be as precise (or even more precise) as with the use of simple random sampling. The main disadvantages encountered in the use of this method include: the application of stratified random sampling requires the knowledge of strata membership a priori. The requirement to be able to easily distinguish between strata in the sample frame may create difficulties in practical levels. Overlapping issues may occur in a way that some subjects may fall into different subgroups. This can result in misrepresentation of the population. Research process may take longer and prove to be more expensive due to the extra stage in the sampling procedure. The choice of stratified sampling method adds certain complexity to the analysis plan. Stratified sampling was used because the population being examined was heterogeneous since the employees work in different hotels with different organizational levels, hence the need for distinct categories and the need for efficient collection of data.

Sample Size

A sample size refers to the exact number of participants who will be approached using the research data collection instrument (Holmes et al., 2017). According to Cooper and Schindler (2014), the sample size comprises a group of respondents who form part of the target population carefully selected to represent the target population. Since the target population is heterogeneous, a large sample size is required. However, due to financial constraints, participation was limited to urban areas in Saudi Arabia. The choice of the management staff as the ideal population sample was based on their extensive ability to understand matters pertaining to the influence of leisure tourism on the people's culture.

To ensure the study maintains quality and effectiveness and a representation of all groups as accurately as possible, the sample size was obtained using normal distribution of the total population of 115, at a 90% confidence level and a marginal error of 10.

Development of the Questionnaire

The questionnaire was divided into section A, which was used to acquire demographic information; section B was used to collect data on citizens' association to tourism, section C to collect data on the impact of leisure tourism on the local culture, and section D to collect data on perception of Saudi Arabians towards the implications of leisure tourism on their culture. The first step in the development of the questionnaire entailed the definition of the information required. This was followed by a description of the target respondents. The next step involved selecting the method for communicating with the selected respondents. After deciding on the question content, the researcher proceeded to develop the question wording. All the sections of the questionnaire have answered the research question with the exception of the demographics.

Research Procedure and Method

Research procedures are guidelines used by the research to conduct study. This includes ethical permission seeking, data collecting procedure, correct sampling of respondents among others (Cooper & Schindler, 2008).

The questionnaires were relied upon for the data collection process. The first step entailed developing the questionnaire using a list of carefully selected questions. This was followed by a careful examination of the chosen questions to determine whether they resonated well with the subject under investigation. See Appendix A for the English questionnaire and Appendix B for the Arabic questionnaire. After confirming that the questionnaire met the necessary requirements that would guarantee optimal results, the researcher proceeded to administer them to the target

audience. Given the physical distance between the researcher and the respondents, there was a need to rely on digital channels, most notably, email messages to send the questionnaires.

Respondents would fill out the questionnaires and responses would automatically be recorded.

The researcher developed the questionnaire's research questions after reviewing secondary data. To test the validity of the questionnaire, a pilot test adhering to the fundamentals attested by Cooper and Schindler (2008), who state its importance as being a tool that can be utilized to detect weaknesses in the research design and the instruments on 5 percent of the sample size selected via random sampling technique, was conducted.

The administration of pilot tested structured Likert scale questionnaires was utilized as the primary method of data collection. This was ideal since it is reliable by reducing incidences of missing data and low rate of return from respondents. The initial step in this process entailed obtaining written permission from the selected institutions asserting that the researcher can interact with the respondents. This was followed by the delivery of the structured questionnaires via email and providing a link created on Qualtrics.

Pilot Test

The defined time of five days was perceived to be enough for the pilot test. The pilot test provided the researcher with pertinent information that has assisted in providing a guide on the possible questions to include in the questionnaire. This helped cater for any gaps observed and verify responses given by respondents during these studies and thus improve the questionnaire tool. The pilot test that was conducted utilized a sample from 5 questionnaires that helped to verify the validity of the research tool and amends to be made wherever applicable, based on the feedback that was provided. For the pilot test, the researcher utilized a team of ten respondents based in Saudi Arabia who have had experience working in the tourism and travel industry. The

respondents were acquired via social media marketing and announcements which invited interested participants to participate in the study. Furthermore, the researcher also relied on referrals from friends, family, and colleagues. After the pilot test was completed, the participants were excluded from the study through a formal email announcement acknowledging and appreciating their participation.

To guarantee good response rates, the project adopted a variety of measures such as the endorsement of the project by the hotels' board of management and a concise cover letter (see Appendix C and Appendix D) to accompany a friendly questionnaire. The data from the pilot and the actual project was keyed into Statistical Program for Social Scientists (SPSS) by the researcher as the data was received.

After completion of the pilot test, the researcher obtained informed consent from the selected institutions via an email message requesting the management to allow their employees to participate in the research. An informed consent was also sent to the targeted members of the general population of Saudi Arabia via email. Appendix E and Appendix F show the English and Arabic versions of the informed consent form, respectively. Additionally, Appendix G shows the IRB approval that the researcher obtained prior to surveying subjects. After securing the informed consent, the questionnaires were sent to the subjects. After three days, the researcher sent a polite reminder requesting the subjects to complete the survey. This was followed by the collection of results, analysis of data, and presentation through Qualtrics. The data was keyed in the SPSS software, which generated analysis spreadsheets. The spreadsheets will be analyzed in Chapter 4 and the discussions provided in the final chapter of the research.

Data Analysis Methods

According to Johnston (2014), data analysis is the process of bringing order and defining the bulk of information that is collected in research. The data collected was coded and entered into the statistical program for social sciences (SPSS) to determine findings. The quantitative data was analyzed using inferential and descriptive statistics provided by the SPSS computer program to generate the required percentages and frequencies that, when interpreted, would answer the research questions (Tharenou et al., 2007).

Even though it got its start in the social sciences, SPSS is now used in a wide range of industries. SPSS is a widely-used statistical software package. SPSS can be used to examine a wide range of different kinds of data. Survey findings, consumer databases, Google Analytics, scientific study results, and server log files are some of the most common sources of information. SPSS is capable of analyzing and modifying a wide range of different types of data in virtually any structured data format. Spreadsheets, simple text files, and relational databases like SQL, SATA, and SAS are all supported by the software.

In addition to descriptive and bivariate statistical analysis, SPSS also gives numerical result predictions and predictions for identifying groups. In the main view, the software interface presents open data in a manner similar to that of a spreadsheet. The metadata for the variables and data entries in the data file can be seen in the secondary variable view. IBM purchased SPSS Inc., the company that invented the program in 1968, in 2009, and has been using it since. Despite the name change to IBM SPSS Statistics, the program is still generally known as SPSS.

Inferential analysis included correlations and regressions between the leisure tourism and Saudi Arabia's indigenous culture. Correlation was used to determine the existence of any relationship between the variables. Regression analysis was used to test the level of significance

for the relationship. The findings of the research are presented using tables and figures. The empirical findings of the project have been assessed and explained using secondary data.

Statistical techniques used to estimate the associations between a dependent variable and one or more independent variables include regression analysis. It can be used to evaluate the strength of the link between variables and to predict their future relationship.

Linear, multiple linear, and nonlinear regression analysis are all examples of regression analysis.

Simple linear and multiple linear models are by far the most popular choices in this category.

Data sets with nonlinear relationships between the dependent and independent variables are

widely utilized to do nonlinear regression analysis. Six key assumptions underlie linear

regression analysis: The slope and intercept of the relationship between the dependent and

independent variables are both linear. There is no change in the independent variable. The

residual (error) is equal to zero. All observations have the same residual (error) value. All

observations have a different value for the residual (error). The distribution of residual (error)

values is normal. Using a simple linear regression model, one may examine the relationship

between two variables. The following equation in Figure 6 represents the simple linear model:

Figure 6

Simple Linear Model

$$Y = a + bX + \epsilon$$

Where “a” is the first-order linear term, “b” is the slope “ ϵ ” is the y intercept, and X and Y are variables that are dependent on each other.

The first step in using SPSS to analyze the data involved loading raw data in an excel file.

The data was arranged in a tabular format for ease of interpretation. The raw data in the excel file

was then be imported into the SPSS software. The software proceeded to analyze it. The

researcher then keyed in specific commands into the software in accordance with the information that was needed, such as mean, standard deviation and linear regression, among others. This was followed by the collection or retrieval of results from the software.

Qualitative analysis methods were used for open-ended questions in the questionnaire. Creswell and Creswell (2018) describe five different qualitative approaches: narrative, phenomenological, grounded theory, ethnography, and case studies. For the nature of this study, the ethnographic approach was used. Ethnographic qualitative analysis is defined as a long-term investigation into the common patterns of behavior, language, and behaviors of a specific cultural group in a natural context (Creswell & Creswell, 2018).

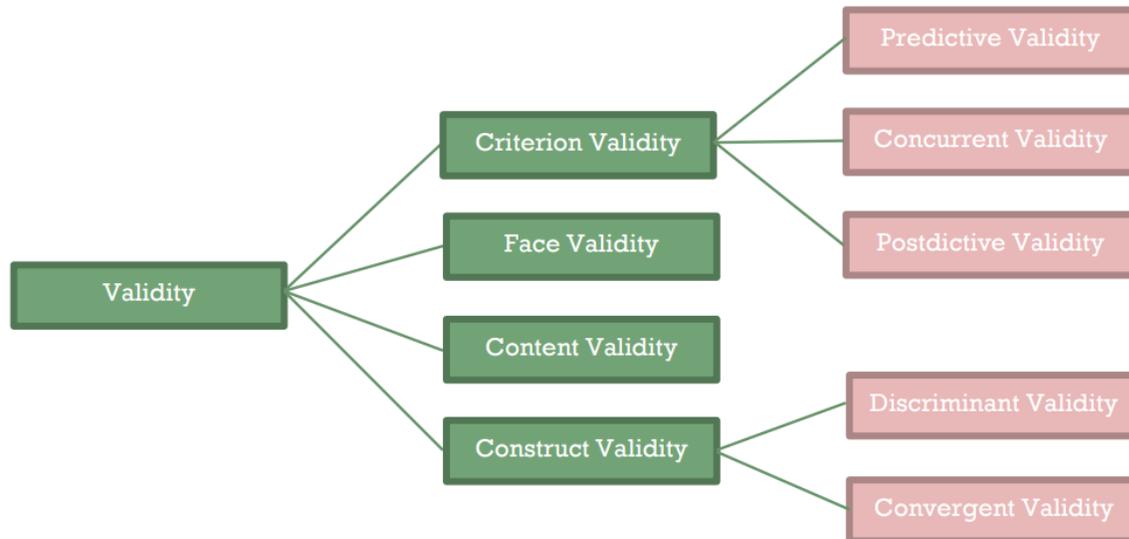
The open-ended questions in the questionnaire are directly related to the research question. Upon data collection from the developed questionnaire's open-ended questions, a pre-structured process on the participant's answer was followed. The process analyzed each of the questions and allocated consistency in words from the participants. Important factors and matching key words in each participant's responses were defined by the research and the researcher compiled certain themes and showed how they might be utilized to provide clarity to the research question.

Validity of Data Collecting Instrument

According to Ghauri and Gronhaug (2005), validity is a measure of the extent to which the obtained data is relevant to the study at hand. "Measure what is meant" is the essence of validity (Field, 2005). There are several different subtypes of validity, as seen in Figure 7 below.

Figure 7

Subtypes of Various Forms of Validity Test



Note. From “The Development Of Neutrosophic Form Of The Satisfaction With Life Scale And Proposal For A Confirmatory Analysis Based On Neutrosophic Logic,” by V. Duran and S. Topal, 2021, Iğdır University, Faculty of Science and Arts, Iğdır, Turkey. Copyright 2021 by V. Duran and S. Topal.

Face validity is a subjective evaluation of the operationalization of a construct. According to non-experts such as test-takers and legal officials, a test’s validity is based on how well it appears to correlate with a given concept. In other words, if the content of a test appears relevant to the individual taking it, then it has face validity. Using criteria such as readability, readability, style and formatting coherence, and the use of plain language, it assesses the questionnaire’s visual appearance. When it comes to measuring instruments, face validity is based on researchers’ subjective judgements of the presentation and significance of each item, as well as how they seem to the researchers (Oluwatayo, 2012).

Face validity can be tested using a dichotomous scale with the “Yes” and “No” options, which indicate favorable and negative items. It signifies that the item is constructed in a way that allows it to be categorized as a favorable item in relation to the theme. Cohen’s Kappa Index (CKI) is used to determine the instrument’s face validity after the data has been gathered. For inter-rater agreement, DM. et al. (1975) suggested a Kappa of 0.60 as the minimum acceptable value. Due to the poor nature of this type of validation, many argue that it is not a form of validity at all in the strictest sense.

It is defined as "the degree to which items in an instrument reflect the content universe to which the instrument is generalized" (Straub et al., 2004, p. 68). Content validity is highly suggested in the field of Information Systems (IS) when developing a new instrument. In general, evaluating a new survey instrument’s content validity entails determining if it contains all the necessary questions and eliminates any irrelevant ones for a specific construct domain (Boudreau et al., 2001; Lewis et al., 1995). After conducting a thorough literature research, an expert panel or judge subsequently evaluates the content validity of a piece of writing.

Researchers must be present alongside experts to validate content validity using the judgmental technique. Even so, it’s not always feasible to gather a large number of experts on a single research topic in one place. When experts are located in diverse geographic locations, it is difficult to undertake validity testing on a survey instrument (Choudrie & Dwivedi, 2005). It is possible to send content validity surveys to experts working in different places using a quantitative approach, where distance is not an issue. These are the actions that must be taken in order to implement content validity: An extensive review of the relevant literature. Content validity is graded using a three-point scale for each item (not necessary, useful but not essential and essential). The survey should be addressed to researchers who specialize in the same area of

study. In order to determine the content validity ratio (CVR), Lawshe (1975)'s approach is used for each item. Items that aren't vital enough to keep are culled. Following is an explanation of the Lawshe method's critical level.

CVR (content validity ratio), as established by Lawshe (1975), takes into account a proportional agreement on how many "experts" in a panel deem an item "important." It is determined using the following formula, shown in Figure 8:

Figure 8

CVR Formula

$$\text{CVR} = \frac{n_{e - (\frac{N}{2})}}{\frac{N}{2}}$$

"N" is the total number of panelists, and "ne" is the number of panelists that identify themselves as "important." The number of panels determines whether or not an item will be retained depending on the CVR. Table 4 outlines the criteria for retaining the evaluated item's valid CVR rating.

Table 4

The Criteria for Retaining the Evaluated Item's Valid CVR Rating

No. of Panellists	Minimum Value
5	.99
6	.99
7	.99
8	.75
9	.78
10	.62
11	.59
12	.56
13	.54
14	.51
15	.49
20	.42
25	.37
30	.33
35	.31
40	.29

Note. This table compares the number of panelists to minimum value of the CVR rating. From “A quantitative approach to content validity,” by C. H. Lawshe, 1975, *Personnel Psychology*, 28, 563-575. Copyright 1975 by C. H. Lawshe.

What are the specific behaviors or constructions involved in a relationship's cause and effect if it is causal? In other words, construct validity refers to how well you interpreted or operationalized a notion, idea or behavior that is a construct. Convergent and discriminant validity make up construct validity. The degree to which latent variable A can distinguish itself from other latent variables is known as discriminant validity (e.g., B, C, D). A latent variable's

discriminant validity suggests that the observed variables linked with it can explain for more variance than a) measurement error or comparable external, unmeasured factors; or b) other constructs within the conceptual framework. If this is not the case, then the validity of both the individual indicators and the overall construct is in question (Fornell & Larcker, 1981).

To put it another way, Discriminant validity (or divergent validity) checks whether or not there is a relationship between two concepts that are supposed to be unrelated. When two measurements of a concept theoretically should be related are shown to be related, the term “convergent validity” is used to describe this relationship. Convergent validity tests, in a nutshell, determine whether or not two conceptions that are theoretically connected actually are. Principal Component Analysis (PCA) with varimax rotation can be used to check the construct validity (discriminant and convergent validity; Koh & Nam, 2005, Wee & Quazi, 2005).

Items with a loaded value greater than or equal to 0.40, the suggested minimum in research, are taken into account for additional analysis. In addition, any things that cross load more than 0.40 should be removed. It is therefore possible to conclude that a component analysis will meet the requirements of construct validity, including both discriminant and convergent validity (eigenvalues of 1, loadings of at least 0.40, no cross loading of items above 0.40, and items that load on theorized constructs; Straub et al., 2004). The convergent and discriminant validity can also be tested using different methods.

The degree to which a measurement is linked to an outcome is known as criterion or concrete validity. It assesses the accuracy with which one measurement predicts the result of another. If a test can be used to predict how a person will perform or behave in another circumstance (past, present, or future), it has this type of validity. It is an alternative viewpoint that places less emphasis on test score conceptual meaning or interpretation. It is possible that

test takers just want to utilize a test to distinguish between different groups of individuals or to make predictions about what will happen in the near future.

Tests can be used to determine which applicants are most likely to succeed in the workplace, for example, by a human resources director. She looks at the test's potential to distinguish between good and bad employees from a very practical approach. For her purposes, the test is "legitimate" if it does well in this area. The degree to which test scores may predict certain criteria variables is known as criterion validity, according to the classic three-faceted concept of validity.

A test's validity is determined by the correlation between test scores and the appropriate criteria variable, such as "cultural influence," according to this perspective. Concurrent validity, predictive validity, and postdictive validity are the three types of criterion validity.

