UNIVERSITY OF SOUTHAMPTON

TOURISM PATTERNS AND BEHAVIOUR IN SAUDI ARABIA WITH SPECIAL REFERENCE TO THE EMIRATE OF MAKKAH AL-MUKARRAMAH PROVINCE: A GEOGRAPHICAL STUDY ·

by

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ABSTRACT

FACULTY OF SCIENCE

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Doctor of Philosophy

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by Sultan Ahmad Al-Thagafy, B.A., M.S.

This study examines aspects of leisure and holiday activities of the population in western Saudi Arabia. The first part of the study provides information about the physical and cultural environment of the Kingdom which offers much potential for domestic tourism. The western part of the Kingdom with its attractions, easy accessibility, services and, above all, its religious value can be considered the major tourist area of Saudi Arabia.

The second and the main part of this study attempts to examine the patterns of vacations taken by tourists from the three main cities of Makkah, Jeddah and AtTaif and the socio-economic factors influencing that tourist behaviour. This is based on a sample of 1800 household heads selected from 18 districts in the three cities, chosen to cover a range of income levels. The level of use of accommodation, transport and tourist information sources is also examined in relation to holiday destinations and socio-economic characteristics of the respondents such as their education and income.

Generally, the analysis showed that Jeddah, AtTaif, Asir and Al-Baha are major holiday destinations chosen for their attractions as tourist locations, and Makkah and Al-Madinah for their religious centres. But the popularity of these destinations varied with the sources of respondents and their socio-economic characteristics. In particular the educational level and income of respondents influenced their holiday behaviour. The results also show a general lack of tourist information materials for all destinations. The level of satisfaction with several services related to tourism and travel were, in general, high among the respondents. Some recommendations are made for further studies and for a central tourist body to co-ordinate the future development of the tourist industry.

TO

MY FATHER, AHMAD AND

MY LATE MOTHER, GOD'S MERCY UPON HER

I DEDICATE THIS WORK

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CHAPTER ONE

SCOPE OF THE STUDY

1.1 Introduction

Tourism is a fast-growing economic phenomenon throughout the world as a result of urbanization, industrial development, easier travel and rising living standards. Urbanization creates the need for people to escape from the city and from their daily routines. Changes going on in Saudi society now mean that tourism is a fast growing part of its economy. Rapidly rising standards of living in Saudi Arabia are giving people more time and money for leisure. This factor has increased the number of Saudis travelling to tourist locations inside the country and abroad, but almost no information exists on leisure travel within Saudi Arabia.

This study is a first attempt to examine tourist movements in Saudi Arabia to see, by means of a questionnaire survey, how they are related to the other social and economic characteristics of the respondents. The study also has a focus on the form of holidays, the major receiving areas of tourist flows and the reasons for their attractions, beside the level of use and satisfaction of tourists with facilities found at those sites.

That there is a need for such a study at this time is clear when one considers both the rate at which leisure activities are expanding in Saudi Arabia, and the way in which many of the facilities are being provided to meet those new demands. Taking a holiday away from home each year is now normal for most Saudi families. Day or short-break trips into the countryside, or desert, are commonplace several times a year.

But facilities to meet the needs created by this growth of holiday-making are often inadequate. Many Saudis take their annual holidays abroad where better recreational opportunities and facilities are known to exist. Within the Kingdom, too few facilities are being provided in the countryside and desert for camping and other activities. National parks are being set up, but often with few attractions and facilities for tourists. The number of hotel rooms has doubled in the last 15 years, but most of these are not of a type, or are not in suitable locations, for vacation use.

Part of the cause of this lack of co-ordination between leisure needs and the supply of facilities results from the divided responsibilities of the government and private sectors for providing leisure facilities, while another problem is the gross lack of information on the scale and nature of the changing leisure patterns of the population. Currently the development of facilities for leisure, recreation and tourism are carried out both by a variety of government bodies and by the private sector. Government agencies, such as the Ministry of Municipal and Rural Affairs, carry the main responsibility for providing and managing gardens, parks and open spaces in urban areas for recreation purposes. The Directorate of Parks in the Ministry of Agriculture and Water is responsible for the establishment and maintenance of the national parks. The Department of Antiquities and Museums in the Ministry of Education deals with identifying and protecting historical locations, and the National Commission for Wildlife Conservation is responsible for conserving and developing wildlife areas, and for breeding endangered species in the protected areas. The Ministry of Commerce draws up plans for the development of hotels and furnished apartments, classifies their grading and controls their prices. Various other government agencies also have a share in providing other recreational facilities. The private sector also participates in various ways in

developing facilities, such as accommodation and transport services, and leisure facilities like amusement parks.

But what is noticeable in all this provision is a lack of comprehensive co-ordination between the different parts of the public and private sectors to ensure that facilities of the right type are provided where the demands exist. Uneven development tends to result because little is known of where particular types of demands exist, or may shortly arise, and because it is unclear who should be meeting each demand. The government provides incentives to the private sector to encourage it to meet anticipated demands. In some cases land has been provided free to those establishing leisure projects, and in other cases, long-term loans at subsidized rates are available. Often, however, private investors in leisure projects hesitate to provide facilities because of a lack of assurance about likely levels of demand, or they seek extra government guarantees before investing. The marked seasonality of tourist patterns - with certain areas attracting summer visitors and other areas attracting winter tourists - also makes for difficult investment decisions.

In very recent years some encouraging steps towards a more co-ordinated, planned approach to the provision of tourist facilities have been made in certain parts of the Kingdom, where it has been recognised that tourism and recreation create varied demands best met at the regional level. Tourism committees have been set up in Asir, AtTaif and Al-Baha - all important holiday areas - and Asir and Al-Baha Emirates now have a Tourism Development Directorate. These groups involve people, working in government and the private sector, who meet several times a year to discuss tourism developments in their regions and to suggest ways of providing services for tourists, as well as encouraging public awareness in the regions' tourism activities. But these regional groups have little authority beyond an advisory role, so that a vital need remains for an independent government body to plan for,

and monitor, the development of tourism within the whole Kingdom and its parts. This body would also play a part in co-ordinating the tourist-related activities of various government departments and the private agencies. Such a branch of central government could only function properly with the help of a body of data on the recreational activities and patterns of the population. Almost none of this data exists, and this study attempts to fill part of that gap.

In order to limit the scope of the present study to a practical size, its main focus is on tourist movement from the three main cities in the west of the country - Makkah, Jeddah and AtTaif - to the main resort destinations in their region and in the southwestern areas in general. These include the most scenic parts of the Kingdom with the most pleasant climate. The focus is restricted to holiday movement, involving periods spent away from home, so that day trips and other forms of short-term recreation are excluded. The study is, therefore, mainly concerned with the movement of people between generating and receiving areas, and the reasons for their tourism behaviour. The information on tourist movement was gathered from an extensive questionnaire survey made by the writer among 1800 persons in the three cities. This household survey was distributed among different income groups and answered by household heads. Information was also gathered on the satisfaction among respondents with the facilities and services related to tourism in the southern and western regions of the Kingdom. However, some questions provided information on leisure, recreation and tourist facilities and activities in other parts of the country. As a first study of tourist activity and patterns in the southern and western parts of the country, the study also attempts to throw light on the processes, generally, of domestic tourism and tourism behaviour in Saudi Arabia.

The thesis is supported by a variety of data sources, other

than the questionnaire survey, where available. Such data is limited, however. Not only is there no central agency dealing with tourism and recreation development in the Kingdom but no government department collects data on tourist movements or investment in tourist facilities. This lack of information and of previous research on tourist flows within the country, and of the increasing economic and social significance of leisure travel, has limited the background information for this study but has also highlighted the need for it as important to the development of the tourist industry.

Because Saudi Arabia is a large country it offers a variety of tourist attractions and has great potential in this field. The government of Saudi Arabia places no restrictions on tourism movement within the country. Saudis are also free to travel abroad. With the increasing ease of mobility within Saudi Arabia both by road and air, there is a great potential to develop the tourism and recreational resources, especially in the western and southern mountain regions, the Red Sea coast area and the many historical and archaeological sites. There is much scope to attract more pilgrims to the holy places, as well as more tourists from overseas to the range of scenic and cultural sites.

As was stated previously, to limit the scale of this study to a practical size, the study area for the collection of the questionnaire data in the tourist generating area was limited to the three cities named (Makkah, Jeddah, and AtTaif). These are all in the Emirate of Makkah Al-Mukarramah Province, one of the fourteen administrative divisions of the country. All questionnaires were delivered to households in these cities because it would not have been possible to survey households in every village in the province and reach worthwhile conclusions. These urban households represent the generating areas studied.

For the receiving areas the focus was mainly on the whole

western and southern parts of the Kingdom. Within this area and within the general scope of the study, the principal objectives of the research were : (1) to discover the main receiving areas that families from the three cities visit as tourists; and the reasons for the attractions of these areas; (2) to explore at the household level in the three cities what influences the tourism activities of households; (3) to examine the level of satisfaction of those tourists with the quality of tourist facilities and services provided; and (4) to comment on the need for a central body to direct the further development of the tourist industry and research on tourism in the country.

To achieve these objectives several methods of data collection and analysis supplemented the main questionnaire survey. First, all possible sources of information on tourism in Saudi Arabia, and in some other developing countries, in articles, theses, government reports and socio-economic surveys, were located and used. Second, because there is very little data on tourism in Saudi Arabia the necessary field work included a pilot survey conducted in May and June, 1988. This involved 70 Saudi families in Makkah, Jeddah and AtTaif who were questioned on their recent tourism behaviour. This survey helped shape the main questionnaire. The main fieldwork period involved a questionnaire survey of 1800 sampled families in the three main cities in Makkah Al-Mukarramah Province on their tourism behaviour. Because the author lives in AtTaif, one of the selected cities and a major resort in the western region of the country, and because he is familiar with other resort areas in that part of the country, he was able to make observations on the present tourism resources of these areas, and to see how they can be improved to meet future needs.

1.2 Literature Review

1.2.1 Definitions of Tourism

Various definitions have been proposed for tourism. One of the first difficulties of studying tourism is its variety of definitions, and in defining the scope of the field (Lee 1980, p.2 & Boyer 1972, p.7-15). One of these problems is the overlap between tourism, recreation and leisure. One of the earliest definitions of tourism, according to Robinson (1976, p.xxvi), was that of the League of Nations (1937). Here a "*tourist*" was seen as "*a person travelling for a period in excess of twenty four hours in a country other than that in which he normally resides*". This definition was not completely satisfactory because it excluded the holiday-maker who takes a holiday in his own homeland - the most common type of tourist - in contrast to the tourist who goes abroad. Tourism, therefore, became associated with foreign travel because "*tourism*" and "*tourist*" derive from the French noun "*tour*", meaning to make a circular journey, whereas most tourists today are domestic in origin. The scale of much tourism has also changed. The term "*tour*" was used first by the British to describe their "*grand tour*" in Europe in the eighteenth century, and was then exported to other languages. More recently the term "*tourist*" has been applied to any pleasure and business traveller who spends at least one night in a hotel, motel, or away from home (the American Heritage Dictionary 1976, p.1358). According to the Oxford English Dictionary (1933, p.190) the term "*tour*" defines a journey out and home again during which several places may be visited. A tourist is, therefore, a person who makes such a tour for purposes of recreation, pleasure, or cultural interest. But such a tour can range from quite local travel to much broader scale travel across major parts of the world.

As the definition of a tourist has been widened the most accepted and "*the most specific definition, but also the*

most inclusive of the various definitions" is that proposed by the United Nations Conference on International Travel and Tourism at its meeting in Rome in 1963, where a tourist was described as a temporary traveller staying at least 24 hours away from home for leisure, recreation, holiday, health, religious, sport, domestic or business reasons (UN 1978, p.569; OECD 1971, p.7; Matley 1976, p.23; and Cosgrove & Jackson 1972, p.45). This contrasts with an "*excursionist*" defined as a temporary visitor staying away from home for less than 24 hours, or transit passengers, immigrant and migratory labourers.

But Mill and Morrison (1985, p.12) said "*tourism is a difficult phenomenon to describe.... no definitions of tourism are universally accepted*". They consider that the link between travel, recreation, leisure and tourism remains fuzzy. After all, recreational visits to family members or religious pilgrimages may involve staying away from home, but may not be considered tourism in the strictest sense. However, no attempt is made in this thesis to distinguish between tourism and other types of recreational activity which involve staying away from home overnight and all are considered as tourism here.

1.2.2 Leisure, Recreation and Tourism

Tourism, leisure and recreation are three interrelated phenomena and various attempts have been made to differentiate between them. According to Cosgrove and Jackson (1972, p.13) the definition that was adopted by the International Study Group on Leisure and Social Sciences is "*leisure consists of a number of occupations in which the individual may indulge of his own free will - either to rest, to amuse himself, to add to his knowledge and improve his skills disinterestedly and to increase his voluntary participation in the life of the community after discharging his professional, family and social duties*". However,

Cosgrove and Jackson (pp.13-14), in criticising this definition, stated "*It is not saying more than that we are at leisure when we have time free from the necessity to work, and it may not be possible to be more precise. It should be emphasised, however, that these definitions are likely to be interpreted in different and even conflicting ways*". Other definitions are no more precise. The Oxford Advanced Learner's Dictionary of Current English (1981, p.482) defines leisure as "*spare time, time free from work*". Also Hookway and Davidson (1970) defined leisure "*...as the time available to us when ... other basic needs have been met*". Patmore (1983) believes that "*leisure is more readily experienced than defined*".

Again the Oxford Dictionary (1981, p.704) defines recreation as "*(formal) play or amusement; refreshment of body and mind*". Burton and Noad (1968, p.1) think recreation is not an easily defined homogeneous entity. Also Gearing, Swart and Var (1974, pp.3-4) added that recreation "*includes all pursuits... that are undertaken by people in their leisure or uncommitted time*". According to the Countryside Commission Research Advisory Group (1970) and West Sussex County Council (1976) recreation contains several activities which "*includes any pursuit engaged upon during leisure-time, other than activities to which people are normally highly committed*".

It is not easy, then, to distinguish between leisure, recreation and tourism beyond the fact that tourism is a subset of recreation and involves travel and staying overnight away from home. Clearly the three are very much related. Fedler (1987 pp.311-313) stated that "*leisure, recreation and tourism are indeed interrelated*". However, some attention has been drawn to distinctions between them. As leisure is generally defined as "*free time available*", Mathieson and Wall believe that recreation involves activities that are experienced during leisure time. And Mansfield (1987) thinks that tourism, as an economic and

spatial-temporal phenomenon, involves the movement of people away from home and their use of facilities provided. The Century Dictionary defines a tourist as one who travel for pleasure moving to different places to see sites, scenery etc. (Brown 1935, p. 468). But Ogilvie (1933) defines a tourist according to two characteristics: (1) being away from home for not more than one year;(2) spending money during that absence. Several other definitions of tourists include the use of services. It could be that a tourist consumes more services, mainly accommodation and transportation, than a recreationst and any one else involved in some leisure activities in his/her own residential area. Even so the distinction between leisure, recreation and tourism is still not very clear, and this study does not attempt to draw a clearer distinction between them.

Others see the way in which leisure, recreation and tourism are studied makes the distinction clearer. Fedler stated that "*leisure and recreation research has proceeded on the one camp, while tourism research has proceeded on the other, and for some unknown reason they have remained relatively isolated from one another. Defining the interrelationships (or the lack of relationships) will require the researchers to consider the functions, forms, and processes of leisure, recreation, and tourism within individual studies so that the distinction process can begin*". Colton (1987 pp.345-46) thinks that leisure, recreation and tourism research should study them by applying a symbolic interactionist perspective. He stated that "*Symbolic interactionism emphasizes that human society uses symbols and meanings, and behaviour is based on these meanings. Meanings are derived through social interaction but can be handled and modified by an individual in dealing with things encountered. Situations, roles, and audiences, including "others" and reference groups, have meanings and provide the context in which actions or behaviours occur*".

Attitudes and behaviour to leisure, recreation and tourism may help to define them. Several studies and reports recently on leisure and recreation behaviour show the importance of definitions attached to them. Clawson (1966) describes leisure as the time left over from work, and recreation is any activity that has no commitment attached to it. He therefore sees no clear boundaries between recreation and related activities. The main feature of recreation "*is not the activity itself but the attitude with which it is undertaken*". Mercer (1970) stated that "*leisure is difficult to define precisely ..... it is choosing or discretionary time and is closely allied, though is not synonymous with, the equally diffuse term recreation*". He also mentioned that tourism "*is often equated with recreation*" and that the geography of tourism has become established as a branch of the broader field of recreation geography. Neulinger (1976) stated that "*leisure has one and only one essential criterion, and that is the condition of perceived freedom*". Again in this sense Iso-Ahola (1980) believed that the meaning of leisure is based on an individual's own perception and he stated that "*leisure becomes a subjective perception of an actual or imagined activity a person participates in at a given time*" and recreation is a "*form of individual leisure experience*".

1.2.2.1 Leisure, Recreation and Tourism in Society

Leisure, recreation and tourism activities have an increasingly important role in contemporary societies and the quality of life of their citizens. Because of this in western societies like the United Kingdom many studies have been carried out to identify and measure the availability and level of use of leisure, recreation and tourism facilities and services as well as measuring availability and the use of free time to use them (Stockdale, 1985). Dower (1981) considered the provision of recreation and leisure activities as a vital element in a caring society simply because it

plays a major role in changing and developing the quality of people's lives. Patmore (1983) stated that "*differing concepts of leisure are important in any understanding of the role of leisure in society and in the life of the individual*". Such questions on the meanings and role of leisure, recreation and tourism become important when comparing attitudes to them in different societies where, for example, in Saudi society religious observance might be seen as an aspect of life linked to recreation as much as to daily work.