The degree to which a measurement is linked to an outcome is known as criterion or concrete validity. It assesses the accuracy with which one measurement predicts the result of another. It is said to have this level of validity if a test can accurately predict future performance or behavior. It is an alternative viewpoint that places less emphasis on test score conceptual meaning or interpretation. It is possible that test takers just want to utilize a test to distinguish between different groups of individuals or to make predictions about what will happen in the near future. Tests can be used to determine which applicants are most likely to succeed in the workplace, for example, by a human resources director; she looks at the test's potential to distinguish between good and bad employees from a very practical approach. For her purposes, the test is "legitimate" if it does well in this area.

A *t*-test is a statistical tool used to determine whether there is a significant difference between two groups of data (Field, 2013). It helps researchers figure out how likely it is to

observe a difference between the two groups if they were actually the same (Howell, 2012). This method is commonly used in hypothesis testing, especially when dealing with small sample sizes. Essentially, the *t*-test compares the difference between the means of two groups relative to the variation in the data, and tells us whether the difference is likely due to chance or if it's actually significant (Howell, 2012). The *t*-test was best applicable for this case; the analysis was able to highlight the concept of leisure tourism in Saudi Arabia from the perspective of the locals and professionals in the tourism industry. Based on the output from the questionnaire, there was relevant feedback on the number of respondents that apply to the *t*-test. The procedure followed getting the means and thereafter getting the difference in the group means. The level of significance and the standard error were able to highlight the analysis and key in accepting or denying the null hypothesis. The *t*-test was the best application due to the ease of calculation, its dynamic use to the data analysis process, and how it could make the necessary generalizations that were required for the study at hand.

The degree to which test scores may predict certain criteria variables is known as criterion validity, according to the classic three-faceted concept of validity. If you look at it from this angle, test results and a relevant criteria variable like “job performance” have an empirically supported relationship. According to Messick (1989), relying on criterion validity or content coverage is not enough for applied decision making. To support test interpretation and justify test use, the meaning of the measure, and hence its construct validity, must always be explored.” Concurrent validity, predictive validity, and postdictive validity are the three types of criterion validity.

For this research, predictive validity was used. This measurement has been proven to yield accurate and meaningful results by highlighting positive relationships between test scores

and selected criteria, such as impact on behavioral patterns, impact on religious beliefs, and impact on economic perception and standpoint.

Reliability of Data Collecting Instrument

If a phenomenon can be measured consistently and reliably, it is said to be reliable (Carmines & Zeller, 1979). Another aspect of reliability is the ability to reproduce results. Scales and tests are considered dependable if they yield the same results under the same conditions every time (Moser & Kalton, 1989). The reliability of a measuring instrument is critical since it pertains to the consistency of its components (Huck, 2007). When the scale's components "hang together" and measure the same thing, it is said to have high internal consistency reliability (Huck, 2007; Robinson, 2009).

The Cronbach Alpha coefficient is the most widely used indicator of internal consistency. When using Likert scales, it is thought to be the most reliable metric (Robinson, 2009; Whitley, 2002). However, most agree that a minimum internal consistency coefficient of .70 should be maintained (Robinson, 2009; Whitley, 2002). Because this was an exploratory study, dependability had to be more than or equal to 0.60 (Straub et al., 2004).

At Hinton et al. (2004)'s recommendation, a reliability score of 0.90 or above is considered to be outstanding, while a score of 0.70 to 0.90 is considered high, while a score of 0.50 to .70 is considered low (Hinton et al., 2004). The importance of reliability cannot be overstated, but it is not enough without validity. A test must also be valid in order to be considered dependable (Wilson, 2010).

Protection of Human Subjects

There was a need to ensure that the privacy and security of the human subjects involved in this research was guaranteed. Informed consent was pursued before commencement of the

data collection process. Accordingly, the researcher made it clear that participation in the study was voluntary and that individuals could withdraw their participation anytime they pleased. The data collected from the participants was saved in a password-protected computer and only used for the purposes of research. This was critical in order to avoid unauthorized access by third parties.

Chapter Summary

The purpose of this chapter was to describe the overall research design used and to define the population and sampling frame. The data collection methods and research procedures applied have been described and the data analysis methods applied. The chapter further describes the data collection tool that was used to obtain information about the research objectives that are the basis of this project, and it also provides an explanation of the statistical procedures that were used to analyze the data. The analysis of the data is relevant to Saudi Arabia and the global tourism industry, as it establishes the implications of leisure tourism on a host country's culture. Data collection for the research was done using questionnaires which were sent out via email following the acquisition of informed consent from the participants. Data analysis was done using the SPSS software. Chapter 4 presents the study findings and interpretations that were collected using the questionnaires that were administered.

Chapter 4: Data Analysis

Introduction

The purpose of this quantitative research is to present a detailed and comprehensive analysis of the Saudi Arabian citizens' perception on leisure tourism's impact on culture in Saudi Arabia. The tourism industry in Saudi Arabia is a new idea which has only been around since 2019. This study sought to explore and understand the main perceptions of Saudi Arabians towards culture by the increase of leisure tourism in Saudi Arabia. The results and findings of this study are presented in this chapter in a chronological order of the data collection tool. The pilot study began on December 1st, 2022, and ran until December 6th, 2022. Changes to the survey was completed by December 8th, 2022, and distribution of the survey began on December 9th, 2022. Follow up emails were then sent weekly until the close of the survey on January 5th, 2023. This chapter will discuss the findings of each question of the questionnaire to better understand each participant's response to the questions.

Findings

This study employed a quantitative research design. The data was collected through a survey of 98 participants in Saudi Arabia, encompassing both the general population and the tourism and travel industry. All 98 respondents provided useful input that has been analyzed for the study. The response rate was deemed to be sufficient and reflective of the overall population, aligning with the view of Mugenda and Mugenda (2003) that a response rate of 50% is sufficient for reporting and analysis, 60% is considered good, and anything above 70% is excellent. In this study, the response rate of 100% was deemed to be excellent.

The survey utilized multiple choice questions, fill in the blank, as well as 5-point Likert-scale questions. It was divided into four sections including demographics, association to tourism,

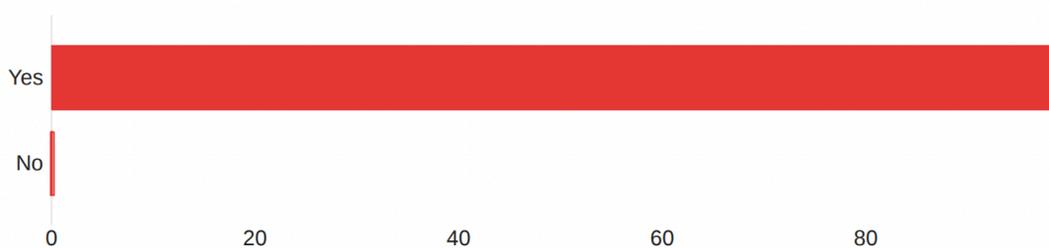
leisure tourism's impact on Saudi Arabia's culture, and perception of Saudi Arabians towards the implications of leisure tourism on their culture. It was aimed that the findings would indicate the impacts between leisure tourism and the perception of culture from Saudi Arabians. The researcher ensured that email reminders were sent weekly to capture more responses within the 5-week window that the survey was open for completion. This chapter will display the findings from the questionnaire with illustrated graphs of the data analysis.

Section A: Demographics

The survey was distributed amongst tourism professionals as well as the general population in Saudi Arabia. Section A of the questionnaire analyzed the type of respondent, highest level of education level and the gender of respondent. The targeted population was Saudi Arabian citizens in order to be a part of the data collection. 100% of survey respondents were Saudi Arabian citizens and completed the survey as shown in Figure 9 below.

Figure 9

Are You a Saudi Arabian Citizen?

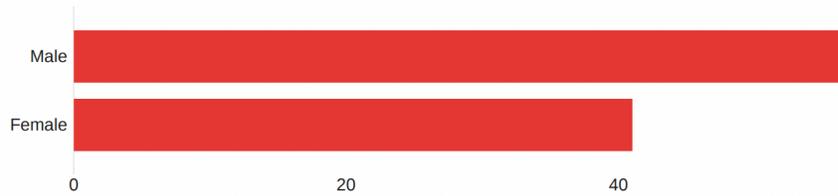


From the 98 respondents, 57 were identified as male respondents and the remaining 41 respondents were female, as shown in Figure 10.

Figure 10

What is Your Gender?

Q6 - What is your gender?

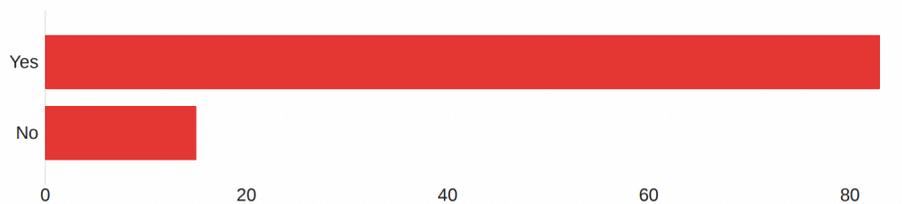


According to Figure 11, most participants (83) were travel and tourism professionals and the remaining (15) were part of the general population in Saudi Arabia.

Figure 11

Are You a Travel and Tourism Professional?

Q4 - Are you a travel and tourism professional?



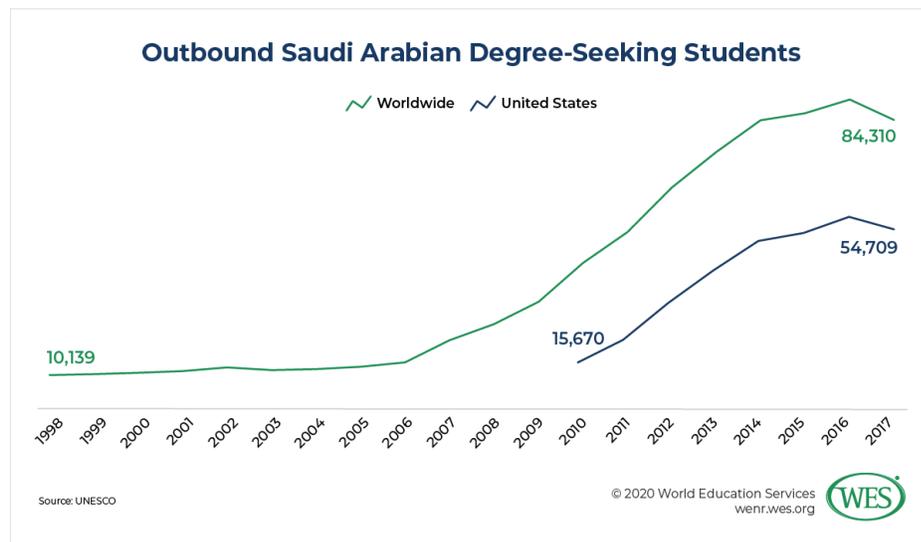
Field	Choice Count
Yes	83
No	15
Total	98

The respondents varied in educational background. Education is a priority in many nations across the world. The Saudi Arabia government has been investing a lot of money in the education sector to educate its citizens since the 90's. The number of learners has gradually risen showing

that many folks continue to gain interest in education (Alyami, 2014). In 2005, one of the largest government scholarship programs was initiated, known as the King Abdullah Scholarship Program. UNESCO has provided data that shows the numbers of Saudi Arabian students that have studied abroad in order to receive a higher education, seen in Figure 12.

Figure 12

UNESCO Outbound Saudi Arabian Degree-Seeking Students



Note. From *Education in Saudi Arabia*, by S. AllahMorad and S. Zreik, 2020, World Education News + Reviews (<https://wenr.wes.org/2020/04/education-in-saudi-arabia>). Copyright 2020 by World Education Services.

With this given information, it was no surprise that 64% of the respondents have at least an undergraduate degree as shown in Figure 13 and Figure 14 below.

Figure 13

What is Your Highest Level of Education?

Q5 - What is your highest level of education?

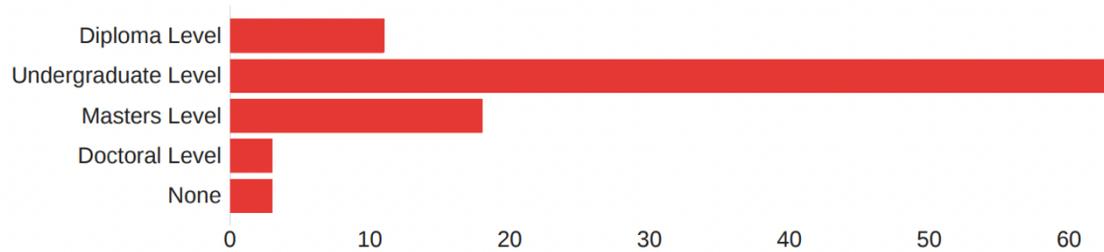


Figure 14

What is Your Highest Level of Education? II

Field	Choice Count
Diploma Level	11
Undergraduate Level	63
Masters Level	18
Doctoral Level	3
None	3
Total	98

Section B: Association to Tourism

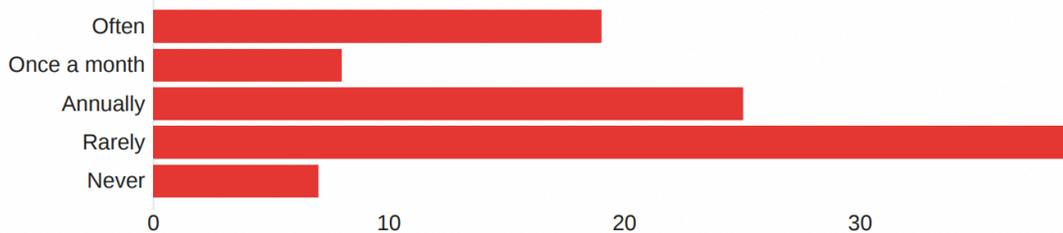
Section B of the questionnaire was solely focused on the respondent's association to tourism. Although the section only contained one question, it was critical for the researcher to understand what types of respondent's part of the research were. The research question "What is the Saudi Arabian citizen's perception on leisure tourism's impact on culture in Saudi Arabia?" sought to explore the significance between leisure tourism and its impact on the Saudi Arabian's perception on culture. In relation to this question, section B from the survey generated

information on whether or not the respondent has been exposed to other cultures aside from the Saudi Arabian culture.

Figure 15

How Often Do You Travel to a Foreign Country?

Q8 - How often do you travel to a foreign country?



The responses have been gathered from section B of the survey. The interpretation of the data above in Figure 15 reveals that a majority of Saudi Arabian citizens have rarely been exposed to different cultures.

Section C: Leisure Tourism’s Impact on Saudi Arabia’s Culture

Section C of the questionnaire contained 14 Likert-scale questions to better understand leisure tourism’s impact on Saudi Arabia’s culture. The tourism sector in Saudi Arabia has expanded rapidly in recent years. Promoting tourism in developing countries has always been motivated by the need to bring in foreign currency. Tourism is a potent tool for ending global poverty, ending joblessness, opening lines of communication among cultures, and bringing about a more enlightened, just, and equitable global order by allowing diverse cultural currents to collide. Travel and tourism contribute significantly to the economies and social development of the vast majority of nations throughout the globe. It protects the environment while also providing essential services like transportation, accommodation, and food preparation;

preserving cultural and historical artifacts; and fostering the growth of the handicraft industry.

The 14 Likert-scale questions were analyzed, both separately and in combination, to gain insights into the responses of each participant.

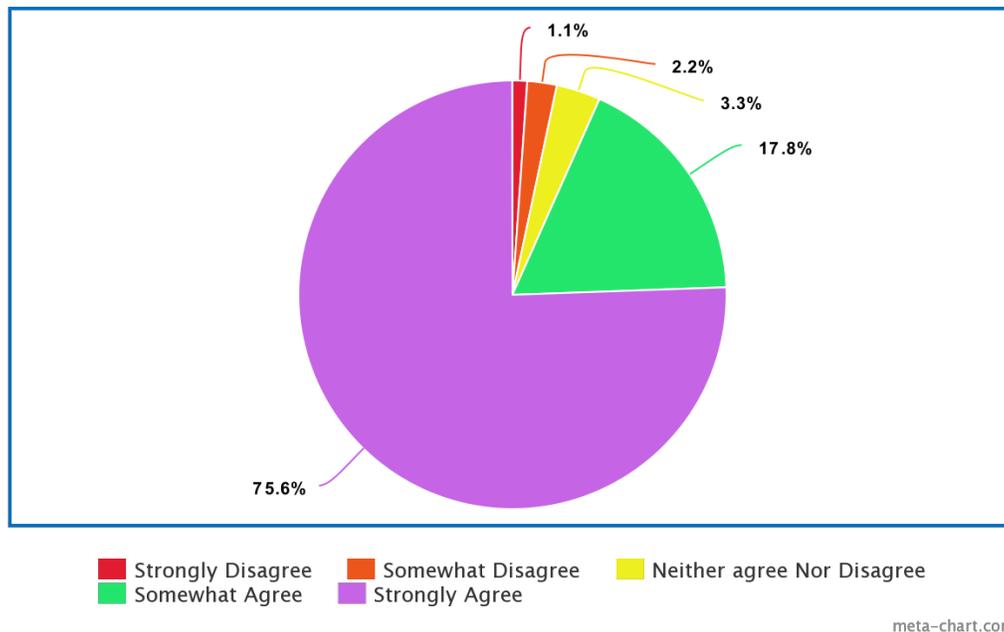
Question 1. There is a wide range of ways in which tourism may impact a community's culture and way of life. The extent to which these manifestations occur is very context-dependent and can be positively or negatively influenced by the prevalence of various cultural and religious norms. One of the factors that might influence a community is its interaction with tourists. This is because visitors to a community may be unaware of and insensitive to its culture, customs, and norms. The influence may have both positive and bad effects on the host society (Mathieson & Wall, 1982).