With this proliferation of ideas in this field recently, several researchers have started to identify major research areas in the field of leisure, recreation and tourism. For example, Glyptis (1981) has identified three approaches to recreation research: the demand-orientated approach which includes home-based surveys; the resource-based approach which considers the usage of sites; and a supply-based approach which contains some elements of the first two approaches. Brunt (1990, pp.9-10) has categorised several studies under these three research approaches. Patmore (1983) divided leisure patterns into two approaches: the time-based approach which measures the time spent on an activity, and the activity-based approach which deals with the proportion of the people who participate in a leisure activity.

The studies of leisure, recreation and tourism have also been approached in different ways by researchers from different disciplines. This is clearly seen from the geographer's perspective where Verbeke and Dietvorst (1987, p.362) said, "*Leisure, recreation and tourism are still considered to be separate topics in the current research fields of geography*". Because of this separation and because geographers have made substantial contributions to tourism research it is important to direct some of the literature review towards geography and tourism. This shows much diversity in the geographers'

approaches to tourism studies.

1.2.3 Geography and Tourism

Geographers, like economists and sociologists, have for long shown an interest in tourism because the main elements in any tourist activity are location, destination, time and money. Mill and Morrison saw tourism as consisting of three parts: travel, market, and destination. Clearly there is a strong geographic component in these.

Geographers began to show an interest in the field of tourism studies over fifty years ago in Europe, particularly in Germany in the 1930s (Pearce 1987, p.5). Poser (1939, p.14) recognised five varieties or elements of tourism in the Riesengebirge: spas, summer climate, winter sports, hiking and transit tourism (Matley 1981, p.5). Since the 1960s geographical studies of tourism have spread in Europe, in North America and then elsewhere (Pearce 1979, pp.245-72). According to McMurray (1930) and Brown (1935) tourism was treated as a significant form of land use by early American geographers, whereas in Britain Gilbert and others (1939) studied the morphology of inland and seaside resorts. But as a range of relevant themes evolved, the study of the geography of tourism has lacked coherence (Turnock 1977, p.5). Some studies emphasized the physical and cultural environment and its protection, but others stressed the importance of many other aspects of geography to tourism studies.

This lack of coherence in tourism studies by geographers was paralleled by a diversity of interests by geographers looking at recreational activities. In 1954 McMurray viewed recreational geography as a "*newly-emerging field in economic geography*". But by the 1970s Wall could see no real emphasis in the early work. Until the early 1960s he believed the interest among those who dealt with recreation studies was

focused mainly on seaside resorts but later studies represented "*the great proliferation of work on recreation*". As far as any themes in this proliferation can be detected, until the 1970s geographers in general became more involved in focusing their interest exclusively on the vacation industry at the international and national levels (Mercer, 1970). But since that time geographers have started to look more closely at several recreational activities, the use of resources, and recreational behaviour. Bale (1989) stated that in the last two decades a number of investigations have been undertaken on different aspects of leisure within urban and nearby areas and on the facilities for indoor or outdoor activities.

To see more recent geographical studies in tourism in perspective Robinson (1976, pp.xxii-xxiv) identified its five geographical features: (1) the nature of environments and the location of phenomena; (2) the landscape and the impact of tourism upon it; (3) tourism as a commercial activity and as an aspect of economic geography; (4) tourism in international trade as the largest single item in the world's foreign trade; and (5) social and cultural effects of tourism. But not all geographers saw tourism studies as widely.

Many geographers have treated tourism as a field of applied geography (Leszczychi 1964, p.15 and Robinson 1976, p.xxv) mainly on the basis of its four characteristics: "*(1) the research carried out is directed towards a practical end;(2) the work implies the critical evaluation of the phenomena studied;(3) the practical purpose of the studies requires that the result be represented quantitatively; (4) the study ... should be able to give perspective and scientifically based forecasts*" (Robinson 1976).

Yefremov (1975, p.205) saw that geography and tourism are two areas that are being linked by increasingly complex and strengthening ties. For a long time the linkages worked only

in one direction, in that "*tourism was always in need of geographical information.... Geography as a science existed side by side with tourism, but did very little to assist tourism; geography made no effort to investigate the peculiarities of tourism and in turn made little use of the results of tourist activities in geographic research*". Now this is changing and one of the duties of the study of geography and tourism is to propose ways of preserving landscape and areas of heritage values. Problems arise in this, however, in that tourism development can often act against the interest of landscape conservation (Yefremov 1975, p.212).

Pearce (1979, pp. 245-72 and 1981. p.2) listed six topic areas which can be treated as the major components of the geography of tourism: "*(1) spatial patterns of supply; (2) spatial patterns of demand; (3) the geography of resorts; (4) tourist movements and flows;(5) the impact of tourism; and (6) models of tourist space*".

Stansfield (1971) pointed to the importance of tourism studies for several branches of geography. Physical geographers would stress the importance of the physical environment, in terms of landscape, water and climate for tourism development, while economic geographers have much to contribute on the location factors of the tourist facilities, transportation, movement of tourists and similar aspects. Urban geographers have shown some interest in the field of urban and resort tourism. Matley (1981, p.5) also adds that cultural geographers can find a wide field of study by analysing the historical and cultural attractions of urban centres and by appraising the importance of historical, ethnic and religious influences on the location of tourist attractions.

Jadwiga (1984, p.69) sees five main elements to tourism geography: (1) socio-economic characteristics of the growth

of tourist traffic; (2) the usefulness of geographical space for the needs of tourism, considering its form and seasonality; (3) the structure and spatial distribution of tourist flows; (4) social, economic and spatial relationships between the areas of tourist demand and those of tourist consumption;(5) and the processes in geographical space influenced by tourist phenomena.

Of course, different emphases are placed on tourist geography in different countries. In Bulgarian geographic literature, for example, the emphasis in tourism studies has been seen in the fields of territorial features of the tourist economy, including tourist facilities and tourist flows (Dinev 1975, p.7 & Bacvarov 1975, 1984, p.7 & p.71). Peter (1984) identified three main subject areas for geographical research in tourism in Czechoslovakia. These are: studies on the theoretical and methodological problems of the geography of tourism; research into the tourism of given areas; and instructional texts on the geography of tourism. In France Bernard (1984) sees the geography of tourism is concerned with tourist attractions, facilities, tourist flows and the impact of tourism. This is a view similar to that stated in Italy by Pedrini (1984).

Part of this diversity of views on the study of tourism by geographers is because tourism can take many forms. Boniface and Cooper (1987, p.23) usefully pointed to several forms of tourism including domestic tourism, international tourism, long haul tourism, holiday tourism and common interest tourism. This study is concerned almost entirely with domestic tourism in a developing economy so that more attention should now be paid to the literature relevant to that.

1.2.3.1 Domestic Tourism

Mathieson and Wall (1987, p.12) defined domestic tourists as individuals travelling within their own country and remaining away from home for more than 24 hours. This creates three main elements for study: distance travelled, purpose of travel and length of stay. Domestic tourism forms a major part of many countries' economies and should, therefore, be the focus of much of tourism research. 90 per cent of all tourism in the USA is derived from the domestic market and even in small countries like the Netherlands it accounts for one half. Archer also(1975 & 1978) considers that domestic tourism is important because it can act as a factor in development both by bringing about a geographical redistribution of money within the boundaries of a state, and by acting as an integrating force strengthening national sentiment.

Domestic tourism is a major growth area of tourism simply because of its large scale already and the potential offered for it by increased wealth and leisure. However, its levels are more difficult to quantify than international tourism, but generally it is believed to account for 75-80 per cent of all tourism activities (Lundberg 1985, p.11). The World Tourism Organization (1983-B) estimated the volume of domestic tourism to be ten times greater than international tourism. In Great Britain, for example, thirty million domestic holidays are recorded each year (Archer 1975, p.1). This is in spite of the fact that about half the population of Britain goes abroad on holiday each year (Dower 1975, p.192). But the size of a country can affect its scale of domestic tourism. Larger countries are more likely to have a variety of tourist attractions and resorts, for example, so that not all areas can offer the same attractions or levels of facilities or will be centres of tourism (Boniface & Cooper 1987, p.3). Larger countries will also often have a greater population creating a larger demand for domestic

tourism.

1.2.4 Tourism in the Third World

Generally tourism in developing countries is now seen as an important generator of economic activity (Pollard 1976), but almost nothing is known of domestic tourism in those countries. Many developing countries have identified international tourism as a source of foreign exchange earnings (Ahmad 1986). Several West African countries, for example, have attracted two types of international tourists: the beach holiday visitors or mass tourists, who are looking for sun and fun, and the investigatory tourists who are taking tours in the hope of learning more about the people and the land they are visiting (Fish 1982). Both types can represent considerable foreign earnings.

One of the biggest problems in the field of tourism development in developing countries is the lack of planning institutions in general to help direct it, and tourism planning in particular. Templeman (1975) pointed out that planning for tourist facilities is an urgent need in most developing countries. In this sense Robinson (1972) pointed out that the study of tourism geography in developing countries has largely been seen as part of the study of the recreational fields of the inhabitants of the developed countries. As a result much of the research that has been done on the impact of tourism on third world economies has been conducted from the point of view of the first world (Kale & Weir 1986). In contrast almost nothing is known of the tourist activities and needs of the local people in third world areas, and little attention has been given to providing for those needs in many poorer countries.

But catering for international tourists to third world countries creates problems. Most of the flows of international tourists to the third world are subject to

seasonal patterns. In the Caribbean, for example, the peak is from January to March (Pollard 1976); in Tunisia and Greece from June to September (Peppelenbosch & Tempelman 1975), so that employment and income is seasonal and infrastructure has to be provided for only seasonal use. Much of the tourist infrastructure is often foreign owned. In West Africa, for example, most of the resort hotels are owned by foreign interests and are managed by related international management firms, while the local ownership and management are only tied to small firms dealing with food, drink, tours, local transport and other needs (Fish 1982). Rodenburg (1980) believes that many of the third world areas should promote more industrialization and services under the guise of "*services for tourists*" to reduce foreign control. The economy of some smaller third world countries, and small Pacific Islands in particular, can be largely controlled by big foreign tourist enterprises with most commercial gains going to foreign and local elite interests. Other locals only benefit through the employment created and by small enterprises (Britton 1982).

In turn the economies of third world countries can be much affected by the whims and political positions of generating countries in the development of their tourism (Wahab 1983). One of the major problems facing the tourism industry in the Sudan, for example, is the fact that the major international tour operators do not include the Sudan in their lists (El hidai 1985).

Cultural conflicts can result from international tourists in third world areas. In Sri Lanka the rapidly growing tourist industry has created cultural impacts and the tourist authorities now have to educate local children to treat foreign visitors as friends and not as a source of pocket money. The authorities have also had to control the practice of nude bathing by visiting tourists (Douglas 1980). Stalker (1984) has argued that tourism by rich countries may actually

take more from the poor countries than can be given. Tourists may abuse the environments they visit and corrupt the young. They bring their consumer culture with them and some have no respect for the traditions of the local people. Bugnicourt (1977) has noted that tourists from the industrialised world can often abuse the traditional hospitality of the third world countries. He urged the third world countries to control their tourist sites and itineraries to restrict the social disruptions caused by tourism. At the same time he believed that third world governments should try to get more control of the tourist industry in their countries by creating travel agencies, possibly run by groups of countries, so as to be in a stronger position to do business with tour operators and, if necessary, to compete with them. This could include shared air transport facilities, guaranteeing the host country half the traffic. Also he would encourage more domestic tourism in third world countries to take the place of foreign tourism activities.

1.2.5 The Arab World

Because of this emphasis on international tourism, tourism studies in the Third World in general, and in the Middle East and Arab World in particular, have been dominated by their economic aspects. In the Arab world, as in other developing areas, international tourism has been seen as a good source of additional income by several of the countries. It forms a high proportion of the national income in Egypt, Tunisia, Morocco, Jordan, Lebanon and others; for example, in 1982 income from tourism formed 20 per cent of Tunisia's national income (ONTT 1983, P.61). Income from tourism in Jordan contributed about 12 per cent to its national income in 1983 (C.B.J, 1983, & Erheil 1985).

For those countries, flows of international tourists are now large, can be counted in millions, and a considerable infrastructure - which is still growing - has been created

for them. Tunis received 1.6 million tourists in 1984 (ONTT 1985), 1.9 million in 1987 (ArRiyadh 1988) and 3.5 million (who spent 20 million tourist nights) in 1989 (Okaz 1990). Morocco received 1.9 million tourists in 1983 (D.T 1984, p.48). Egypt received a total of 1.5 million tourists who spent 8.5 million tourist nights in 1984 (M.E.N 1985, pp.11-12 & M.T 1985, p.2). Jordan received 1.9 million tourists in 1986 (ArRiyadh 1988).

In most of the Middle East this tourism attracts because of the natural and cultural variety of the countries. The main touristic development in Jordan, for example, depends on the rich archaeological sites in several locations in the country, such as Al Petra (Shoup 1985). In Egypt tourism is prompted by the many archaeological sites as well as on the Red Sea coast (M.E.N 1986). Tourism in Tunisia depends on a mixture of sun, sand and sea but also the cultural interest (Hughes 1982). Tourism started in the late 1960s in Algeria to exploit its rich African and Islamic cultural setting, together with its location close to Europe, and its physical environment and sunshine (Blake & Lawless 1972). Now the Algerian government is actively seeking to spread tourism development regionally by building several hotels in the desert oases (Blackburn 1982).

Morocco was the first country in North Africa to systematically develop its tourism (Robinson 1976). With its extensive Mediterranean and Atlantic beaches and a variety of cultural resources, the Moroccan government divided the country into seven regions for planning purposes, and started to develop transport, accommodation, and other facilities and services for tourists. As a result the value of tourism to the economy has increased dramatically. In 1986, for example, the 1.6 million tourists brought a total revenue of about $654m US. This made tourism in Morocco the second largest foreign exchange earner after phosphates (Griffin 1987). As the number of tourists has increased so

the range of attractions has been widened. Many of Morocco's cities, such as Tangier, Agadir, Casablanca, Marrakesh, Rabat, Meknes, Fez and others, both on the coast and at inland locations, are fast growing tourism destinations, with a variety of physical and cultural attractions (Griffin 1987). Another form of development related to tourism has been the establishment of national parks to protect natural resources and to provide new tourist attractions for domestic and international visitors (Barker 1986).

In Tunisia, as the tourist business got under way in the early 1960s, systematic studies were begun to define the tourism resources and to initiate a ten-year development programme (Robinson 1976). Like its neighbours, Tunisia's tourist attractions are not limited to coastal beaches. It has a wealth of archaeological sites, which reflect the North African and Arab culture, especially in Tunis city. The Tunisian government chose six regions for tourism development purposes (Templeman 1975). All of these influences have helped Tunisia to experience a rapid expansion in its tourist industry which reflects both its successful overseas promotion and local encouragement for tourist development (I.T.O 1983).

This is not to say that problems do not exist. The further development of the tourist industry in Tunisia will require better transport infrastructure. For example, I.T.O. in 1983 reported "*with all the effort and attention that is being paid to the tourism sector in Tunisia transportation costs and car hire should be an area of consideration ...*" In 1984 Van Houts noted that: "*One of the determining factors of the tourism expansion of Tunisia is air transport. More than 80 per cent of the tourists get there by air. This situation indicates one of the weak points of tourism in Tunisia, the dependence on transport form*".

In some other Arab countries the tourist industry is much

less developed but the potential for development exists. The tourist facilities and services in North Yemen, for example, are still poor. Most of its international visitors come from Europe and their interest is in cultural tourism, archaeology, ancient history and trekking (Middle East 1985). Much the same is seen in South Yemen although some western style facilities are provided such as beach clubs, golf and tennis facilities (Shirreff 1980). Lebanon has long had a major tourist industry and was known as the "*Paris of the East*". Despite the present civil war situation, tourism has been identified by the Lebanese government and the private sector as a key factor in its economic revival (Gorton 1981). The country has major historic and archaeological sites in several areas such as at Byblos, Baalbeck, Sidon, Tyre, and Beirut.

Despite this interest in international tourism in much of the Middle East, not much effort has been made in these countries to promote domestic tourism. This is also seen in the limited attention given to its study. Almost no studies have been made of internal or intraregional tourism in the Islamic world. No estimates has been made of the level of domestic tourism in these countries, with the one exception of Tunisia (Ritter 1975). The first Arab Travel Conference was only held in 1980 in Dubai (Turing 1980 & Middle East 1983). Several government and private agencies dealing with the travel and tourism industry in the Middle East countries attended that conference, the main purpose of which was to consider the development of travel and tourism in the Arab world. It was believed that developing this field, by encouraging domestic and regional tourism, would benefit the economies both financially and by helping unify the Arab states. Also it could promote a wider understanding of the Arab people by themselves and by encouraging visitors from different parts of the world. But in order to promote Arab domestic tourism a greater degree of co-operation is required between the countries in providing more facilities and by being more

flexible in the field of inter-Arab investment and shared travel agencies (The Arab Economist 1980).

1.2.6 Tourism in the Countries of the Gulf Co-operation Council

Until recently the Gulf area was entirely insulated from international tourism. Most of the governments in the region put many restrictions on travellers from outside and did not allow tourists to come into these countries. Even though over the last thirty years, and after the discovery of oil, it became an attractive area for foreign business travellers, the Gulf received no foreign tourists.