Question 1 from the Likert-scale questions stated, "International tourists bring with them new ideas and practices which locals within Saudi Arabia adopt." A common result of talking to travelers is the development of fresh ideas and methods. This is supported by the findings below in Figure 16 whereby over 93.4% of all the sampled respondents agreed that their interaction with international tourists has generated new ideas and practices. The locals are rapidly integrating these ideas into their day-to-day lives, and this has in turn had a significant impact on how they perceive their traditional cultural values.

Figure 16

International Leisure Tourists Bring New Ideas

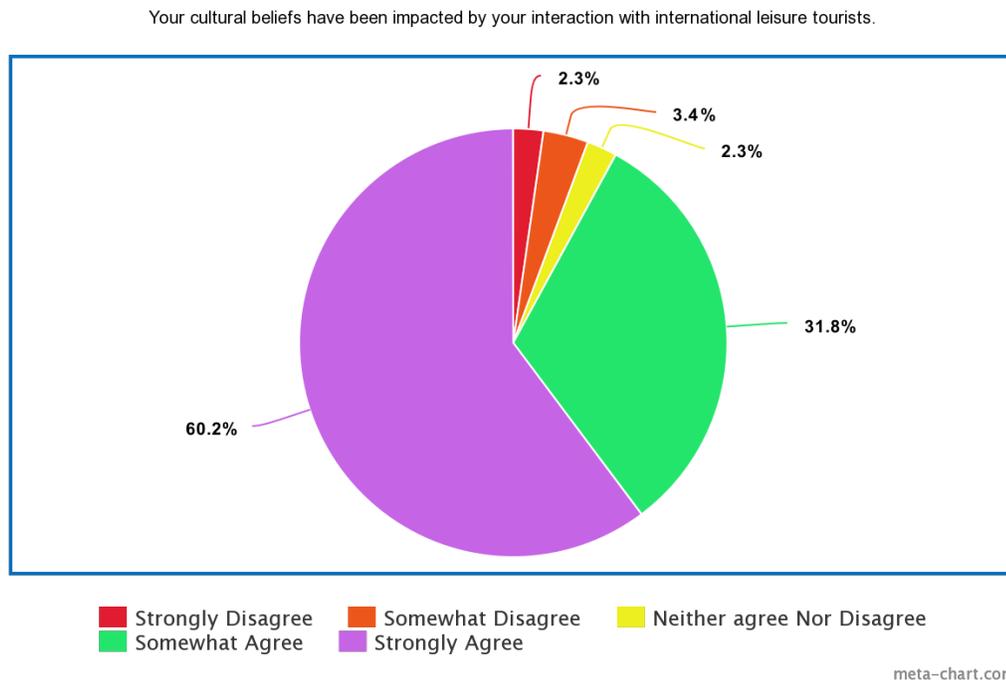
International leisure tourists bring with them new ideas and practices which locals within Saudi Arabia adopt.



Question 2. Saudi Arabia, like most countries in the Middle East, is a highly conservative nation that strictly upholds and implements its culture. While the government encourages foreign relations and interactions through diverse mechanisms including tourism, it still ensures that the cultural beliefs, values, and norms of its people are maintained. Despite efforts to achieve this goal, the recent influx of international tourists has left a profound impact on Saudi Arabia’s cultural beliefs. Accordingly, these implications can be divided into positive and negative effects. In understanding the critical role that leisure tourism plays in influencing the locals’ cultural beliefs and practices one can capitalize, which leads us to the second question, “Your cultural beliefs have been impacted by your interaction with international leisure tourists.” The findings are shown in Figure 17 below.

Figure 17

Impact on Cultural Beliefs



The results demonstrate that 92% of the respondents agree that interactions with international tourists have largely affected their cultural beliefs, practices, and norms. Prior to diving into the positive and negative implications of these interactions, there is a need to investigate the concept of anthropology of tourism.

Tourists go on vacation to see sights that are out of their normal vicinity, as stated by Przeclawski (1993) and Smith (1989). Conversations with many different people, all of whom contribute in their own ways to the thriving tourism business, are inevitable on such a journey (Reisinger, 1994). These people make up the host community, and they share a common culture with those who also reside in the region or are part of the same network (Aref, 2010). Without a doubt, “culture” is the most often debated concept in the anthropology of tourism. It has ties to the creative and artistic processes, a particular way of life, and the maturation of people.

The impact of tourism on any given town may be felt and understood in a broad range of ways. The positive economic consequences of tourism include higher incomes and living standards, more jobs, more investment, more tax revenues, and better infrastructure, but it also adds to higher costs for land and property and products and services. While tourism may have negative effects on the environment due to its potential to increase traffic, crowding, and a wide range of forms of pollution, it can also have good effects due to its role in preserving natural areas and historical landmarks.

The social effects of tourism are characterized by the enhancement of living quality, the promotion of cultural exchange and mutual understanding among diverse groups, and the gathering of these groups. The preservation of the host culture's distinctive characteristics is another way in which tourism aids in preserving the latter. Undesirable social mores and practices including prostitution, smuggling, and intoxication were sometimes spread thanks to the influx of tourists. Globalization has made obvious the toll taken by tourism on locals' way of life and their capacity to manage and make productive use of their environment's natural resources.

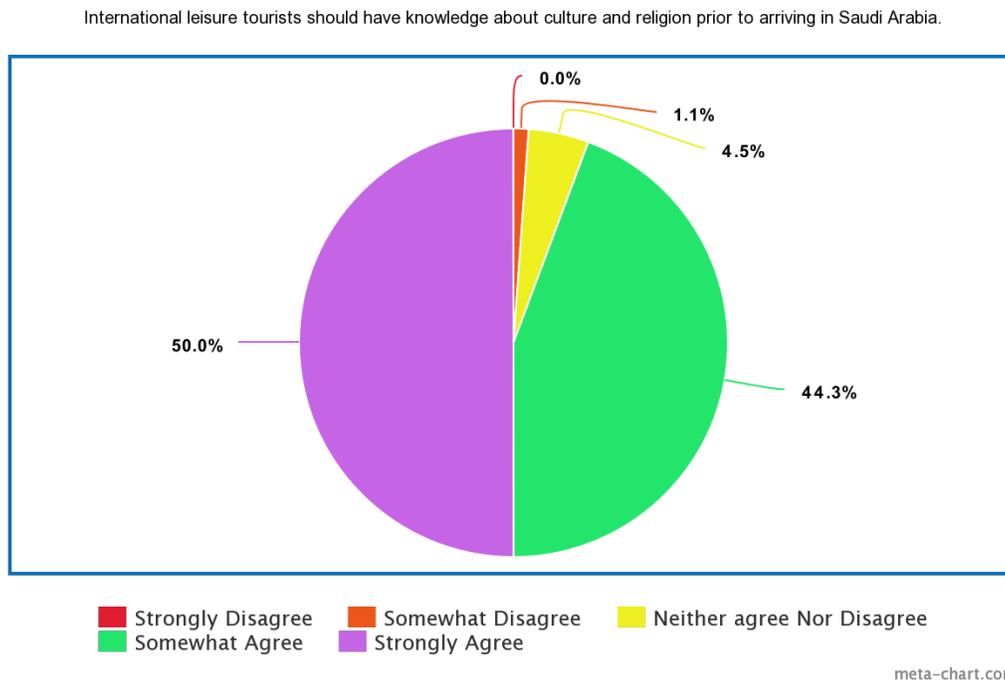
Long before the advent of globalization, it was obvious that tourism had a detrimental impact on some local people in various regions of the world and in communities all over the globe. Communities that have yet to feel the effects of mass tourism are becoming the focus of tourism initiatives, especially ecotourism and other kinds of "new" or "alternative" tourism. Even if tourism has yet to have any noticeable impact on the local population, this is the situation. This is because of the industry's quick rate of development, the rise in the overall number of tourists, and the fierce competition that tourism faces from other sectors of the economy.

Getting Saudi Arabia to enjoy the economic benefits of tourism requires the nation to make concessions, such as weakening safeguards for the environment, increasing social disparity, privatizing public sites, and decreasing investment in other businesses. Given the foregoing, any area would benefit from tourism that is strictly managed and organized, with long-term sustainability for the local economy, population, and ecosystems as the overarching goal. Many studies have focused only on the good features of tourism in Saudi Arabia, ignoring the negative effects. This silence implies a failure to recognize the potential risks to residents and habitats from tourist growth and to put in place the necessary methods and indicators to track how these resources and places are holding up over time.

Question 3. The third question of the section C stated, “international tourists should have knowledge about culture and religion prior to arriving in Saudi Arabia.” Majority of the respondents asserted that internal tourist has generated several positive benefits to Saudi Arabians. This is evident in Figure 18 shown below.

Figure 18

Tourists' Need for Knowledge About Culture and Religion



Visiting new places has positive consequences for culture as well. Lantfant (1995) argues that tourism may be utilized as a safety net to conserve dwindling cultural traditions by giving them new life through the processes of rediscovery, redevelopment, and globalization. The benefits of cultural tourism extend well beyond the restoration of national pride and the revival of dying traditions (Smith, 2009). Most research shows that cultural tourism is generally beneficial to the communities that host it. This is because it helps to promote cultural awareness and appreciation, keeps local arts and crafts alive, gives back to host communities, and strengthens cultural values.

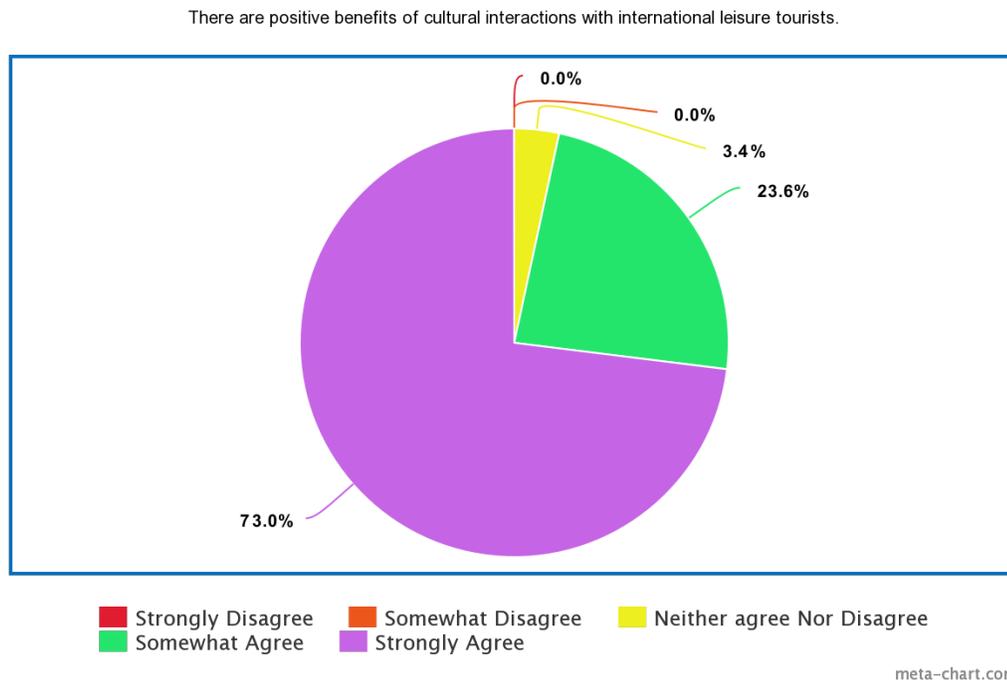
Question 4. Interactions with others might shift an individualist's perspective to one more sympathetic to the group as a whole. Once insular, the people of Jaipur are now more outgoing as they want to present a favorable image to tourists. Students benefited from this because they learned about various cultures and false beliefs about the colonial powers that ruled

India were debunked. The opportunity to connect with others helped illustrate values like honesty and friendliness to strangers. This case study will be conducted by Singla (2014). It is true that when hosts and guests have a same language, it helps to break down barriers of misunderstanding and isolation (Hunziker, 1961).

Friendships between hosts and guests are fostered via social engagement, and guests' positive experiences with hosts are shared with others after they return home (Boissevain, 1979). Visitors, tourism, and hosts share rather than bear sole responsibility for the positive and poor effects of tourism since they depend on human elements like the attitude and conduct of tourists and hosts during the interactions (Spanou, 2007). Instead of being engaged in the conversation, it may be a better use of your time to study different techniques of minimizing the harmful consequences of tourism. Managing the overall sociocultural impact and the host-guest interaction points, such the purchase of goods and services, direct involvement for the purpose of sharing ideas and information, and side-by-side participation in events, are crucial facets of management. It was important to understand the perceptions of the participants, which led to Question 4: "There are positive benefits of cultural interactions with international leisure tourists."

Figure 19

Positive Benefits of Cultural Interactions with Tourists



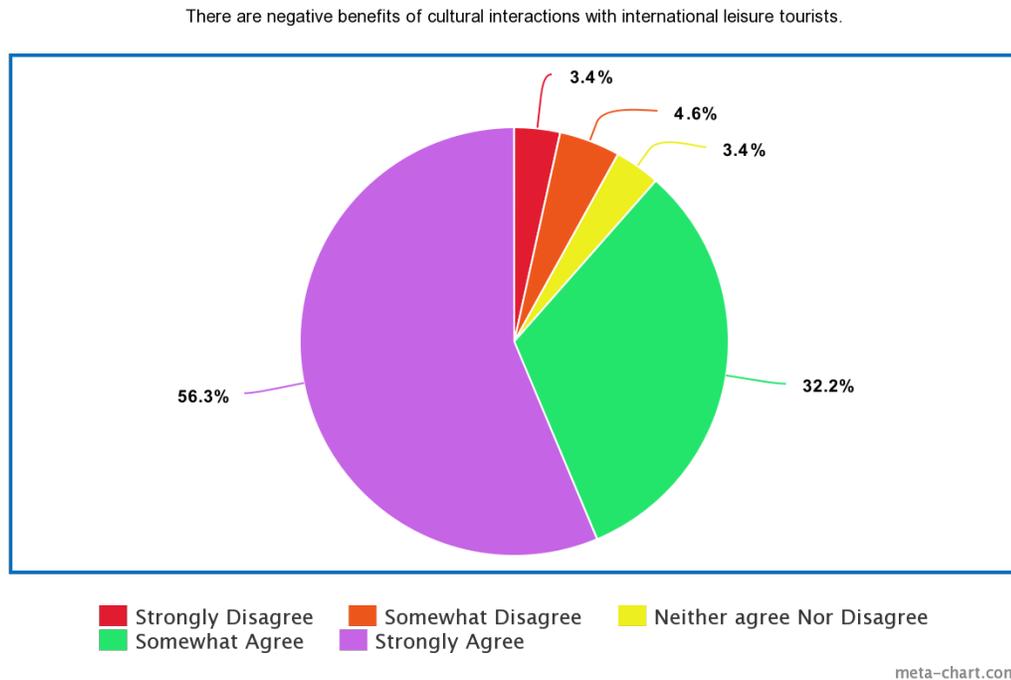
The results, as displayed in Figure 19, demonstrated that while the majority of the respondents believe that international tourism has generated numerous positive benefits, it has also created challenges and adversities in Saudi Arabia.

Question 5. To acculturate is to adjust to new surroundings and practices (Ebin et al., 2001). People in the host community learn to adapt their lifestyles to the tastes, beliefs, and expectations of the tourists they entertain (Nash, 1996). This happens frequently in societies that are not as technologically sophisticated as others, since more evolved cultures tend to dominate those that are not (Burns, 1999). However, the spread of innovation of cultural components within a social framework is heavily dependent on compatibility, utility, and complexity of cultural artifacts (Hughes, 2002). These impacts are felt most strongly among the young, whereas women have recently surpassed males in this area (Ghuman, 1997). In the previous question, the researcher analyzed if the Saudi Arabian participants felt that there is a positive benefit of

cultural interactions with international leisure tourists, therefore, it was best to understand if participants felt negatively. Question 5 stated, “There are negative benefits of cultural interactions with international leisure tourists.”

Figure 20

Negative Benefits of Cultural Interactions with Tourists



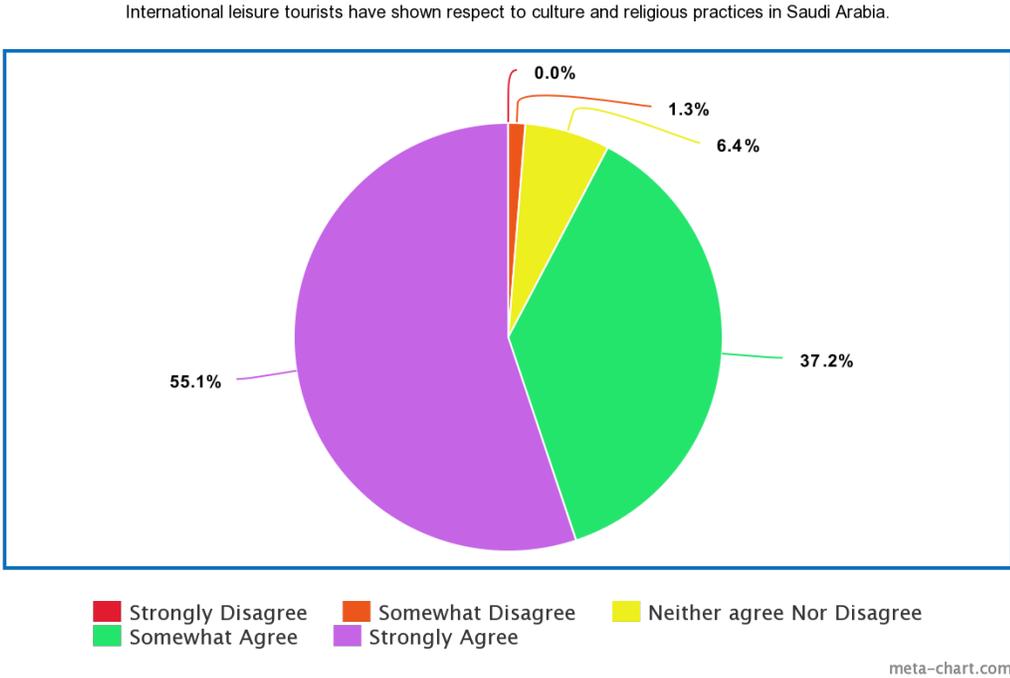
When young people embrace the lifestyle typical of tourists, they not only alter the things they use but also the way they act and carry themselves. Burns calls this phenomena “demonstrative effects” (1999a, p. 101). The elderly have strong objections to and worry about this cultural transition. As seen above in Figure 20, over 50% of the respondents strongly agreed that there are negative benefits of cultural interactions with international leisure tourists.

Question 6. Question 6’s focus was to understand whether Saudi Arabian citizens believed whether or not leisure tourists are respectful towards culture and religious practices within the country. The question stated, “International tourists have shown respect to culture and religious practices in Saudi Arabia.” As shown in the figure below, 55% of the participants

strongly agree, 37.2% somewhat agree, 6.4% neither agree nor disagree, and 1.3% somewhat disagree. Taken into consideration that Saudi Arabia is a country that is slowly changing with their strict and conservative laws, it is encouraging to see that a majority of international tourists are respecting the culture and religious practices of Saudi Arabia. This not only demonstrates a level of cultural awareness and sensitivity on the part of tourists, but it also helps to promote mutual understanding and appreciation between different cultures. As Saudi Arabia continues to evolve and modernize, it is important to maintain a balance between preserving cultural traditions and accommodating the needs and interests of visitors from around the world. By respecting the cultural norms and practices of the country, international tourists can help to create a more harmonious and inclusive travel experience for everyone. The results are demonstrated in Figure 21 below.

Figure 21

Tourists Respect Culture and Religious Practices

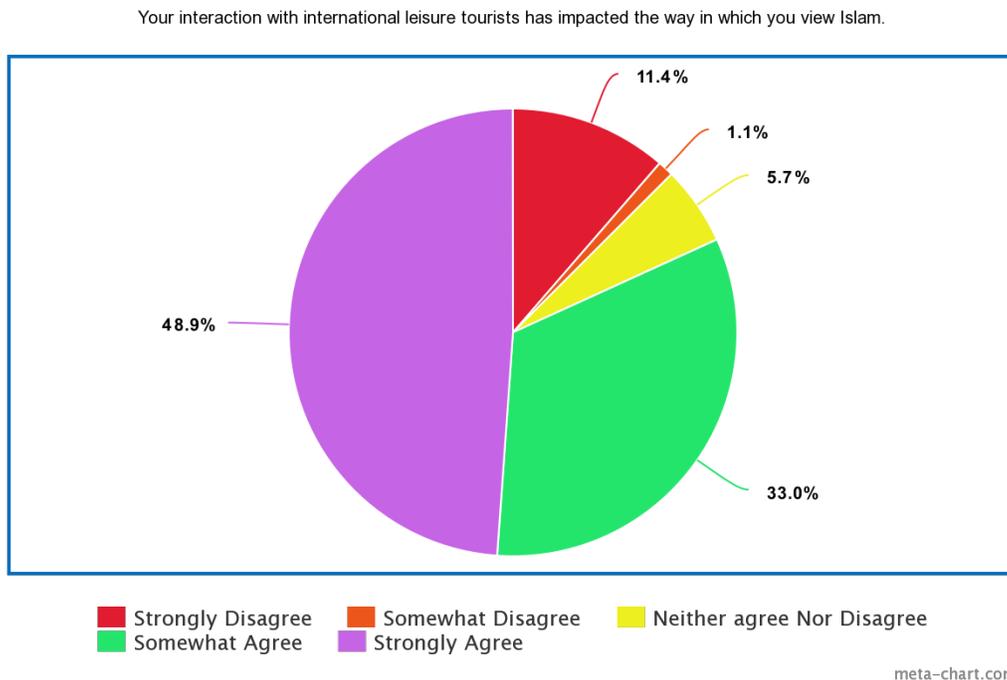


Question 7. The previous question examined the extent to which international leisure tourists respected Saudi Arabia's culture and religion, and it is important to also consider whether these tourists have had any impact on the attitudes of Saudi Arabian citizens towards Islam. Question 7 stated, "your interaction with international leisure tourists has impacted the way in which you view Islam."

International tourism has been known to generate critical impacts on the religious beliefs of the host population. However, as a strict and conservative society, majority of the locals maintains that their beliefs towards Islam are still intact regardless of their direct interactions with the tourists. This was true for 81.2% of the respondents. However, 45% of them attested that leisure tourism has indeed changed their perception towards Islam. It is possible that some of them are more willing to embrace other religious practices as a result of their interactions with international tourists. The findings are outlined in Figure 22 below. In discussing this concept, this study will perform a general assessment of the impact of international tourism on religion as a whole. This assessment will then be narrowed down to Islam.

Figure 22

Interaction with Tourists Impact on Views of Islam



It is typical for tourists and worshippers to coexist in the same buildings. Therefore, the presence of both casual and deeply dedicated visitors helps to maintain the sacred nature of these locations and the process of assigning value to them. The very fact that a place holds religious importance makes it worthy of pilgrimage, which in turn makes it a popular tourist attraction. However, worshippers who frequent these locations bring with them their own unique experiences and perspectives. This is particularly true in more conservative religious groups. Visitor patterns to destinations with dual religious and tourism appeal sometimes favor one of these two types of tourists. Mecca's restrictions on non-Muslims are an example of the former, since they keep Islam's holiest city free from tourists who aren't truly interested in the religion, despite the fact that Mecca is a fascinating and unusual destination for many non-Muslims (Gee et al., 1989).

Particular sites acquire sacred status within the context of particular religious traditions. For instance, the hallowed nature of Mecca can only be understood in the context of the historical and social conditions in which Islam has developed. Certainly, there is no clearer symbol of Islam than its holiest city, and vice versa. However, visitors bring with them a unique set of spatial practices that are based on their own personal experiences and cultural backgrounds. Conversely, modern travel and aesthetic standards undertaken within the framework of global capitalism shape visitors' spatial behaviors. On the other hand, holy locations play a central role in other religions (Cooper et al., 1993). For this reason, they turn these places into tourist attractions that are maintained distinct from the hallowed sites frequented by religious people.

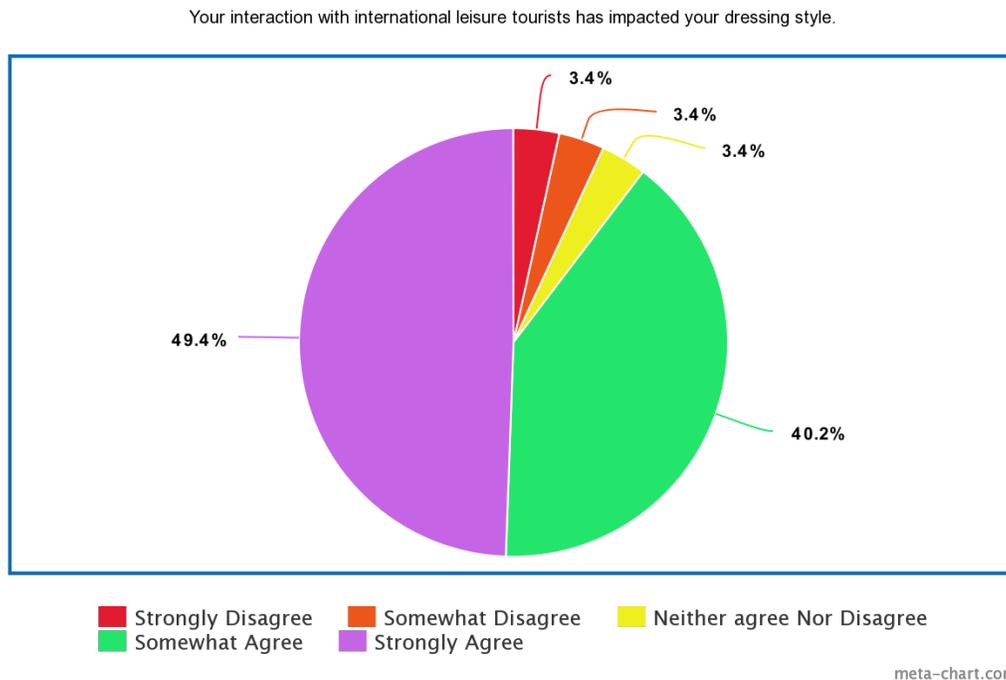
Question 8. Anthropologists are fascinated by travel's early days and its cultural impact. This is something people come up with and share, or find and enthusiastically accept, and then spread through nonverbal cues like how they look, talk, dress, act, believe, and how they carry themselves (Longhurst et al., 2008). Cultural output, rituals, and the identification and expression of cultural groups and individuals are all included in this broad category (Stronza, 2001). For instance, Burns (1999) cited 'social change/cultural damage' as one of the four pillars of anthropology of tourism, Crick (1989) cited 'social change/cultural damage' as one of the three strands of inquiry, and Nash (1996) cited 'acculturation' as one of his three main theoretical perspectives of anthropology of tourism.

These writers are widely regarded as some of the best in the area of tourist anthropology. When visitors treat the nation they're visiting as a playground, they risk upsetting the local way of life (McKercher, 1993). Because of this, it's simple to identify regional variations in host-country norms across areas such as behavior, outlook, dress, diet, art, music, and social relations.

Ultimately, some traditional communities and cultures face challenges that might spell the end for them (Sharpley, 1994). Other elements, such as worldwide homogeneity, community members’ resistance to change, the lack of strong ties between members, and members’ financial needs and ambitions for modernity, can have a significant impact on a society’s culture (Burns, 1999). With that being said, Question 8 stated, “Your interaction with international leisure tourists has impacted your dressing style.” Unsurprisingly, a vast majority of 89.6% of the respondents indicated that their dress style had been impacted by such interactions in Saudi Arabia, as shown in Figure 23.

Figure 23

Interaction with Tourists Impact on Dressing Style



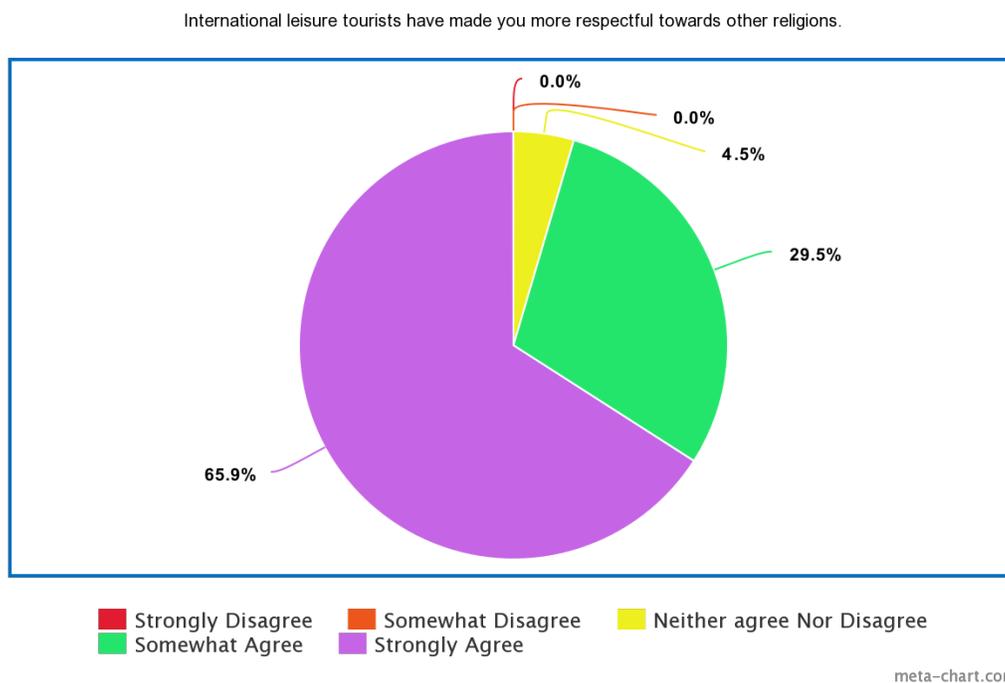
Question 9. Previous questions in the questionnaire aimed to focus and understand whether Saudi Arabian citizens have changed their view on religion or if international leisure tourists have shown respect to their culture and religion. Question 9 aimed to focused on whether

citizens changed their view on other religions, thus stating, “International leisure tourists have made you more respectful towards other religions.”

Figure 24 below illustrates that most the participants believe that international leisure tourists have made them more respectful towards other religions. Saudi Arabia is an Islamic country and has strict Islamic laws. As discussed earlier, there are certain areas in the country that are prohibited for non-Muslims to enter. Despite these restrictions, Saudi Arabia citizens are willing to learn and understand other religions.

Figure 24

Tourists’ Impact on Your Respect for Other Religions

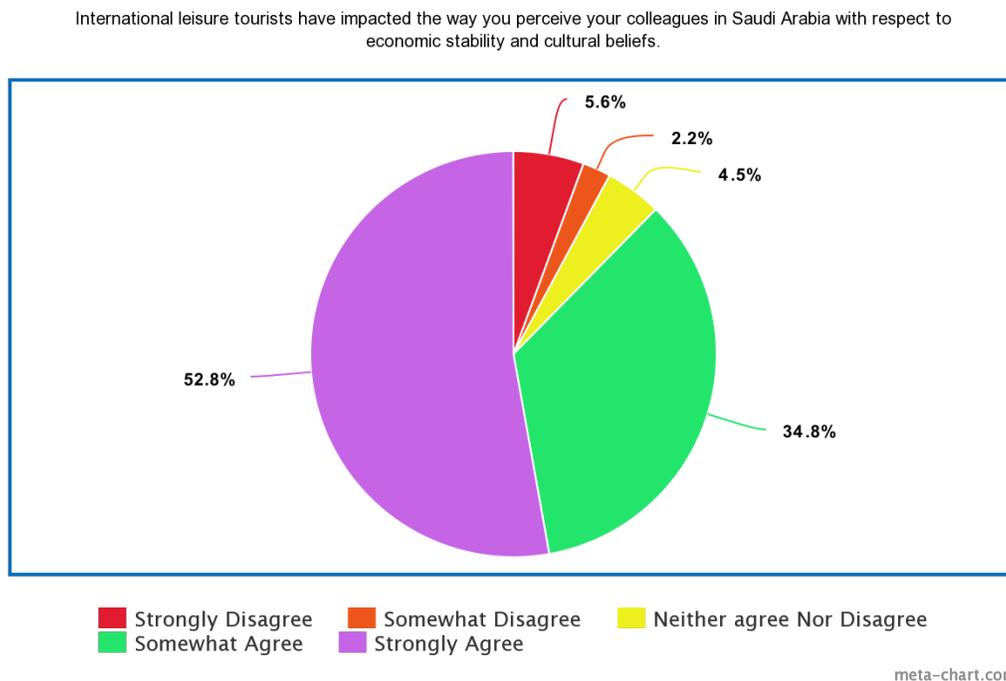


Question 11. It is important to acknowledge that exposure to different cultures and perspectives can shape our attitudes and perceptions. However, it is also important to approach this topic with sensitivity and respect for local customs and cultural norms. While it is natural to be curious and interested in the beliefs and practices of others, it is important to avoid making assumptions or imposing our own values onto others. Instead, we should approach cross-cultural

interactions with an open mind and a willingness to learn from and engage with others in a respectful and mutually beneficial way. Question 11 stated, “International leisure tourists have impacted the way you perceive your colleagues in Saudi Arabia with respect to economic stability and cultural beliefs.” The results are demonstrated below in Figure 25, showing that more than 70% of participants agree with this statement.