As living standards of Gulf Arabs have risen rapidly many have become big travellers and the area is now considered a generating region for international tourism. However, several problems face Gulf Arabs travelling abroad. These include the language difficulties, the drop in the value of their own currencies against western currencies, and an insecure or unwelcome feeling felt in western countries. For these and other reasons the number of tourists to the western countries from the Gulf has fallen in recent years (Otaqui 1981 & McDonnell 1980). This in turn means more Gulf Arabs are seeking tourism within their own countries.

Ritter (1986) has divided the Gulf area to three regional types for its tourism potential as seen in **Figure 1.1.** Region 1 includes Kuwait and the northern part of Saudi Arabia's east coast. This region consists of flat undulating desert plateaux and has less to offer in the way of coastal conditions, scenery and beaches suitable for tourism. Region 2 covers various separate areas including Bahrain, the Gulf of Salwa, and Qatar. The physical attractions of these areas include oases, attractive beaches, sandy deserts, scarplands and hot springs. However, Ritter has not realized that many other attractions could be included in this region such as

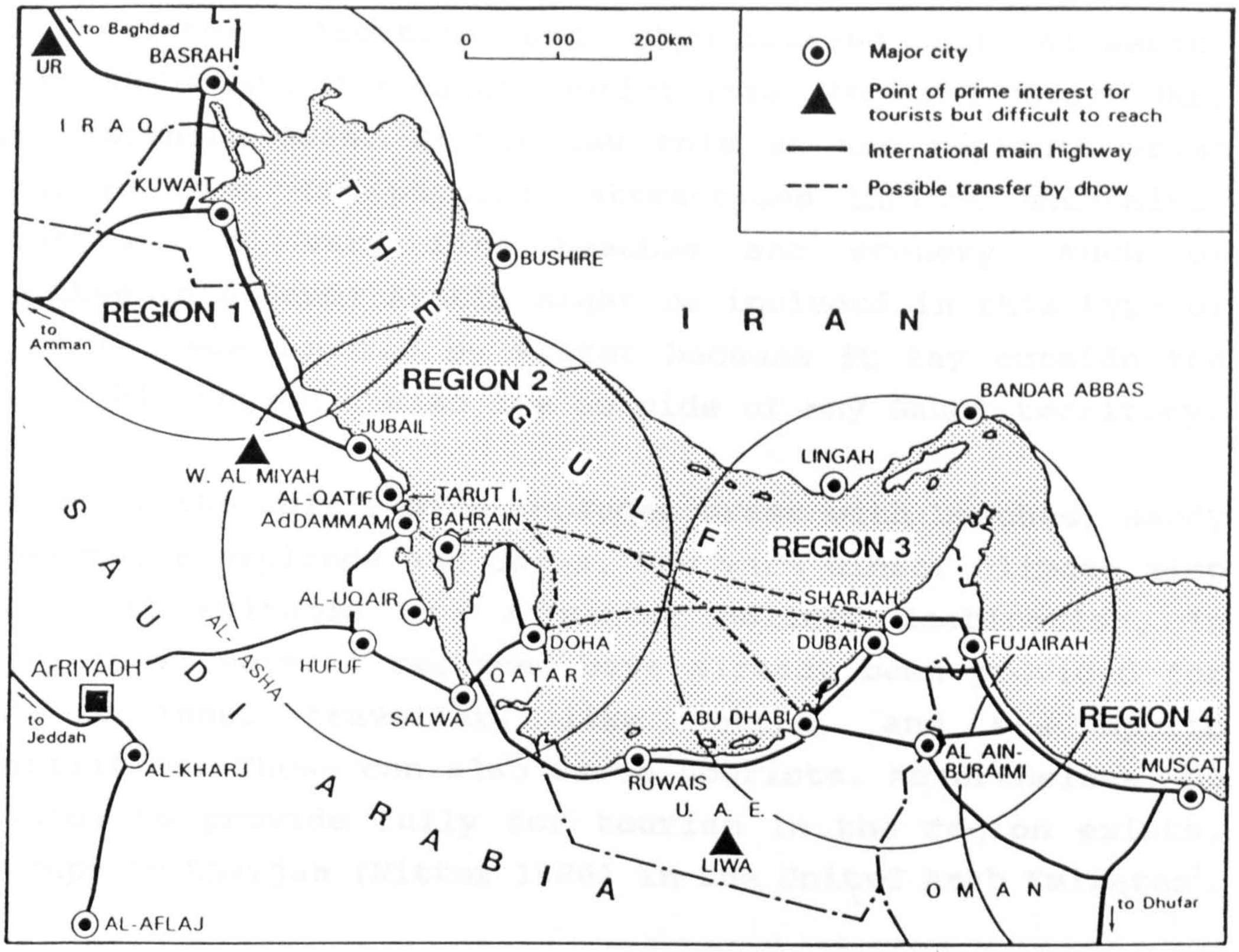


Figure 1.1 Tourist potential regions in the Gulf area

Source: Ritter,W.,1986

the Al-Qatif and Al-Ahsa oases, the Al-Uqair tourist area, the Al-Ahsa National Park, all in Saudi Arabia, and many other historic locations and physical and cultural assets that could make it a major tourist area. Region 3 covers UAE, and northern Oman. Ritter saw this as the region's prime tourist area. Its physical attractions include mountains, deserts, and very fine beaches and scenery. Much of southwestern Saudi Arabia might be included in this type of area but was ignored by Ritter because it lay outside the Gulf. His region 4 also lay outside of any Saudi territory.

In short the Gulf region includes areas with beaches, sandy deserts, scarplands and oases. The warm winter climate also makes it suitable as a winter holiday destination. In additional several services have already been provided for the business traveller, like hotels, and sea sports facilities. These can also serve tourists. Nevertheless, no system to provide fully for tourism in the region exists, except in Sharjah (Ritter 1986) in the United Arab Emirates[1].

As a result the only form of tourism catered for is informal leisure activities mainly for family recreation by local people. In addition a small number of weekenders and tourists come from neighbouring countries on short stays (Ritter 1983,1985 & 1986). Ritter (1986), writing on the prospects of tourism in the Gulf region, said: "*We find at present much*

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(1) Sharjah in the United Arab Emirates was the first Emirate which opened itself up to international tourism. In 1980-81 it received some 5500-6000 tourists, but the number had grown to 6000-6500 by 1984-85 (Ritter 1986). The main activities for tourism in Sharjah are organized by the Sharjah National Travel and Tourist Agency which has coordinated the efforts of the government and private businesses to develop the area as a winter resort (Rogers 1980, Witton 1982 & Ritter 1984, 1986). Khor Fakkan on the east coast of the Gulf of Oman, has some of the most beautiful scenery in the UAE and tourist facilities now include a luxury hotel, provision for water sports, sailing, fishing, water skiing, and scuba diving (Rogers 1980). Dubai, Abu Dhabi and Fujairah have followed Sharjah in developing a small tourism business.

recreational activity in the Gulf countries but rather little tourism in the stricter sense. Local tourism and regional tourism has just emerged but they have not reached an advanced stage of organisation".

In other areas of the Gulf most of the tourism is related to the business traveller for which a variety of comforts and services are provided (Hawley & Whelan 1982). In Bahrain the pattern of internal tourism in the country is limited to weekend tourism (Mideast 1985), but much potential exists for its development. Bahrain is an open country for tourism. It has a number of luxury and excursion services. The Bahraini government now looks to tourism as a source of income. The opening of the causeway connecting Bahrain with Saudi Arabia's eastern coast has helped the island to become a pleasure area for the Gulf, especially for Saudi and Kuwaiti holidaymakers, who now have access to attractive beaches, while Bahrainis can reach attractive oases and scenery in eastern Saudi Arabia. Around 2000-3000 vehicles were reported to be using the causeway daily in 1987 (Mideast 1987), and since the opening of the causeway the average rates of hotel occupancy in Bahrain have risen from about 50 per cent to a more comfortable 60 per cent (Economist 1987).

Kuwait, like most other Gulf states, was not fully open to tourists from outside the country. But it was a generating area for international tourists as a result of its high and rising living standards. There is, however, no central government agency to provide for central recreational planning. Nevertheless it provides some facilities for locals. Several government agencies and private sector companies provided amenities for the relaxation of their employees and families. For example, the Kuwait Oil Company provided a recreation centre for its employees. This offered facilities for motoring, golf, horse riding, football, indoor bowling, yachting, a dramatic society and many others (Safat 1981).

Before Iraq's invasion of Kuwait, Kuwait's Entertainment City was one of the largest recreational projects in the country. It is a theme park divided into three parts: Future World, International World, and the Arab World and each is especially intended to provide a recreational area for the low income families at reasonable prices (Kuwait Digest 1980). The three main towers in Kuwait are open to the public and are considered as a recreational area in their own right, especially as their managing company, the Tourist Enterprise Company, tries to attract visitors to them (Kuwait Digest 1982). The government has also established several city parks for recreational purposes. Al-Mutawa (1980) has studied the Kuwait city parks and explained the importance of central planning in their design and their management.