Figure 25

Tourists’ Impact on Your Perceptions of Colleagues



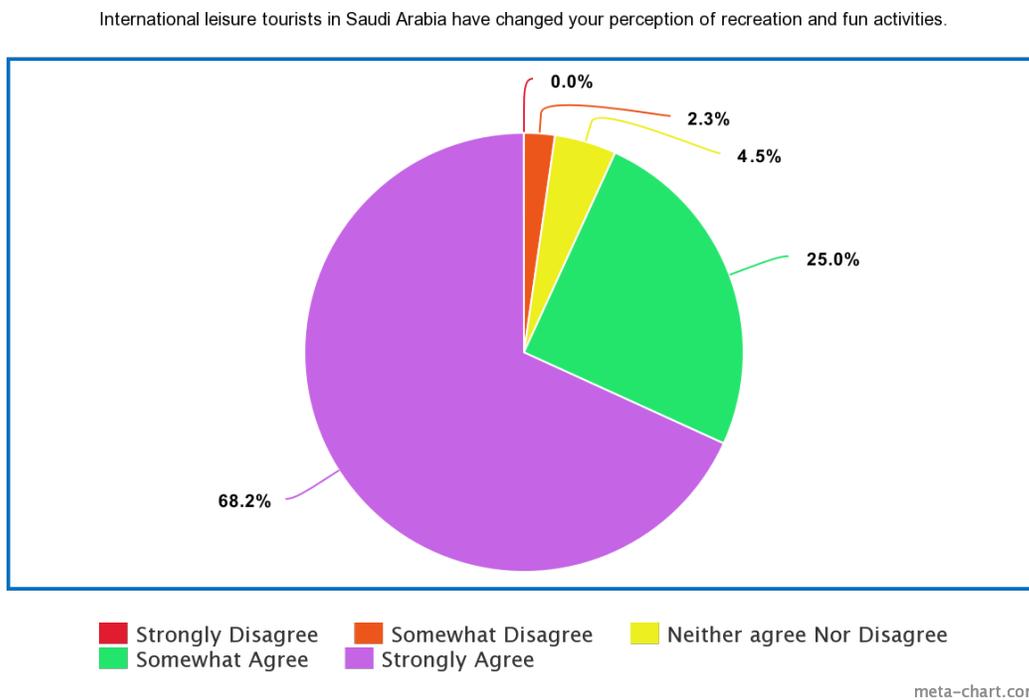
Question 10 and 12. Prior to the new idea of leisure tourism in Saudi Arabia, a lot of things were restricted and prohibited in Saudi Arabia. For example, prior to 2019, women were not allowed to drive within the country. Other strict laws and regulations such as mandatory hijab and abaya and activities such as movie theaters were not accessible within the country. The changes of these laws not only allowed Saudi Arabians to gain a new perspective on day-to-day activities, but it also allowed them to see international leisure tourists experiencing these changes in Saudi Arabia. It was important to understand how the participants viewed the changes of

perception of recreation and fun activities alongside new ideas being adapted in Saudi Arabia. Question 10 stated, “International leisure tourists in Saudi Arabia have changed your perceptions of recreation and fun activities.”

As shown in Figure 26 below, 93.2% of the participants agreed that international leisure tourist have changed their perception of recreation and fun activities. Examples of recreation and fun activities that may adopted in Saudi Arabia are theme parks, festivals, outdoor activities and much more.

Figure 26

Tourists’ Impact on your Perception of Recreation

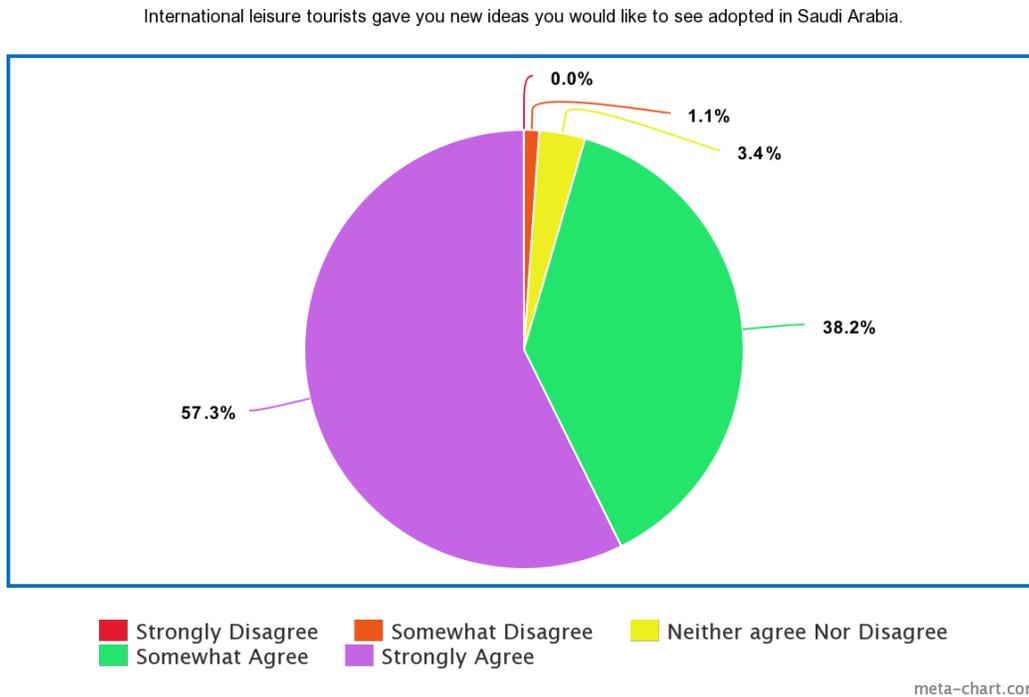


With the exposure of different recreation and fun activities that comes with the international leisure tourists, Saudi Arabians are exposed to different ideas from the various visitors that are coming into the country. This leads to Question 12: “International tourists gave you new ideas you would like to see adopted in Saudi Arabia. “

As shown below in Figure 27, 95.5% of Saudi Arabians agreed that international leisure tourists gave them new ideas that they would like adopted in Saudi Arabia.

Figure 27

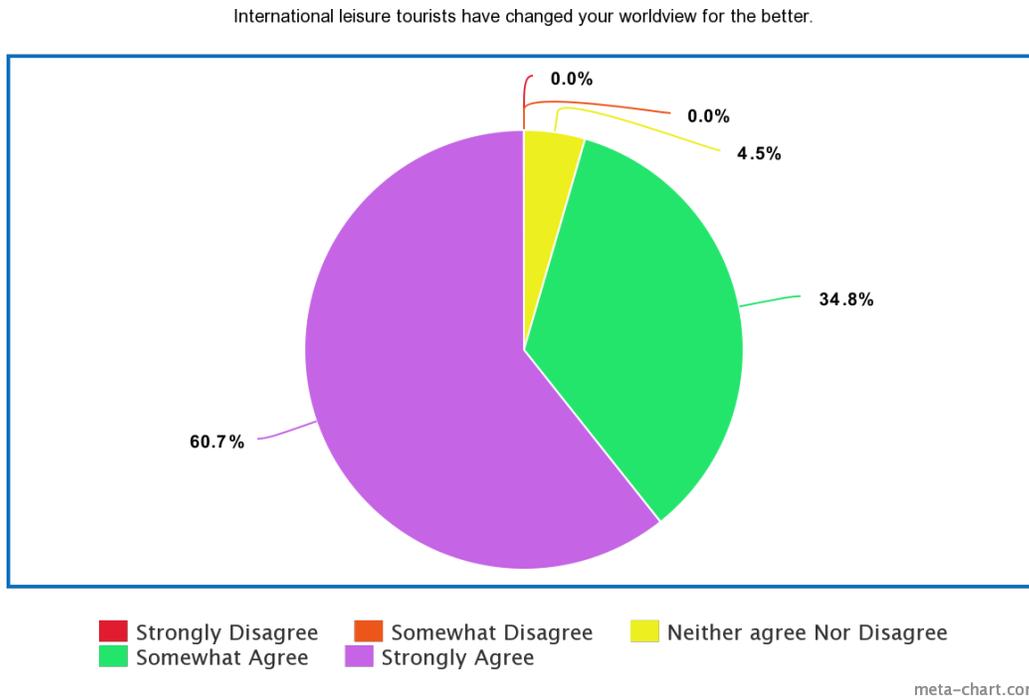
Tourists Have Given You New Ideas for Saudi Arabia



Question 13 and 14. The last two questions of Section C in the questionnaire was to better understand whether the Saudi Arabian citizens developed a different worldview due to the international leisure tourists in Saudi Arabia. Question 13 stated, “International tourists have changed your worldview for the better.”

Figure 28

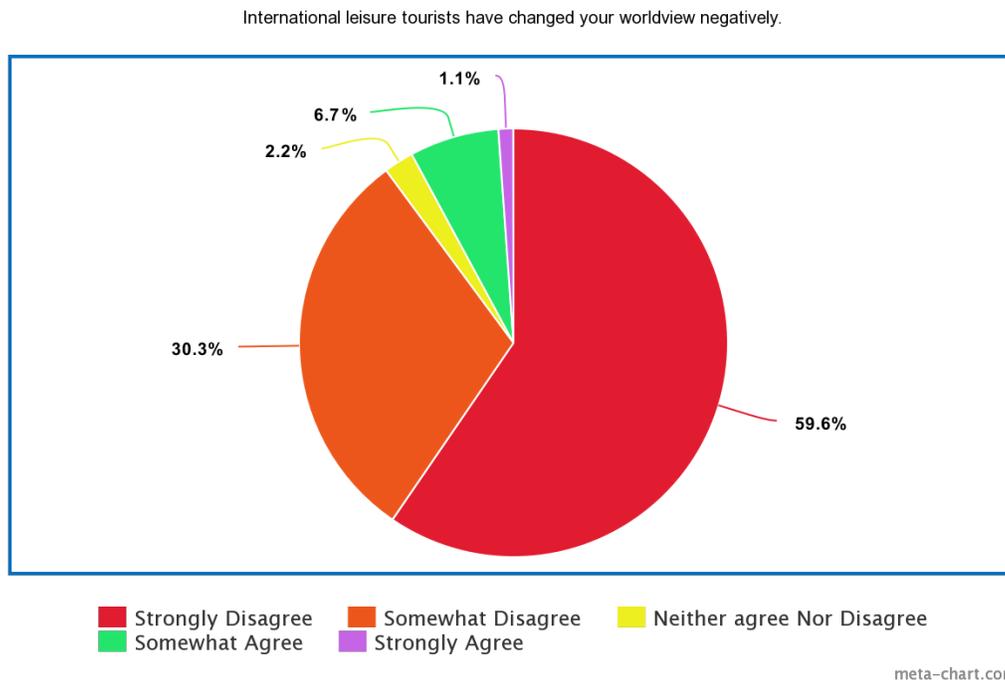
Tourists Have Changed Your Worldview for the Better



As shown above in Figure 28, over 95% of the participants agreed that leisure tourists have changed their worldview for the better. Based on the results, interactions with leisure tourists have allowed Saudi Arabian citizens to have a changed worldview for the better. On the contrary, Question 14 stated, “International leisure tourists have changed your worldview negatively.”

Figure 29

Tourists Have Changed Your Worldview Negatively



And as shown in Figure 29, almost 90% of the participants disagreed that leisure tourists changed their worldview negatively.

Saudi Arabia is rapidly growing in the tourism sector and understanding that the citizens of the host nation have seen a positive impact from the tourists is crucial to sustain and develop the growth of the tourism industry. By understanding and respecting the local customs, traditions and religious practices, international tourists can contribute to the growth and development of the tourism sector while also fostering mutual respect and understanding between cultures.

Additionally, it is important for the host nation to prioritize the well-being and interests of their citizens, while also catering to the needs and expectations of tourists. This requires a delicate balance that considers the economic, social, and cultural factors at play, and a collaborative effort between the government, industry stakeholders, and the local community is needed to achieve this balance. Ultimately, the growth and success of the tourism industry should benefit

both the host nation and the visitors and contribute to a more interconnected and harmonious world.

Section D: Perception of Saudi Arabians Towards the Implications of Leisure Tourism on Their Culture

The final section of the questionnaire focused on understanding if the Saudi Arabian believes that there are implications in leisure tourism within the country. It contained of three questions, two multiple choice and one short answer. These questions were to better understand how the Saudi Arabians perceive the new and rapidly growing tourism sector within the country.

The three questions in this section asked:

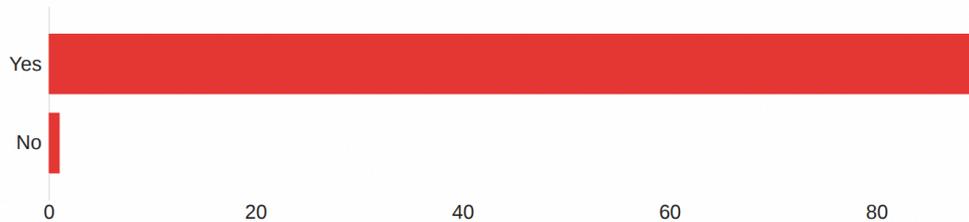
1. Do you believe that Saudi Arabia should invest more with regards to leisure tourism?
2. What are some of the limiting factors towards Saudi Arabia becoming a favorite destination in the Middle East?
3. What is your willingness to accommodate other cultures if it means subsidizing with some of Saudi Arabia culture?

Question 13, as pictured below in Figure 30, showed that 100% of the participants believe that Saudi Arabia should invest more with regards to leisure tourism.

Figure 30

Should Saudi Arabia Invest in Tourism More?

Q13 - Do you believe that Saudi Arabia should invest more with regards to leisure tourism?



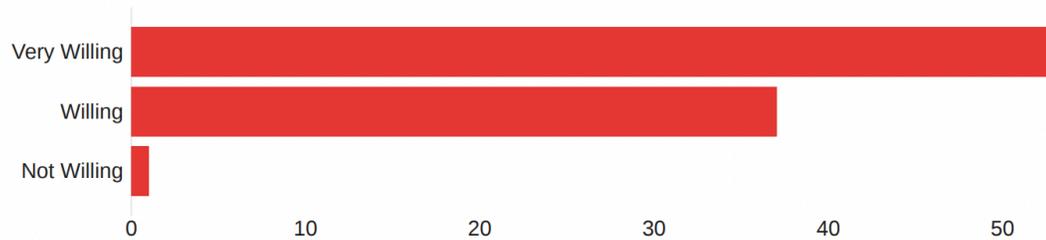
Following with the second question to get more insight about what the Saudi Arabian participants believe are limiting factors for leisure tourism in Saudi Arabia. This question was in short answer form to allow participants to answer freely. According to the results, most participants believe that Saudi Arabia’s limiting factors are innovation, manpower, prices, and lack of activities.

The last question in the survey focused on whether Saudi Arabians are willing to accommodate with other cultures.

Figure 31

Willingness to Accommodate Other Cultures

Q15 - What is your willingness to accommodate other cultures even if it means subsidizing with some of Saudi Arabian culture?



As shown above in Figure 31, most of the participants are either willing or very willing to accommodate other cultures in Saudi Arabia. With the rapid changes within the tourism industry in Saudi Arabia, it is giving the locals and citizens exposure to different cultures from all over the world.

Chapter Summary

The questionnaire was divided into four sections to better understand how leisure tourists impact the Saudi Arabian's perception on culture in Saudi Arabia. It was critical to understand the citizen's perception and what are the impacts of leisure tourism within the nation. The findings of the study revealed that the majority of the participants had a positive perception of the impact of leisure tourism on the cultural heritage of Saudi Arabia. According to Aldakhil (2020), it was believed that Saudi Arabian citizens trusted that leisure tourism assisted to preserve the cultural heritage of Saudi Arabia by promoting awareness of the cultural heritage among the tourists and local communities. However, some participants were concerned about the negative impact of leisure tourism on the cultural heritage of Saudi Arabia. They expressed their

concerns within the open-ended question about prices, such as taxes, innovation, manpower, and lack of activities for international leisure tourists. A few of the respondents also stated that religious areas such as Mecca could be a limiting factor towards tourism in Saudi Arabia. Although we have reported our findings based on the available data, we acknowledge that readers should exercise caution when generalizing the results beyond this specific population. It is important to note that the over-representation of travel professionals (84.6%) may limit the external validity of our study and could potentially bias our findings towards this particular group. As highlighted above, the questionnaire revealed interesting results as to be discussed in the findings section in Chapter 5.

Chapter 5: Conclusions, Implications and Recommendations

Introduction

Saudi Arabia is becoming a more desirable travel destination for travelers from all over the world as leisure tourism there expands. The nation has made significant investments in the creation of new infrastructure and tourist destinations, including as five-star luxury hotels, theme parks, historical monuments, and natural attractions. The holy cities of Mecca and Medina, the Red Sea coast, AlUla, and the Al Ahsa Oasis are among Saudi Arabia's most well-liked tourist locations. Saudi Arabia is positioned to play a significant role in the global tourist business because to its rich cultural history, varied natural settings, and modern facilities.

The research study was conducted with the intention of examining leisure tourism's impact on the Saudi Arabian's perception of culture in Saudi Arabia. This study used Saudi Arabian participants to understand their views on leisure tourism's impact on their culture. This study used a quantitative approach by analyzing the collected data in SPSS. This chapter will discuss the findings from the questionnaire in relation to the research question. This chapter will also seek to provide recommendations for future studies.

The research study aimed to understand the perception of citizens in Saudi Arabia towards the impact of leisure tourism on culture in the country. By surveying 98 participants, including both non-tourism professionals and tourism professionals, the study sought to gain insight into the attitudes and beliefs of those who are likely to have a direct or indirect impact on the development of tourism in the country. The results of this study can be used to inform future decisions and policies related to leisure tourism and its impact on culture in Saudi Arabia. The research question and sub questions that led this study are the following:

1. What is the Saudi Arabian citizens' perception on leisure tourism's impact on culture in Saudi Arabia?
 - a. Do travel and tourism professionals play a role in respect towards other religions?
 - b. Does gender play a role in the perspective of international leisure tourists bringing new ideas and practices which locals within Saudi Arabia should adopt?

Key Findings

The research on the Saudi Arabian citizen's perception on leisure tourism's impact on culture in Saudi Arabia aimed to explore the attitudes and beliefs of Saudi citizens towards the growth of leisure tourism in the country. The research was conducted through a questionnaire with sample of 98 participants. The survey utilized a 5-point Likert scale that allowed for a statistical measurement where 1 represented strongly disagree and 5 represented strongly agree with leisure tourism's impact on Saudi Arabian's culture. Intellectus Statistics was the SPSS program was used to investigate the relationship between leisure tourism and the perceptions of Saudi Arabians and the culture in Saudi Arabia. Pearson and Spearman correlations were performed between tourism and non-tourism professionals and impacts of leisure tourism on culture. The hypotheses that were performed with these correlations are:

1. There is not any relationship between leisure tourism impacts on Saudi Arabian citizen's perception of culture in Saudi Arabia.
2. There is a relationship between leisure tourism impacts on Saudi Arabian citizen's perception of culture in Saudi Arabia.