Of the countries so far considered, Oman has probably the most potential for tourism. According to Ritter (1986) "*it has got all the physical assets that make a tourist country*", while Brown (1983) has noted that "*its spectacular scenery and warm winters make Oman an excellent holiday venue*". Garbutt (1988) has referred "*to its colourful people, exciting history, breathtaking scenery and sun drenched beaches, ... all the ingredients of a traveller's paradise. Still completely unspoiled by any surrender to mass tourism, Oman is a country where, for the moment at least, the past and the present meet face to face across the centuries*". It is a country rich in archaeological discoveries, especially in its central desert, where traces of human activities dating back at least 10,000 years to the Stone Age have been uncovered.

Yet Oman officially remained a closed state to international tourists until 1983. Until then the government emphasised the development of domestic and local tourism. Then in 1981 a local company, Darwish Shankland Cox, was commissioned to prepare a major study of its tourism potential. This led to several zones being identified for their tourism potential

because of a wide variety of attractions they can offer. Now attempts are being made to attract foreign tourists.

1.2.7 Saudi Arabia

The Kingdom of Saudi Arabia, even more than its smaller Gulf neighbours, has got a variety of physical and cultural assets that can make it an attractive country for tourism. It has a wealth of physical attractions including over 2,000 km of coastal areas and beaches, as well as extensive mountains and oases. Historical and archaeological sites abound including Najran, Madain Saleh and several other rich areas (**Figure 2.1**).

But Al-Khedeiri (1987) has noted the tiny scale of international tourism to Saudi Arabia, and that it currently accounts for only a small part of a small Middle Eastern travel market. Some of the reasons for this insignificant share of international tourism to Saudi Arabia have been: (1) the low national priority assigned to the development of its international tourism and the consequential lack of an explicitly spelled out tourism policy at the national level; (2) the restrictive visa policy; (3) the insufficiency of informational and promotional material; and (4) the inadequacy of accommodation and allied facilities in areas of touristic significance and also their generally poor accessibility. This is because the country is not yet open for mass tourism or for tourism from outside of the GCC (Ritter 1986). Mackie (1984) stated that "*Saudi Arabia neither wants nor needs tourists and internal travel is limited to residents*". But this is no longer completely true. The country is open for tourists and visitors from the Gulf States and a steady flow of Gulf Arabs comes to the country each year for holidays.

But progress in developing a tourist industry is slow. While several Saudi government agencies are carrying out the job of

beginning to provide recreational facilities there is still no single government agency responsible for the development or management of tourism nationally. The participation of the private sector in the recreation and tourism development is also still very limited[1]. The Saudi government has spent large sums on recreation, sports and leisure services but these are mainly facilities to satisfy the people's needs in their home areas. Hunnicutt (1985) noted that "*Saudi Arabia has realised the importance of recreation and leisure services for the health, welfare, education and the quality of life for their people ..... recreation and leisure services are being used in the Gulf region to solve the problems of modernization such as urbanisation, new forms of work, population, and changing family roles*".

There is only one agency in the country dealing with tourism projects. This is the Saudi Company for Hotels and Tourist Areas (SCHTA). Of the various government bodies providing some recreational facilities amongst their other duties the most important is the General Presidency of Youth Welfare. It has a comprehensive programme for the development of sport and recreational facilities throughout the country. Its main immediate aim has been to provide sport centres in 65 main towns (Stephens 1977). It also has the job to provide a wide range of sport and recreational services in the cultural and social sector. It also has to train recreational leaders and provide information.

Also important is the Ministry of Municipal and Rural Affairs which has responsibility for providing local parks and general recreation facilities in the country. Under its

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(1) A number of Saudi businesses have been involved in tourism-related activities both inside and outside the country. For example, one Saudi business family has a 40 per cent share in the Arab International Airlines in Egypt, which flies to Sinai and the Red Sea areas (Otaqui 1985). Another Saudi businessman has taken a 50 per cent share in a project to provide 10,000 beds in Barqu in north west Tunisia (T.N.D. 1985).

direction several recreational projects have been established, including town recreation parks in several places and regional parks like those at Al-Kharj, Tarut Island, and Jabal Qara (Becsei & Brunken 1976 & Bodekar and Scharabi 1976) **(Figure 1.1)**.

With the rather limited role that recreation and tourism play in Saudi Arabia, studies of these are few in number and disparate in their coverage. At the very local level, for example, Fogg (1986, pp.116-118) made a study of the recreational provision for children in Saudi Arabia in order to find out what children do for recreation/play, and recommended what more is necessary to satisfy their needs[1].

On a broader scale a number of studies have considered the tourist potential of particular aspects or areas of the country. Al-Amiri (1986) wrote about using the landforms around ArRiyadh for scenic and recreational purposes, while Abdullah (1980) noted the need for more recreational facilities in Jeddah city. He pointed out that some of the more beautiful landforms in these areas have already been developed for recreational use but other attractive areas remain under-developed. In particular he noted the potential of sandy and various wind-eroded hills, other high areas and the lakes in Al-Aflaj and Al-Kharj for recreation, while various flat areas and wadis offer sites for picnicking and camping. The landforms around the Diplomatic Quarter in ArRiyadh offer some potential. Al-Amiri (1986) concluded that a proper study of the scenic and recreational potential of

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(1) This study showed that there were insufficient facilities and playgrounds are under-equipped. His detailed recommendations were that "*playgrounds are needed for children between the age of 4 and 12. They need to be located within safe walking/cycling distance of the users and should provide several kinds of equipment as well as an open play space for running and team games, and paved surfaces for cycling and roller skating, and space for quiet activities. Private areas are also needed for woman watching their children at play. Provision is needed for the maintenance and operations of playgrounds at the outset*".

landforms in Saudi Arabia in general, and in the ArRiyadh area in particular, needs information on slope form and other geomorphological data to be gathered. Facilities such as cafeterias, souvenir and sports shops need to be provided at several places like the Al-Aflaj and Al-Kharj lakes. The rims of the lakes need to be fenced and cemented and steps built out into the water to make them safe for swimming. Telescopes need to be set up at Al-Rabwah and the wadi Hanifah rift view of ArRiyadh city.

Amongst other broader scale studies Al-Qahtani (1988) examined various tourist areas in Saudi Arabia and divided them into three types: (1) cultural areas for tourism, (2) areas of pleasant climate and (3) health resorts. Al-Hemaidhi (1988) similarly classified the tourist locations in the Kingdom into eleven areas: (1) east coastal areas, (2) west coastal areas, (3) physically distinctive areas, (4) intensive tourist areas, (5) religious areas, (6) mountains and desert areas, (7) local public recreation areas, (8) archaeological areas, (9) regional museum areas, (10) areas of concentration of traditional professions and (11) traditional arts areas.

Al-Laf (1990) pointed out that over a 700 km distance from Kara mountain in AtTaif along the AsSarah mountains to the south of Abha one can find farms, gardens and natural green areas, and a variety of pleasant climate locations that could make many good sites for summer resorts and tourist areas.

A few reports have been made by outside consultants to help develop the tourist and recreational facilities in various parts of the country. In Al-Qassim Norconsult (1984) examined the existing recreational facilities and accommodation for visitors and attempted to identify areas of recreational potential, whether these are man-made or natural. The particular needs of these areas, in order to prevent them losing their character with development, were also noted.

Finnplanco (1985) noted in its Al-Baha regional study that no recreational facilities existed in the area but there was a need for some tourist development. It suggested that Dar Al-Jabal be developed as a model tourist village to act as a case study for the conservation of a traditional Hijazi village based on private sector investment. It recommended "*A pilot experiment to test potential demand for Saudi family holiday facilities since the "family holiday" would most suitably be catered for in a private environment in an area of high scenic quality*". It therefore proposed that traditional cottages should be provided for families for recreational use while the businessman or the single male holidaymaker would be excluded as being more inclined to select hotel accommodation in Al-Baha town or Baljurashi, the main centres in Al-Baha Province.

B.G. Consultants (1985) prepared a project for tourism development in Al-Uqair on the east coast with the main aim of encouraging the best usage of the natural resources, especially the area's unspoilt coastline. The project would provide social services, diversify the local economy, encourage private sector participation and conserve the environmental features. The report offered three stages for tourist development at Al-Uqair, beginning with the regional and national markets and reaching up to the international and Gulf coast markets later. A 20 year plan was proposed to attain these levels of development as shown in **Table 1.1.**

Al-Khedeiri (1987), like Finnplanco (1985) and B.G. Consultants (1985), believed that pilot projects for tourist villages should be the first step towards a more comprehensive development in any area of the Kingdom. A number of other studies have examined the character of tourism in Saudi Arabia. Al-Khedeiri (1987) divided the tourist categories of Saudi Arabia into six parts as shown in **Table 1.2** on the basis of tourist origins and their reasons for visiting Saudi Arabia. But the lack of data on these

flows makes it impossible to assess their scale. As he noted "*due to the absence of tourist surveys at the national level, it is not possible to analyse the relative magnitude and composition of various categories of tourists*". He also considered the identification of potential tourist sites/areas as the first step in the process of tourism development and identified six type of sites: historic, archaeological, religious, health, recreation resorts, and beaches and sea coasts.