Statistical Composite

A statistical composite was created by combining the 14 questions that were 5-point Likert scale questions in the questionnaire. Several pieces of data or information are combined to produce statistical composites, which then provide a single value or representation. It is a technique that enables researchers to examine and interpret volumes of data swiftly and effectively. The composite was efficiently created in Intellectus Statistics by entering the 14 questions with the collected data. Then, the mean score was calculated for each of the questions by adding up all the responses for each question and divided by the number of respondents, which gave an average score for each question.

Next, the overall mean score was calculated by adding up the mean scores for each question and dividing it by 14. This gave a single value that summarized the overall trend of the responses.

The scoring for some of the responses has been reversed in the composite to receive accurate results. For example, if a response of "Strongly Agree" was originally assigned a score of 5, it was reversed the scoring so that "Strongly Agree" was now assigned a score of 1. This is to ensure that all questions are scored in the same direction and reduce response bias. The results are discussed in the following pages.

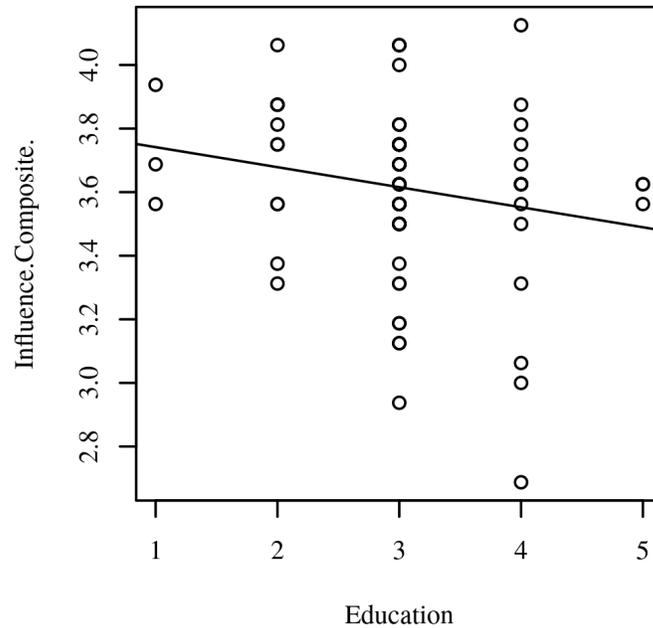
Results

To examine the relationship between the Saudi Arabian participant's level of education and the "influence" composite, a Spearman correlation analysis was carried out. The strength of the correlation was evaluated using Cohen's standard. According to Cohen's standard, correlation coefficients ranging from .10 to .29 indicate a small effect size, coefficients ranging from .30 to

.49 indicate a moderate effect size, while coefficients greater than .50 indicate a large effect size (Cohen, 1988).

Figure 32

Education and Influence Composite



The result of the correlation was examined based on an alpha value of .05. There were no significant correlations between any pairs of variables, as seen in Figure 32 above. Table 5 presents the results of the correlation below.

Table 5

Spearman Correlation Results Between Education and Influence Composite

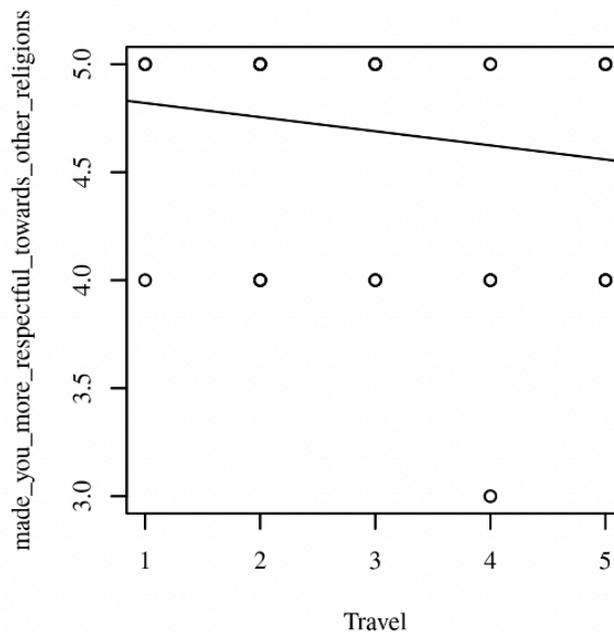
Combination	<i>r</i>	95.00% CI	<i>n</i>	<i>p</i>
Education-Influence.Composite.	-.17	[-.36, .03]	92	.099

The hypothesis remains null for the sub question: Is there a relationship between level of education and impacts of leisure tourism to the Saudi Arabian citizen?

Another spearman correlation was conducted between travel and tourism professionals “international leisure tourists have made you more respectful towards other religions.” Figure 33 below represents the scatterplot of the correlation.

Figure 33

Frequency of Travel and Impact on Respect Towards Other Religions



The correlation analysis was conducted with a significance level of .05, and no significant connections between any of the variable pairs were found. At 95% confidence level, *p* value is at .194, and there is not a significant correlation between the variables.

Table 6

Frequency of Travel and Impact on Respect Towards Other Religions—Results

Combination	<i>r</i>	95.00% CI	<i>n</i>	<i>p</i>
Travel-made_you_more_respectful_towards_other_religions	-.15	[-.36, .08]	80	.194

Note. Table 6 represents the results of the correlation. Therefore, the hypothesis is null.

A two-tailed independent samples *t*-test was conducted to examine whether the mean of “international leisure tourists bring with them new ideas and practices which locals within Saudi Arabia adopt” was significantly different between the 0 (male) and 1 (female) categories of Gender. The result of the Shapiro-Wilk test for new ideas and practices in the 0 (male) category was significant based on an alpha value of .05, $W = 0.41, p < .001$. This result suggests that new ideas and practices in the 0 (male) category is unlikely to have been produced by a normal distribution.

The result of the Shapiro-Wilk test showed that the distribution of new ideas and practices in the 1(female) category was significantly different from a normal distribution at a significance level of .05 ($W = 0.58, p < .001$). This was confirmed by the significance of the Shapiro-Wilk test for both the 0 (male) and 1 (female) categories of Gender. To determine if the variance of new ideas and practices was equal between the two categories, Levene’s test was conducted and the result was not significant at a significance level of .05 ($F(1, 94) = 2.69, p = .104$), suggesting that the assumption of homogeneity of variance was met. Finally, the two-tailed independent samples *t*-test was not significant at a significance level of .05 ($t(94) = 1.64, p = .104$), indicating that the mean of new ideas and practices was not significantly different between the 0 (male) and 1 (female) categories of Gender. The independent samples *t*-findings tests suggest that there isn’t enough data to rule out the null hypothesis. In terms of the distribution of new ideas and practices, there is no statistically significant difference between the means of the two groups because the *p* value of .104 is bigger than .05, the traditional alpha level for statistical significance. This conclusion is further supported by the test statistic, $t(94) = 1.64$, which is not near to either the negative or positive critical values, which would denote a substantial difference. This result indicates that there was no discernible difference in the mean

of new concepts and behaviors between the gender groups of male and female. The results are presented below in Figure 34 and Table 7.

Figure 34

Shapiro-Wilk Test, New Ideas and Practices by Gender

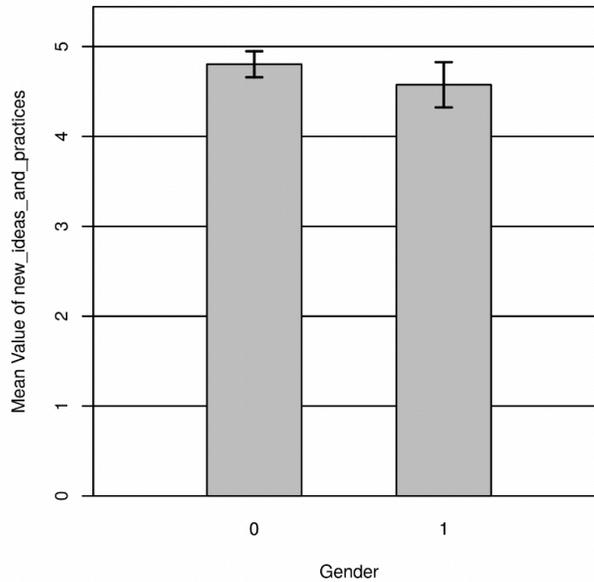


Table 7

Shapiro-Wilk Test, New Ideas and Practices—Results

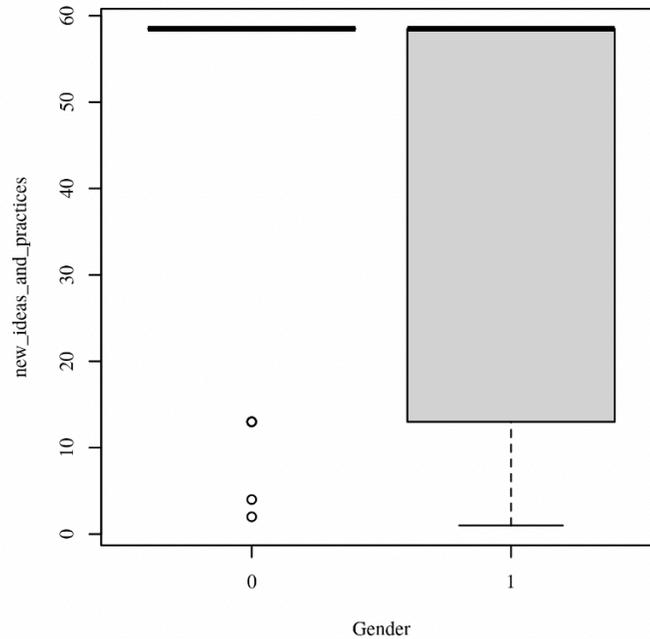
Variable	0			1			<i>t</i>	<i>p</i>	<i>d</i>
	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>			
new_ideas_and_practices	4.80	0.55	56	4.58	0.81	40	1.64	.104	0.33

Note. N = 96. Degrees of Freedom for the *t*-statistic = 94. *d* represents Cohen's *d*.

The Shapiro-Wilk test showed that the normality assumption was not met, so a Mann-Whitney two-sample rank-sum test was performed to determine if there were significant differences in the new ideas and practices between the two levels of Gender.

Figure 35

Mann-Whitney U Test, New Ideas and Practices by Gender



As seen in Figure 35, the Mann-Whitney U test showed that there was no significant difference in the distribution of new ideas and practices between the two groups at a significance level of .05 ($U = 1296$, $z = -1.85$, $p = .064$). The average rank for group 0 was 51.64, while the mean rank for group 1 was 44.10. This indicates that the distribution of new ideas and practices for group 0 (median = 5.00) was not significantly different from the distribution of new ideas and practices for group 1 (median = 5.00). The Mann-Whitney U test findings suggest that there is not enough data to rule out the null hypothesis. The distribution of new ideas and practices in the two groups is not significantly different from one another, as indicated by the p -value of .064, which is higher than the traditional alpha criterion for statistical significance of .05. This result is also supported by the test statistic U , which is not near to either the lower critical value or the upper critical value, which would imply a substantial difference. Results are indicated in Table 8 below.

Overall, these findings indicate that there is not enough data to draw any major conclusions about the distribution of novel concepts and behaviors between groups 0 and 1. To support or refute this conclusion, more investigation or data collecting may be required.

Table 8

Mann-Whitney U Test, New Ideas and Practices—Results

Variable	0		1		U	z	p
	Mean Rank	n	Mean Rank	n			
new_ideas_and_practices	51.64	56	44.10	40	1,296.00	-1.85	.064

A linear regression analysis was conducted to assess whether tourism professionals or the general population significantly predicted leisure tourism’s impact on Saudi Arabia’s culture. A composite of all 14 5-scale Likert questions has been created in order to analyze this linear regression.

The results of the linear regression that there is a significant relationship between tourism professionals and the “influence” composite. The linear regression model demonstrated that tourism professionals was a significant predictor of “influence” composite, as shown by the F-test with a value of 21.77 and *p*-value of less than .001. This indicates that approximately 19.48% of the variation in “influence” composite can be explained by the tourism professional variable. The results of the analysis showed that being in the 1 category of tourism professional had a significant positive effect on the mean value of “influence” composite, with a beta coefficient of 0.29 and a t-test value of 4.67 (*p* < .001). This suggests that if a respondent moves from the 0 to 1 category of tourism professional the average value of “influence” composite will increase by 0.29 units. Table 9 below provides a summary of the results obtained from the regression analysis.

Table 9*Linear Regression with Tourism Professionals Predicting Influence Composite*

Variable	<i>B</i>	<i>SE</i>	95.00% CI	β	<i>t</i>	<i>p</i>
(Intercept)	3.37	0.06	[3.25, 3.48]	0.00	58.40	< .001
Tourism_Profl	0.29	0.06	[0.17, 0.42]	0.44	4.67	< .001

Note. Results: $F(1,90) = 21.77, p < .001, R^2 = .19$

Unstandardized Regression Equation: Influence.Composite. = 3.37 + 0.29*Tourism_Profl

A second linear regression was conducted to analyze whether there is a significance between gender and leisure tourism's impact on Saudi Arabia's culture. The same composite containing the 14 5-scale Likert questions was used.

The findings of the linear regression analysis did not yield significant results, as shown by the values: $F(1,89) = 0.14, p = .706, R^2 = .00$. This means that Gender did not account for a notable amount of variation in "influence" composite. Since the overall model did not prove significant, there was no further exploration of the individual predictors. Table 10 below summarizes the results of the regression model.

Table 10*Linear Regression with Gender Predicting Influence.Composite*

Variable	<i>B</i>	<i>SE</i>	95.00% CI	β	<i>t</i>	<i>p</i>
(Intercept)	3.62	0.03	[3.55, 3.69]	0.00	106.47	< .001
Gender1	-0.02	0.05	[-0.13, 0.09]	-0.04	-0.38	.706

Note. Results: $F(1,89) = 0.14, p = .706, R^2 = .00$

Unstandardized Regression Equation: Influence.Composite. = 3.62 - 0.02*Gender1

Conclusions

This dissertation researched aimed to answer the research question, “What is the Saudi Arabian citizens’ perception on leisure tourism’s impact on culture in Saudi Arabia?” The impacts that were focused on in this research were new ideas and practices, cultural and religious beliefs, knowledge of religion and culture, benefits of cultural interactions, dressing style, respect, economic stability, and worldview. New ideas and practices refer to Saudi Arabia’s adaptability for the new international leisure tourists visiting the country. Saudi Arabia previously has had strict and conservative laws that other countries did not follow. It was important to examine how the country is adapting and evolving to accommodate international leisure tourists. In relation to cultural beliefs, Saudi Arabia hold the holiest cities in Islam. Islam is a very conservative country and the citizens of Saudi Arabia respect the religion of Islam, as well as Muslims around the world. It was crucial to understand how the citizens are reacting to the changes and how they are aligned with the views of Islam. This is also related to how the international leisure tourists show signs of respect and knowledge of culture and religion prior to entering the country.

The objective of Section A and B of the survey was to gain insights into the demographics of the study participants. The purpose was to focus exclusively on Saudi Arabian citizens in Saudi Arabia, in order to gain a deeper understanding of their experiences with international leisure tourists in the country. The section included questions related to the participants' gender, education, and whether they belonged to the general population or the tourism industry (section B). The results showed that all participants were Saudi Arabian citizens, with 84% of them being tourism professionals. Additionally, the findings indicated that 84% of the participants were male, while the remainder were female.

Section C aimed to examine and understand the participants views on how leisure tourism impacted the culture in Saudi Arabia. The results of the participant's answers were entered to SPSS in order to find a correlation between leisure tourism impact and the perception of Saudi Arabian citizens on culture in Saudi Arabia. The results of the SPSS analysis indicate that there was no significant relationship between leisure tourism and the perception of Saudi Arabian citizens towards their culture. Further analysis of the data also revealed that the interaction between international leisure tourists and Saudi Arabian citizens did not significantly impact the citizens' dressing styles or worldview. These findings suggest that despite the increasing presence of international leisure tourists in Saudi Arabia, the perception of the country's citizens towards their culture remains largely unaffected.

Section D was aimed for the researcher to understand how Saudi Arabian citizens felt about international leisure tourism within Saudi Arabia. The findings revealed that most Saudi Arabians believe that Saudi Arabia should invest more with leisure tourism, that they are also willing to accommodate with other cultures even if that means subsidizing their culture, and that

some of the limiting factors for leisure tourism in Saudi Arabia are innovation, manpower, prices, and lack of activities.

Study Issues

Throughout the study, there were a few issues that the researcher ran into. The study issues are listed below:

1. Selection of an appropriate sample of participants was challenging. To obtain accurate results, it was essential to select a representative sample of Saudi Arabian citizens who have experience with leisure tourism and have an opinion on its impact on culture in Saudi Arabia as well as those from the general population. It was important to have both these types of participants to understand how leisure tourism was impacting those who are in the sector and those who were not. It was a surprise that at the end of the survey the results revealed that most of the participants were tourism professionals and only a few were from the general population.
2. Due to the population being 84% from the tourism professionals, the results appeared to be bias which affected the accuracy of the results. Biasness appeared through various factors such as the tourism professional's beliefs and attitudes, the way questions are framed in the survey, and the interpretation of the data. It is essential to minimize bias in the study by using objective and neutral methods to collect and analyze data.
3. Data Collection from participants was an issue. To obtain accurate results, it is necessary to collect data from a large number of participants through various methods such as surveys, interviews, and focus groups. However, obtaining data from participants possess a challenge as the majority was not willing to participate in the

study or rather were not having enough time to complete the survey. There were also instances where some survey responses were not 100% complete.

4. Analyzing the data collected from participants required various statistical methods used, such as Spearman and Pearson correlation, independent t-Tests, and regressions. However, data analysis appeared challenging as the data collected were incomplete, inconsistent, and missing variables which affected the accuracy of the results.
5. Culture is another study issue that needs to be addressed in order to obtain accurate results. In Saudi Arabia, culture plays a significant role in shaping the perception of the citizens towards leisure tourism and its impact on culture. It is essential to understand the cultural context of the study participants in order to obtain accurate results. Conducting interviews would have helped to better understand the perceptions of the Saudi Arabians participants.

By following these recommendations, researchers can gain a deeper understanding of the Saudi Arabian citizens' perceptions of leisure tourism and its impact on culture, and use this information to inform policies and practices that support sustainable and culturally sensitive tourism development in the country.

Methodology and Methods

The study on the Saudi Arabian citizen's perception on leisure tourism's impact on culture in Saudi Arabia was carried out with a sample of 98 participants. The study aimed to explore the perceptions of Saudi Arabian citizens regarding the impact of leisure tourism on the cultural heritage of their country. The methodology and methods applied in this study were chosen to achieve the research objectives and to provide a comprehensive and accurate analysis of the perceptions of Saudi Arabian citizens.

The study employed a quantitative research design in order to gain a thorough understanding of the participants' experiences and perceptions. This approach allowed the researcher to delve into the complexities of the topic being studied. Data was collected from the participants using a structured questionnaire consisting of both multiple-choice questions and one open-ended question aimed at obtaining in-depth information about their experiences and perceptions. The questions were designed to explore the participants' views on the impact of leisure tourism on the cultural heritage of Saudi Arabia. Stratified sampling was used for selecting the sample, which is a probability technique where participants were divided in sub-groups as tourism professionals and non-tourism professionals. The sample consisted of 98 Saudi Arabian citizens over the age of 18 selected from various regions of the country to ensure a diverse representation of the population.

The results of the study were analyzed using statistical techniques to identify patterns and relationships between variables. This information was used to draw conclusions and make inferences about the participants' perceptions of the impact of leisure tourism on culture in Saudi Arabia. The results can also be used to identify areas where improvements can be made to ensure that leisure tourism has a positive impact on the cultural heritage of the country. The open-ended question can provide rich qualitative data that can be analyzed using thematic analysis or other qualitative data analysis techniques to gain deeper insights into the participants' experiences and perspectives.

Overall, the use of a quantitative research design and structured questionnaire in this study provides a rigorous and systematic approach to exploring the research question. The results of this study can contribute to the understanding of the impact of leisure tourism on culture in

Saudi Arabia and inform future policies and decisions related to tourism development in the country.

Implications for Practice

The quantitative analysis was not supported because none of the research variables were found to have statistically significant relationships with each other. Due to this result, it was not possible to find direct correlations of leisure tourism and the impact on the Saudi Arabian's perception on culture in Saudi Arabia. However, the results from the survey provided valuable information for future studies and areas for improvement. This study will benefit the tourism sector by helping them understand how Saudi Arabians feel towards the changes within the country. This study has also revealed what Saudi Arabians believe are a limiting factor for leisure tourism within the country. There are numerous approaches that can be adopted to increase the leisure tourists in Saudi Arabia as well as catering to the citizens of the host nation.

Study Limitations

This study was susceptible to various limitations and constraints that affected the validity and reliability of the results.

Sampling limitations during the research. It is essential to choose a sample that is representative of the population being studied, which in this case are the Saudi Arabian citizens. However, due to the size of the population, it was challenging to select a sample that is representative of the entire population. There was sampling of participants from a particular region or demographic (tourism professionals), which impacted the validity of the results. The sample only included individuals from urban areas, thus the results never reflected the views of those living in rural areas.

Limitations in the data collection methods used in the study. Self-reported data was often the subject to biases and limitations, and in this case, the survey results did not accurately reflect the views of the participants. Additionally, since the questionnaire was available in both English and Arabic languages, there might have been some inaccurate translations.

The study faced limitations in terms of the availability of data. This study gets based on the perceptions and views of the Saudi Arabian citizens, which was challenging to obtain, as some individuals unwilling to share their opinions. Moreover, the government restricted access to certain information and data regarding the impact of leisure tourism on the culture in Saudi Arabia, making it challenging to obtain accurate and reliable data.

The study faced limitations in terms of cultural differences. Saudi Arabia has a rich cultural heritage, and the views and opinions of the citizens varied based on their cultural background. The study was incapable of capturing the diverse views and opinions of the citizens, which led to a limited understanding of the issue being studied.

Generalizability of the results. The results of the study were only applicable to the sample of participants and did not reflect the views and opinions of the entire population. Therefore, the results were not generalizable to the broader population of Saudi Arabian citizens, and caution should be taken when interpreting and extrapolating the results.

Internal Study Validity

Internal validity refers to the extent to which the conclusions drawn from a research study are accurate and free from bias. In the context of the research study, internal validity is of utmost importance as it affects the credibility and generalizability of the results.

Research design was essential in research's internal validity. The research design is the framework that guides the research process, including the selection of participants, the method of

data collection, and the analysis of data (Yousef, 2022). In the context of the study, the research used quantitative methods to gather data. The use of quantitative methods allowed researchers to gain a deeper understanding of the attitudes and beliefs of participants while also providing a more structured and systematic analysis of the data. A critical aspect of internal validity used is the sampling procedure. Sampling refers to the process of selecting participants for a research study. The researcher used stratified sampling technique to capture key characteristics of population in the sample. Applying stratified sampling was used to ensure that the participants are representative of the population of Saudi Arabian citizens.

The quality of data collection was also crucial for internal validity. Khizindar (2012) notes that, self-administered surveys have the advantage of being cost-effective and time efficient. The survey contained multiple choice questions, 5-point Likert-scale questions, as well as 1 fill in the blank question. The use of this method assisted to increase the reliability and validity of the data collected, as well as to provide a more comprehensive understanding of the perceptions of Saudi Arabian citizens with the open-ended question (Sadi & Henderson, 2005). Data analysis was critical for internal validity.

Recommendations for Future Research

Leisure tourism has been growing rapidly in Saudi Arabia, attracting millions of visitors from around the world. This study seeks to elaborate on the recommendations for future research on this topic, outlining what various stakeholders should do to further the understanding of the Saudi Arabian citizens' perception on leisure tourism's impact on culture.

Conducting More In-Depth Surveys

One of the primary recommendations for future research is to conduct more in-depth surveys to gauge the citizens' perceptions of leisure tourism's impact on their culture. The

surveys should be conducted with a representative sample of citizens from different socio-economic backgrounds and regions within Saudi Arabia, to capture a wide range of perspectives and opinions.

In addition to surveys, researchers can also conduct in-depth interviews with local experts and community leaders to gain a deeper understanding of their views on leisure tourism's impact on culture. This can include leaders from the tourism industry, cultural organizations, and local government agencies, as well as experts in fields such as anthropology and sociology.

It is also important to consider the historical context of leisure tourism in Saudi Arabia, as this can provide valuable insights into the development of cultural attitudes towards tourism over time. Researchers can examine historical records, such as government documents and reports from tourism organizations, to gain a better understanding of the history of tourism in the country.

Focusing on Different Regions of Saudi Arabia

Focusing on different regions of Saudi Arabia is a valuable recommendation for gaining a comprehensive understanding of citizens' perceptions of the impact of leisure tourism on their culture. As you mentioned, different regions may have distinct attitudes and perspectives, and by studying these differences, researchers can gain a better understanding of the reasons behind them.

In regions where tourism is more welcomed, researchers can identify best practices and successful strategies that can be replicated in other areas. In regions where there is resistance to tourism, researchers can explore the reasons behind this resistance and develop targeted policies and strategies to address any concerns and promote sustainable tourism.

Additionally, by studying different regions, researchers can gain a deeper understanding of the cultural and historical differences that exist within the country and how these differences are impacting attitudes towards tourism. This information can be used to develop tourism products and services that are sensitive to local culture and history and that promote cultural heritage preservation.

Engaging with Local Communities

Another recommendation is to engage with local communities to gain a better understanding of their perspectives and concerns. This can include speaking with community leaders, participating in community events, and conducting focus groups (Yousef, 2022). By engaging with local communities, researchers can gain valuable insights into the impact of tourism on their culture and how they feel about it. This can also help to build bridges between the local community and the tourism industry, improving communication and cooperation.

Collaborating with Stakeholders

A key recommendation is for researchers to collaborate with various stakeholders, including government agencies, tourism organizations, and cultural institutions. By working together, researchers can gain a broader perspective on the issue and obtain insights from different viewpoints, which can enhance the quality and comprehensiveness of their research.

Involving government agencies, tourism organizations, and cultural institutions in the research process can provide access to valuable data and information that can help to build a more accurate picture of the impact of leisure tourism on culture. Furthermore, these stakeholders can also provide valuable insights into the challenges and opportunities associated with promoting sustainable tourism and preserving cultural heritage.

Moreover, involving stakeholders in the research process can help to increase the relevance and applicability of the findings and ensure that the recommendations made are grounded in practical considerations and are relevant to the needs of different stakeholders.

Incorporating Long-Term Study

A long-term study would indeed be valuable in gaining a comprehensive understanding of the trends and patterns in citizens' perceptions of leisure tourism's impact on their culture. By monitoring changes over time, researchers can gain insight into how these perceptions are evolving and what factors are driving these changes.

Comparing the attitudes of different generations can also provide valuable information on how cultural values and beliefs are being passed down from one generation to the next and how these attitudes are being influenced by the changing social, economic, and political environment. This information can help to identify areas of potential concern and inform strategies for managing the impact of leisure tourism on the host culture.

Incorporating a long-term study into future research on the impact of leisure tourism on culture in Saudi Arabia is highly recommended as it will provide a deeper understanding of the trends and patterns in citizens' perceptions and allow for a more informed approach to managing the cultural impacts of leisure tourism.

A Study of the Attitudes of Tourists

Tourists visiting Saudi Arabia also play a role in the cultural impacts of leisure tourism. Future research should study the views of tourists on the cultural impacts of their visits to the country.

The views and opinions of tourists visiting Saudi Arabia can also provide valuable insight into the cultural impacts of leisure tourism. By studying tourists' perspectives, it is possible to

gain a more comprehensive understanding of the cultural exchange between tourists and the host community. This information can be used to improve the quality of the tourist experience and to ensure that tourism development is sustainable and in harmony with local culture.

Moreover, by understanding the motivations and expectations of tourists visiting Saudi Arabia, it is possible to tailor tourism products and services to meet their needs, thereby increasing their satisfaction and overall enjoyment of their visit. This can also help to build a positive image of the country as a tourist destination and attract more visitors in the future. In summary, future research on the cultural impacts of leisure tourism in Saudi Arabia should consider the views of both the host community and the tourists visiting the country to gain a complete and accurate picture of the situation.

Recommendations for Saudi Arabian Government

To diversify its economy and lessen reliance on oil money, Saudi Arabia has recently made significant investments in the travel and tourist sector (Moustafa & Moustafa, 2020). Yet, the nation's tourist industry still has a lot of space for growth. Saudi Arabia should put sustainable tourism practices first in order to improve its offers and draw more tourists (Al-Khateeb, 2019). Responsible tourism techniques that reduce unfavorable effects on the environment, society, and culture can help achieve this. To guarantee that tourist operations are carried out properly, Saudi Arabia should also create and execute sustainable tourism norms and standards. Sustainable tourism is an approach to tourism that seeks to minimize the negative impact of tourism on the environment, culture, and local communities while maximizing its positive impact (Sustainable Tourism Alliance, 2021).

For tourists to have a more easy and enjoyable time traveling inside the nation, infrastructure and transportation improvements are also essential. To make it simpler for visitors

to move inside the nation and discover its varied areas and attractions, Saudi Arabia should modernize its airports, enhance public transit, and invest in road networks.

Another crucial suggestion is to diversify the offers of the tourist industry. Millions of Muslims go to Saudi Arabia for the Hajj and Umrah pilgrimages each year, making the country famous for its religious tourism. To draw in a larger variety of visitors, Saudi Arabia should provide fresh and varied tourism offers. This can encompass adventure travel, cultural travel, eco-travel, and medical travel.

Developing ties with the private sector may also assist the tourist sector attract new investment, knowledge, and innovation, which can lead to the creation of new employment and economic growth. Enhancing digital marketing and promotion can also reach potential tourists in important markets and increase awareness of Saudi Arabia as a travel destination. It is crucial to provide tourists with safety and security, and Saudi Arabia should take the necessary precautions and work with local groups and stakeholders to do so. Furthermore, in order to offer tourists high-quality services, the tourism personnel must be trained and developed (Moustafa & Moustafa, 2020).

In summary, Saudi Arabia has the potential to become a top travel destination, but in order to realize its potential, it will need to make large investments in infrastructure, diversification, partnerships, digital marketing, safety and security, and workforce development. Saudi Arabia can unleash the full potential of its tourist sector and support the economic growth of the nation with the appropriate policies and investments.

Summary

The purpose of this dissertation was to examine leisure tourism's impact on the Saudi Arabian's perception on the culture in Saudi Arabia. To address the research question, a

quantitative research approach was used to collect data through a questionnaire survey of 98 Saudi Arabian citizen participants. The participants were selected from both the general population and the tourism industry professionals to provide a diverse perspective on the impact of leisure tourism on culture. The study analyzed the respondents' perceptions on various aspects of leisure tourism, including the effects on religion, dress code, social norms, and economic growth. The Statistical Package for Social Sciences was used to analyze the data, employing regression and correlation analysis to examine the relationship between variables. The findings of the study shed light on the impact of leisure tourism on culture in Saudi Arabia, providing insights into the citizens' perceptions and attitudes towards the tourism industry. The study also highlights the potential benefits of the leisure tourism sector to the country's economy as an alternative source of revenue.

The data collected from the survey were presented in Chapter 4. This chapter discussed the quantitative analysis of the collected data, mentioned in Chapter 4, in context to the research question. A conclusion was presented to summarize the data by discussing the key findings of this study as well as discussing issues, recommendations, and accomplishments.

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APPENDIX A

Questionnaire

This questionnaire seeks to determine the Saudi Arabian's perception of leisure tourism's impacts on the culture in Saudi Arabia. All information you will provide will be treated confidentially and used for academic purposes ONLY. Your feedback is important to me, and your support is highly appreciated.

Please take a few minutes to complete this questionnaire.

SECTION A: DEMOGRAPHIC INFORMATION

1. Are you a Saudi Arabian Citizen?
 - Yes
 - No

2. What is your gender?
 - Male
 - Female

3. What is your highest level of education?
 - Diploma Level
 - Undergraduate Level
 - Masters Level
 - Doctoral Level
 - None

4. Are you a travel and tourism professional?
 - Yes
 - No

SECTION B: ASSOCIATION TO TOURISM

1. How often do you travel to a foreign country?
 - Often
 - Once a Month
 - Annually
 - Rarely
 - Never

SECTION C: LEISURE TOURISM'S IMPACT ON SAUDI ARABIA'S CULTURE

Please state the extent to which you agree or disagree with the following statements regarding leisure tourism impact on culture in Saudi Arabia.

{[1 strongly Disagree], [2 Disagree], [3 Neutral], [4 Agree] and [5 Strongly Agree]}

Levels of Agreement

		1	2	3	4	5
1.	International leisure tourists bring with them new ideas and practices which locals within Saudi Arabia adopt.					
2.	Your cultural beliefs have been impacted by your interaction with international leisure tourists.					
3.	International leisure tourists should have knowledge about culture and religion prior to arriving in Saudi Arabia.					
4.	There are positive benefits of cultural interactions with international leisure tourists.					
5.	There are negative benefits of cultural interactions with international leisure tourists.					
6.	International leisure tourists have shown respect to culture and religious practices in Saudi Arabia.					
7.	Your interaction with international leisure tourists has impacted the way in which you view Islam.					
8.	Your interaction with international leisure tourists has impacted your dressing style.					
9.	International leisure tourists have made you more respectful towards other religions.					
10.	International leisure tourists in Saudi Arabia have changed your perception of recreation and fun activities.					

11.	International leisure tourists have impacted the way you perceive your colleagues in Saudi Arabia with respect to economic stability and cultural beliefs.					
12.	International leisure tourists gave you new ideas you would like to see adopted in Saudi Arabia.					
13.	International leisure tourists have changed your worldview for the better.					
14.	International leisure tourists have changed your worldview negatively.					

SECTION D: PERCEPTION OF SAUDI ARABIANS TOWARDS THE IMPLICATIONS OF LEISURE TOURISM ON THEIR CULTURE

1. Do you believe that Saudi Arabia should invest more with regards to leisure tourism?
 - Yes
 - No

2. What are some of the limiting factors towards Saudi Arabia becoming a favorite destination in the Middle East?

3. What is your willingness to accommodate other cultures even if it means subsidizing with some of Saudi Arabian culture?
 - Very Willing
 - Willing
 - Not Willing

APPENDIX B

Questionnaire (Arabic Version)

ملحق: استبيان البحث

٢٠٢٢، ٢٠ سبتمبر، [سوف يتم تغيير التاريخ وقت ارسال الاستبيان]

يسعى هذا الاستبيان إلى تحديد تصور المملكة العربية السعودية لتأثير السياحة الترفيهية على الثقافة في المملكة العربية السعودية. سيتم التعامل مع جميع المعلومات التي ستقدمها بسرية واستخدامها للأغراض الأكاديمية فقط. ملاحظتك مهمة بالنسبة لي ، ودعمك محل تقدير كبير.