Table 1.1

The Stages of Tourism Development at Al-Uqair

Stage	Period of plan	Effective market	No. of tourists per year
First	1985-1990	Regional	6800
Second	1990-1995	National	12000
Third	1995-2005	National& GCC	29000

Source: B.G Consultants Al-Uqair Tourist Development Plan, 1985.

In a similar way Austrian Consultants (1987) divided the tourist market in the country into three categories: the local population, the national and the foreign expatriates. They proposed tourist projects be established first in the Abha-Khamis Mushait area of Asir.

Remawi (1989) studied the number and frequency of visits to Asir National Park in winter time. He used 180 questionnaires to investigate the number and character of visitors in terms of their occupations, nationalities, educational status, income, distance of travel, frequency and duration of visits. This study showed that a person's income and level of education increase the likelihood of more visits being made to the place.

Table 1.2

Tourism Categories and their Attributes

Tourist categories	Purpose of tourism	Origin	Destination	Temporal distribution
1.Internal tourist				
A. Saudis	Social, recreatio-nal & religious	Saudi urban & rural areas	Sea beaches along the eastern & western coasts,AtTaif -Abha mountains belt & inland oases	School holidays, Eid and Hajj vacations and weekend
B.Muslim expatri-ates	Religious & recreatio-nal	Major urban centre of Saudi Arabia	Makkah, Jeddah & Al-Madinah corridor local & regional picnic areas	-do-
C.Non-Muslim expatriate	Recreatio-nal & cultural	-do-	Local & regional picnic areas & sites of historic cultural significance	
2.Interna-tional tourists				
A.Pilgrims (Muslims)	Religious	Egypt, Iran Iraq,Pakistan Yemen,Nigeria Indonesia, Syria,Algeria Sudan, Libia Malaysia Jordan, Morocco, Turkey & Bangladesh **	Makkah, Jeddah & Al-Madinah corridor	Hajj season (Shawal, Thulgidah & Thulhijjah) & Omra season (throughout the year with peak in Rajab)
B.Citizen of GCC countries *	Socio-economic religious & recreatio-nal	GCC countries	Dammam metropolitan area and Al-Jubail, Al-Uqair coastal belt	School holiday, Eid and Hajj vacations and weekends
C.General tourist (Non-Muslim)	Cultural		Sites of historic and cultural significance	Winter season

* The Gulf Cooperation Council Countries are Saudi Arabia, Kuwait, Bahrain, Qatar, United Arab Emirates and Oman.
**86 per cent of Hajj pilgrims visit from the listed countries according to the five yearly average compiled by Makkah Region Planning Office in 1402H, Working paper, Report No.3, op. cit. 1982.
Source: Al-Khedeiri 1987.

Few academic research theses have been written on tourism in Saudi Arabia, and on the west and southwest in particular, but government encouragement for tourism had led to some recent academic studies. An M.A. thesis about the resorts of Saudi Arabia, by M. Al-Faris (1988), considered the area of Asir, Al-Baha and AtTaif and appraised the importance of the south west for tourism development. In a mountainous areas measuring 535 km from north to south with a mean width of 65 km he defined patterns of tourism on the basis of four types of groups: visits by single families, by groups of families, by groups of friends and by individuals. 48 per cent of his sample were single families. This study also showed that the tourist flows in the study area were generated mainly from central, western, and southern areas which accounted for 40, 35 and 13 per cent respectively of all tourists in the area. He also showed that tourism was not the main activity in any one of the three provinces he studied although a number of mountain resorts dependant on tourism are developing in the region.

Another M.A. thesis about tourist facilities and attractions in AtTaif by the present writer (1987) showed the improvement in tourist and recreational facilities that had occurred there in the last decade. It also identified the main physical and cultural attractions in the AtTaif Metropolitan Area which includes AtTaif city and five nearby settlements. Most recently a Ph.D. thesis about leisure behaviour and recreation planning in Saudi Arabia, with particular reference to ArRiyadh, by A. Al-Hijji (1989) investigated the range of household influences on the pattern of leisure activities in Saudi Arabia. This study noted the influence of physical conditions like climate on recreational activities, as well as the socio-religious and cultural impact on leisure and recreation activities. The study used a questionnaire to 282 households to examine respondents' use and attitudes towards their leisure time. Because Islam in Saudi Arabia is the major guide and controller of social values and

activities, the study focused on socio-religious characteristics and their possible affect on recreational behaviour, policies and objectives and related aspects, such as the segregation of the sexes. Al-Hijji thinks this "*is one of the most crucial aspects of Saudi Arabian society and has particular consequence for the leisure system*". Segregation also affects the use of public and recreation facilities and areas provided, and the cost of provision for both sexes.

In examining leisure use against some socio-economic characteristics Al-Hijji showed that much local recreation was constrained by lack of facilities in ArRiyadh city, but that most families make considerable use of their holiday time for travel away from the home. Some of the results of this study showed that respondents with high levels of education tend to have less leisure time than the illiterate group. He noted that the highly educated group normally commit themselves with more obligations than the less educated group. It may also be that the latter group includes more females and elderly people. The results therefore showed that the retired, students and housewives seem to have more leisure time than the employed groups. In measuring respondents' perception of the sufficiency of their free time the results showed that 45 per cent said they had enough free time. This may reflect their general satisfaction with their lives, or it may reflect their tendency not to express their opinion about certain areas of their lives. It is also worth noting that 22 per cent said they had too much free time and this may reflect their dissatisfaction with other aspects of their lives. Again when the satisfaction of the respondents was examined against the way they spend their free time, over two-thirds stated that they were satisfied completely or relatively. On the other hand many said they felt bored on their weekdays, weekends and holidays. Al-Hijji said that these results "*prove that time is not a significant factor in the phenomenon of boredom. Also these latter findings may suggest that the general rhythm of life in Saudi Arabia is*

based less than have been thought around the organization of work".

A few studies have been undertaken in other areas of tourism in other pieces of work. Jastiniah examined the level of use of recreation facilities on the Jeddah corniche. Hasan considered the potential development of tourist activities in Western Province. A Ph.D. thesis being undertaken by Hammadi at the University of Sheffield is considering the recreational behaviour of Saudi families and how this should affect the design of recreational facilities in Jeddah. Finally a survey is being undertaken on tourist use of the Asir National Park by the Asir Emirate together with the Geography Department at the College of Education, King Saud University, Abha Branch, and the Chamber of Commerce and Industry, Abha. No results from this study are yet available.

In short, there has, as yet, been little systematic study of recreation or tourism in Saudi Arabia, either in terms of available resources and facilities or in terms of peoples' recreational activities and their recreational needs. The present study is a contribution to that small literature and is unique in the scale of the sample of households surveyed and in putting the focus on the patterns of holiday activities away from home to areas of the country that offer most attractions to the urban population. Since the urban population is the largest and fastest growing sector of Saudi society it is hoped that the findings have relevance to the general problem of providing for this developing aspect of the economy.

1.3 Thesis Structure

The thesis includes two main sections. The first part includes Chapter 1-3. Chapter One introduced the scope of the study and its aims and gave a literature review. Chapter Two outlines the background to the country and its tourist

facilities and attractions. Chapter Three presents a background to the three cities in the study area where the households were sampled. Chapter Four explains how the districts where the households were sampled were selected and other aspects of data processing.

The first part of this study depends mainly on published and unpublished sources of information, which are very limited in amount in the field of tourism in Saudi Arabia. Therefore in order to allow more investigation of tourism patterns and behaviour, the second and larger part (Chapters 4-11) focuses on the analysis of the answers of the sampled respondents on their holiday behaviour at the household level. The results of this research are divided into a number of sections. Chapter Five presents basic data on the sampled households including such characteristics as their family size, sex structure, income, dwelling and belongings, besides characteristics of the household heads. Chapter Six outlines the form of holiday reported by the respondents, in particular the impact of holiday entitlement on holiday length, the reasons for taking holidays, and individuals' concern about holidays. Some of these holiday patterns are related to various socio-economic characteristics of the respondents. In order to put domestic holiday behaviour into context, Chapter Seven analyses answers received in the sample survey on travel outside the Kingdom for holiday purposes, and pinpoints where people go abroad and the reasons for their choices. These foreign holiday visits are examined in relation to various characteristics of the respondents. Chapter Eight pinpoints the holiday destinations of respondents within Saudi Arabia and the reasons for their attractiveness. The main areas receiving tourists are examined in relation to the flows from the three cities of the study area. Chapter Nine outlines the use of accommodation and transport facilities in relation to the last stated holiday destinations of the respondents. Chapter Ten examines the use of, and the need for, tourist

information services. Chapter Eleven investigates the level of satisfaction of respondents with certain holiday facilities and services. Respondents' levels of satisfaction are examined against their other characteristics. Chapter Twelve finally presents some conclusions and recommendations for further studies to gain more understanding than is possible from this survey about tourism patterns and behaviour in Saudi society. It also puts the case for a central body to direct the development of the Kingdom's tourist industry.