يرجى أخذ بعض الدقائق لاستكمال هذا الاستبانة.

جزء أ: معلومات ديموغرافية

يرجى وضع إشارة بشكل مناسب

هل انت مواطن سعودي؟

- نعم
 لا

ما هو جنسك؟

- ذكر
 انثى

ما هو مستواك التعليمي الأعلى؟

- مستوى الدبلوم
 مستوى الجامعي
 مستوى الماجستير
 مستو الدكتوراه
 لا يوجد

هل أنت متخصص في السفر والسياحة؟

- نعم
 لا

جزء ب: منظمة السياحة

كم مرة سافرت بها الى دولة اجنبية؟

- مرارًا
 مرة بالشهر
 سنويًا
 نادرًا
 أبدًا، يرجى الانتقال الى جزء ج

جزء ج: تأثير السياحة الترفيهية على ثقافة المملكة العربية السعودية

يرجى ذكر مدى موافقتك من عدم موافقتك على العبارات الآتية فيما يتعلق بتأثير الترفيه على ثقافة المملكة العربية السعودية

[1] لا أوافق بشدة [2] لا أوافق [3] حيادي [4] أوافق [5] أوافق بشدة

مستوى الموافقة		1	2	3	4	5
1	يجلب السياح الدوليون معهم أفكارا وممارسات جديدة يتبناها السكان المحليون داخل المملكة العربية السعودية					
2	تأثرت معتقداتك الثقافية بتفاعلك مع السياح الدوليين					
3	يجب أن يكون لدى السياح الدوليين معرفة بالثقافة والدين قبل الوصول إلى المملكة العربية السعودية					
4	هناك فوائد إيجابية ناتجة من للتفاعل الثقافي مع السياح الدوليين					
5	هناك عوامل سلبية ناتجة من للتفاعل الثقافي مع السياح الدوليين					
6	أظهر السياح الدوليون احتراما للثقافة والممارسات الدينية في المملكة العربية السعودية					
7	لقد أثر تفاعلك مع السياح الدوليين على الطريقة التي تنظر بها إلى الإسلام					
8	لقد أثر تفاعلك مع السياح الدوليين على الطريقة التي تنظر بها إلى الإسلام					
9	جعلك السياح الدوليون أكثر احتراما للأديان الأخرى					
10	غير السياح الدوليون في المملكة العربية السعودية تصورك للأنشطة الترفيهية والممتعة					

					لقد أثر السياح الدوليون على الطريقة التي تنتظر بها إلى زملائك في المملكة العربية السعودية فيما يتعلق بالاستقرار الاقتصادي والمعتقدات الثقافية	11
					السياح الدوليون لديهم أفكار جديدة ترغب في تبنيها في المملكة العربية السعودية	12
					لقد غير السياح الدوليون نظرتك للعالم للأفضل	13
					لقد غير السياح الدوليون نظرتك للعالم بشكل سلبي	14

جزء د: تصور السعوديين تجاه تأثير السياحة الترفيهية على ثقافتهم

هل تعتقد أن المملكة العربية السعودية يجب أن تستثمر أكثر فيما يتعلق بالسياحة الترفيهية؟

- نعم
○ لا

ما هي بعض العوامل التي تقيد من أن تصبح المملكة العربية السعودية وجهة مفضلة في الشرق الأوسط؟

ما هي رغبتك في استيعاب الثقافات الأخرى، حتى لو كان ذلك يعني الدعم مع بعض الثقافات السعودية؟

- أرغب بشدة
○ أرغب
○ لا أرغب

APPENDIX C

Cover Letter

Ihsan Bayaa
[Date]

Dear Sir/Madam

I am writing to submit research titled “An Examination of the Saudi Arabian Citizens Perception on Leisure Tourism’s Impact on Culture in Saudi Arabia.” The study will heighten its focus on how leisure tourism has impacted Saudi Arabian citizen’s perception on culture in Saudi Arabia with specific emphasis on the country’s religious, social, and economic beliefs and conditions. The findings of this research will be meaningful in filling the current gap in literature with respect to the determination of how leisure tourism has impacted the perception of Saudi Arabian citizens on culture in Saudi Arabia.

Sincerely,
Ihsan Bayaa

APPENDIX D

Cover Letter (Arabic Version)

احسان بياعة
[التاريخ]
سيدي العزيز / سيدتي،

أكتب لتقديم بحث بعنوان " فحص تصور المواطنين السعوديين لتأثير السياحة الترفيهية على الثقافة في المملكة العربية السعودية." ستزيد الدراسة من تركيزها على كيفية تأثير السياحة الترفيهية على ثقافة المملكة العربية السعودية مع التركيز بشكل خاص على المعتقدات والظروف الدينية والاجتماعية والاقتصادية في البلاد. ستكون نتائج هذا البحث ذات مغزى في سد فيما يتعلق بتحديد كيفية تأثير السياحة الترفيهية على الثقافة في المملكة العربية السعودية. الفجوة الحالية في المؤلفات

مع خالص الشكر والتقدير،
احسان بياعة

APPENDIX E

Consent Form



Consent Form - IRB Protocol ID (22-10-2002)

TITLE OF STUDY

An Examination of the Saudi Arabian Citizens Perception on Leisure Tourism's Impact on Culture in Saudi Arabia

PRINCIPAL INVESTIGATOR

Ihsan Bayaa
Ihsan.bayaa@pepperdine.edu

INVITATION

Dear Participant,

My name is Ihsan Bayaa. I am conducting a study on examining the Saudi Arabian citizens perception on leisure tourism's impact on culture in Saudi Arabia. If you are 18 years of age or older and a Saudi Arabian citizen, you may participate in this research. This questionnaire will be available in both English and Arabic.

PURPOSE OF STUDY

You are being asked to take part in a research study. Before you decide to participate in this study, it is important that you understand why the research is being done and what it will involve. Please read the following information carefully. Please ask the researcher if there is anything that is not clear or if you need more information.

STUDY PROCEDURES

The research process is quantitative in nature and will involve the use of questionnaires in conducting the survey. A questionnaire link will be sent to you, and you will be required to fill it

out through Qualtrics. After the response from the selected participants has been received, the data will be documented and saved in a password protected computer. The data will be used to make meaningful conclusions. Completion of the questionnaire is expected to take approximately 25 minutes.

RISKS

You may decline to answer any or all questions and you may terminate your involvement at any time if you choose.

BENEFITS

By participating in this research, you will enable us to generate meaningful findings which will in turn inform key policy decisions and recommendations on how leisure tourism in Saudi Arabia should proceed.

CONFIDENTIALITY

Your responses to this survey will be anonymous. Please do not write any identifying information on your questionnaire. Every effort will be made by the researcher to preserve your confidentiality including the following:

- Assigning code names/numbers for participants that will be used on all research notes and documents.
- Keeping notes, interview transcriptions, and any other identifying participant information in a locked file cabinet in the personal possession of the researcher.

Participant data will be kept confidential except in cases where the researcher is legally obligated to report specific incidents. These incidents include, but may not be limited to, incidents of abuse and suicide risk.

RIGHTS AS A RESEARCH SUBJECT

You may ask any questions concerning this research and have those questions answered before agreeing to participate in or during the study.

For study related questions, please contact the investigator(s):

Ihsan Bayaa – ihsan.bayaa@pepperdine.edu

Leo Mallette – leo.mallette@pepperdine.edu

For questions concerning your rights or complaints about the research contact the Institutional Review Board (IRB):

- Phone: 1(310)568-2305
- Email: gpsirb@pepperdine.edu

CONTACT INFORMATION

If you have questions at any time about this study, or you experience adverse effects as the result

of participating in this study, you may contact the researcher whose contact information is provided on the first page.

VOLUNTARY PARTICIPATION

Your participation in this study is voluntary. It is up to you to decide whether or not to take part in this study. If you decide to take part in this study, you will be asked to sign a consent form. After you sign the consent form, you are still free to withdraw at any time and without giving a reason. Withdrawing from this study will not affect the relationship you have, if any, with the researcher. If you withdraw from the study before data collection is completed, your data will be returned to you or destroyed.

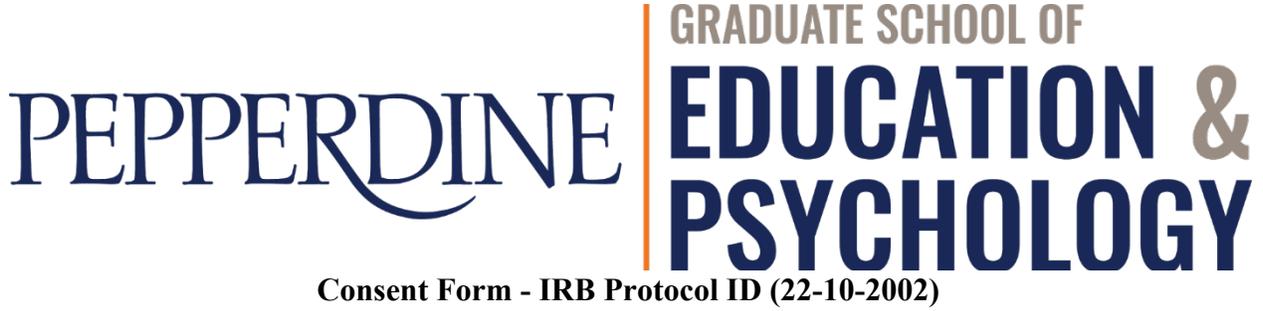
CONSENT

I have read, and I understand the provided information and have had the opportunity to ask questions. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving a reason and without cost. I understand that I will be given a copy of this consent form. I voluntarily agree to take part in this study.

https://pepperdine.qualtrics.com/jfe/form/SV_bJFHZKQgBy3DaNU

APPENDIX F

Consent Form (Arabic Version)



عنوان الدراسة

فحص تصور المواطنين السعوديين لتأثير السياحة الترفيهية على الثقافة في المملكة العربية السعودية

الباحث الرئيسي

إحسان بياعة

Ihsan.bayaa@pepperdine.edu

دعوة

عزيزي المشارك،

انا اسمي احسان بياعة. أقوم بإجراء دراسة حول فحص تصور المواطنين السعوديين لتأثير السياحة الترفيهية على الثقافة في المملكة العربية السعودية. إذا كان عمرك 18 عامًا أو أكثر وكنت مواطنًا سعوديًا، فيمكنك المشاركة في هذا البحث. سيكون هذا الاستبيان متاحًا باللغتين الإنجليزية والعربية.

الموافقة على المشاركة في دراسة بحثية

أنت مدعو للمشاركة في دراسة بحثية قبل أن توافق على المشاركة في هذه الدراسة، من المهم أن تفهم سبب إجراء البحث وما الذي سيتضمنه. يرجى قراءة المعلومات التالية بعناية. يرجى سؤال الباحث إذا كان لديك أي تساؤلات حول هذا البحث في أي وقت أو إذا كنت بحاجة إلى مزيد من المعلومات.

إجراءات الدراسة

عملية البحث ذات طبيعة كمية وستتضمن استخدام الاستبيانات في إجراء المسح. سيتم إرسال رابط بعد استلام الرد من المشاركين المختارين، Qualtrics الاستبيان إليك، وسيطلب منك تعبئته من خلال سيتم توثيق البيانات وحفظها في جهاز كمبيوتر محمي بكلمة مرور. سيتم استخدام البيانات للتوصل إلى استنتاجات ذات مغزى. من المتوقع أن لا يستغرق إكمال الاستبيان أكثر من 10-15 دقيقة.

المخاطر

مشارككنكم في هذا البحث هو عمل تطوعي، يمكنك رفض الإجابة على أي من الأسئلة أو

جميعها، كما يمكنك التوقف عن المشاركة في أي وقت إذا رغبت في ذلك.

فوائد

من خلال المشاركة في هذا البحث، ستمكننا بعد جمع البيانات وتحليلها من التوصل إلى نتائج ذات مغزى لتكون عاملاً مهماً في وضع البرامج التخطيطية لسياحة الترفيه في المملكة العربية السعودية.

سرية

ستكون ردودك على هذا الاستطلاع مجهولة المصدر. من فضلك لا تكتب أي معلومات تعريفية في الاستطلاع الخاص بك سيبدل الباحث:

كل جهده للحفاظ على سريةك بما في ذلك ما يلي
سيتم تخصيص أسماء / أرقام رمزية للمشاركين والتي سيتم استخدامها في جميع المذكرات ووثائق الخاصة بالبحث.

سيتم الاحتفاظ بالملاحظات والمقابلات المدونة وأي معلومات أخرى تحدد هويته
المشارك في خزانة ملفات مقفولة ذات ملكية خاصة و بحوزة الباحث فقط
سيتم الاحتفاظ بسرية بيانات المشاركين إلا في حالة التزام الباحث قانوناً للإبلاغ عن حوادث محددة.
تشمل هذه الحوادث، على سبيل المثال لا الحصر، حوادث العنف وخطر الانتحار.

الحقوق كموضوع بحثي

يمكنك طرح أي أسئلة تتعلق بهذا البحث والإجابة على هذه الأسئلة من قبل الموافقة على المشاركة في الدراسة أو أثناءها.

(للأسئلة المتعلقة بالدراسة، يرجى الاتصال بالباحث (المحققين)

- إحسان بياعة

ihsan.bayaa@pepperdine.edu

- ليو مألتي

leo.mallete@pepperdine.edu

للأسئلة المتعلقة بحقوقك أو شكاوى حول البحث، اتصل بالمؤسسة
مجلس المراجعة

IRB BOARD

هاتف:

1(310)568-2305

البريد الإلكتروني:

gpsirb@pepperdine.edu

معلومات التواصل

إذا كان لديك أي تساؤلات حول هذا البحث في أي وقت، أو واجهت آثارًا سلبية نتيجة المشاركة في هذه الدراسة، يمكنك الاتصال بالباحث الذي تتوفر معلومات الاتصال به في الصفحة الأولى

المشاركة في دراسة بحثية

تُعد مشاركتك في هذا البحث مشاركة تطوعية، ولن تُطبق عليك أي عقوبة أو تخسر أي مزايا إذا رفضت المشاركة أو إذا قررت التوقف. إذا قررت المشاركة في هذه الدراسة، فسيتطلب منك التوقيع على استمارة موافقة. بعد التوقيع على نموذج الموافقة، لا يزال بإمكانك الانسحاب في أي وقت ودون إبداء أسباب. الانسحاب من هذه الدراسة لن يؤثر على علاقتك بالباحث، إن وجدت. إذا انسحبت من الدراسة قبل اكتمال جمع البيانات، فسيتم إرجاع بياناتك إليك أو إتلافها

الموافقة

لقد قرأت وفهمت المعلومات المقدمة وأتحت لي الفرصة لطرح الأسئلة. أفهم أن مشاركتي تطوعية وأنني حر في الانسحاب في أي وقت دون إبداء أسباب وبدون أي عقوبة. أفهم أنه سيتم إعطائي نسخة من نموذج الموافقة هذه. في حال توقيعك على هذا المستند فأنت تقر بأنك توافق اختياريًا على المشاركة في هذا البحث وأن المعلومات المذكورة أعلاه قد شرحت لك بالكامل من قبل الباحث

https://pepperdine.qualtrics.com/jfe/form/SV_bJFHZKQgBy3DaNU

APPENDIX G

IRB Approval

Pepperdine University
24255 Pacific Coast Highway
Malibu, CA 90263
TEL: 310-506-4000

NOTICE OF APPROVAL FOR HUMAN RESEARCH

Date: November 22, 2022

Protocol Investigator Name: Ihsan Bayaa

Protocol #: 22-10-2002

Project Title: AN EXAMINATION OF THE SAUDI ARABIAN CITIZENS PERCEPTION ON LEISURE TOURISM 'S IMPACT ON CULTURE IN SAUDI ARABIA

School: Graduate School of Education and Psychology

Dear Ihsan Bayaa:

Thank you for submitting your application for exempt review to Pepperdine University's Institutional Review Board (IRB). We appreciate the work you have done on your proposal. The IRB has reviewed your submitted IRB application and all ancillary materials. Upon review, the IRB has determined that the above entitled project meets the requirements for exemption under the federal regulations 45 CFR 46.101 that govern the protections of human subjects.

Your research must be conducted according to the proposal that was submitted to the IRB. If changes to the approved protocol occur, a revised protocol must be reviewed and approved by the IRB before implementation. For any proposed changes in your research protocol, please submit an amendment to the IRB. Since your study falls under exemption, there is no requirement for continuing IRB review of your project. Please be aware that changes to your protocol may prevent the research from qualifying for exemption from 45 CFR 46.101 and require submission of a new IRB application or other materials to the IRB.

A goal of the IRB is to prevent negative occurrences during any research study. However, despite the best intent, unforeseen circumstances or events may arise during the research. If an unexpected situation or adverse event happens during your investigation, please notify the IRB as soon as possible. We will ask for a complete written explanation of the event and your written response. Other actions also may be required depending on the nature of the event. Details regarding the timeframe in which adverse events must be reported to the IRB and documenting the adverse event can be found in the *Pepperdine University Protection of Human Participants in Research: Policies and Procedures Manual* at community.pepperdine.edu/irb.

Please refer to the protocol number denoted above in all communication or correspondence related to your application and this approval. Should you have additional questions or require clarification of the contents of this letter, please contact the IRB Office. On behalf of the IRB, I wish you success in this scholarly pursuit.

Sincerely,

Judy Ho, Ph.D., IRB Chair

cc: Mrs. Katy Carr, Assistant Provost for Research