CHAPTER TWO

A BACKGROUND TO SAUDI ARABIA

Because tourism and tourism development in a country like Saudi Arabia is partly dependent on its landscape resources it is necessary to outline the basic physical geography of the Kingdom. In this way areas of greatest tourist value, especially in the western regions which are the focus of this study, may be better identified.

2.1 Location

Saudi Arabia covers approximately four-fifths of the Arabian Peninsula and has an area of approximately 2,240,000 square kilometres (**Figure 2.1**). It is a huge landmass. The west coast, for example, extends approximately 1,800 km. from Aqaba at the Jordan border to Yemen's border in the south. The east coast extends approximately 500 km. from Ras Mishaab on the Kuwait border to Qatar in the south (M.I. 1986, p.14).

2.2 Physical Setting

Geologically, Saudi Arabia is a vast platform of ancient rocks which were once continuous with northeast Africa. In relatively recent geological times, a series of great fissures created a rift valley which later became the Red Sea and the Gulf of Aden (U.N., The Middle East 1986, p.562). The platform tilted with its highest part to the west. This is the Arabian Shield, a part of ancient Gondwanaland. The western edge of this uptilted section forms the AsSarah mountains. The eastern part of the platform became covered by the ancient sea of Tethys, on the bottom of which sediments were laid down to create the present series of softer

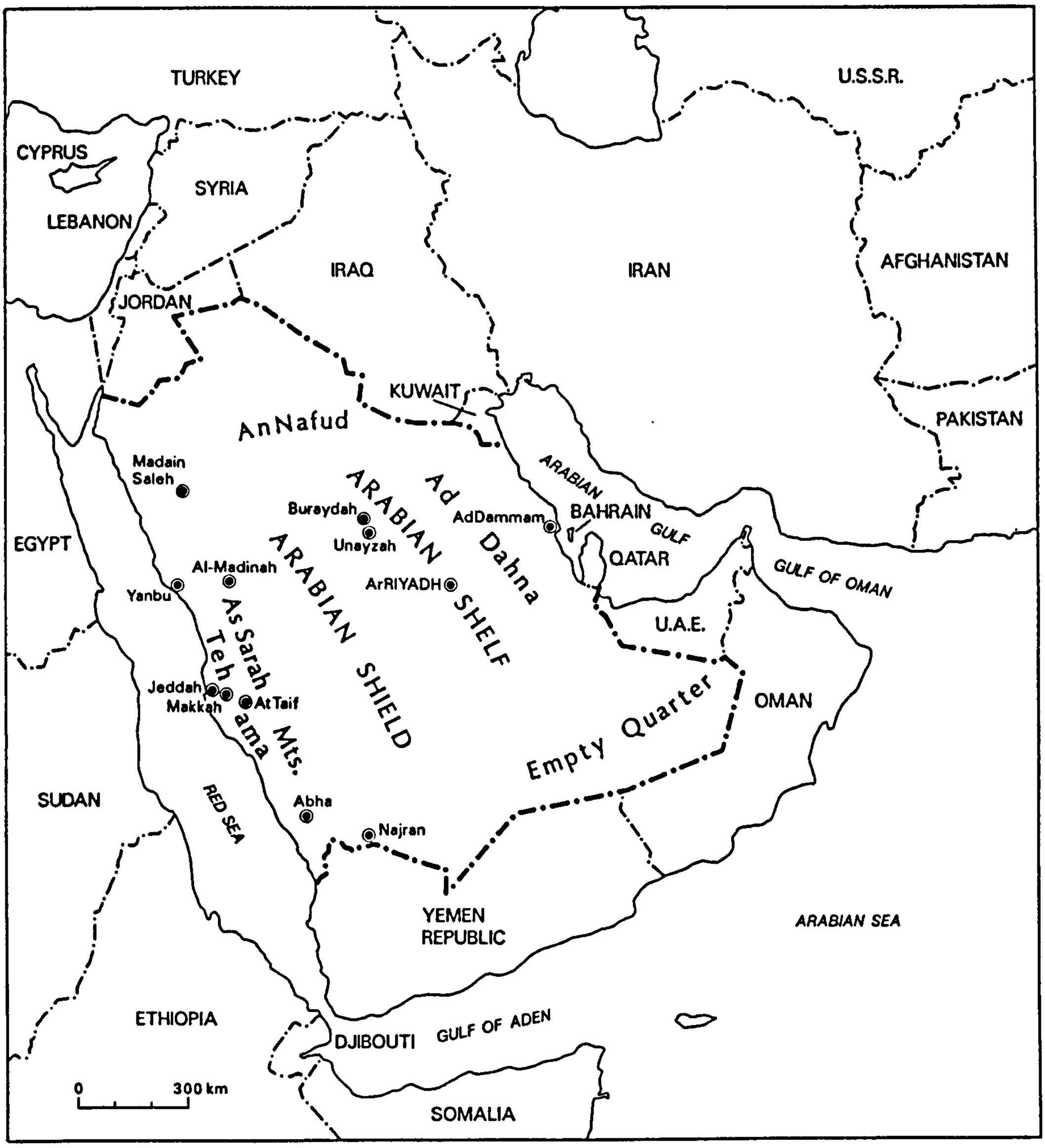


Figure 2.1 Location Map of Saudi Arabia

Source: R.McNally "World Atlas", Chicago 1983

sedimentary rocks, dipping towards the Arabian Gulf (Al-Sayari 1978, pp.8-14). This area of low relief is known as the Arabian Shelf. In contrast to this zone of younger sedimentary materials the Arabian Shield area is composed mainly of hard ancient crystalline rocks beneath a patchy veneer of extrusive basalt lavas of Tertiary and Cenozoic age. In the west these have solidified into vast, barren expanses, known as harrah. Volcanic cones and flows have created peaks that rise up to 3,000 metres above sea level in the AsSarah mountains. Further to the east in Najd, which forms the centre of the peninsula, the ancient platform is covered with relatively thin layers of younger rocks that extend from the lava flows in the west to the sand deserts in the north and south (M.I. 1979, p.14).

The Empty Quarter is one of the world's largest sand basins and occupies most of the southeastern part of the country and has an area of about 400,000 square kilometres. There are two other large areas of sand dunes, the AnNufud in the north which covers 35,200 square km. and the AdDahna, a 50 km wide strip which extends about 1500 km from the AnNufud desert in the north to the Empty Quarter in the south (Haddad & Nyim 1978, p.146).

Onto this basic geological structure is superimposed a variety of relief and landform types often closely reflecting the underlying geology. For example, coastal plains (the Tehama) located along the Red Sea west of the AsSarah mountains vary in width from as narrow as 25 km. in the north and centre, to as wide as 45 km. in the Jeddah area. Further south they widen still further (Shareef 1977, pp.47-49)

Generally, because Saudi Arabia occupies a large area, it has many coastal and interior landscape attractions that offer potential for tourism. Despite this, however, few people have tried to identify the physical attractions of different parts

of the country. In a later part of this Chapter the writer will focus more on different landscapes particularly in the west of the Kingdom, in terms of their potential tourism attractions.

2.2.1 Climate

Although the climate in Saudi Arabia varies somewhat from place to place, it is generally characterised by high temperatures, low precipitation and low humidity. Much of it creates an arid landscape (**Figure 2.2**). The main exceptions to this are in the southwest region and the coastal areas. Overall, the climate is controlled by a subtropical high-pressure system so that the out-blowing winds are generally dry. Not only is rainfall scanty but it is irregular. Much of the country receives an annual precipitation of approximately 100 mm although 150 mm falls have been recorded within one 24 hour period. The more humid southwest, which benefits from the effect of the monsoon wind in the summer, receives an average of about 300 mm of rain a year, mainly in summer. In other areas the rainfall mainly occurs in the winter and spring periods from October to April (Schofield 1986, p.18). Regional variations in annual rainfall are shown in **Figure 2.3.**

Because of the dryness of the air reaching Saudi Arabia, and the resulting cloudless skies, great extremes of temperature occur. Summer temperatures are high, sometimes exceeding 50 °C in the southern desert. Winters are cold with temperatures falling below zero at times, especially in the highlands in the southwest and in the interior of the country (Al- Saleh 1984, p.9)

The climatic extremes, and lack of surface water and groundwater, have had a strong influence on the distribution of population, most of which has been dependent on the location of oases and springs, such as at Al-Hasa, Al-Aflaj

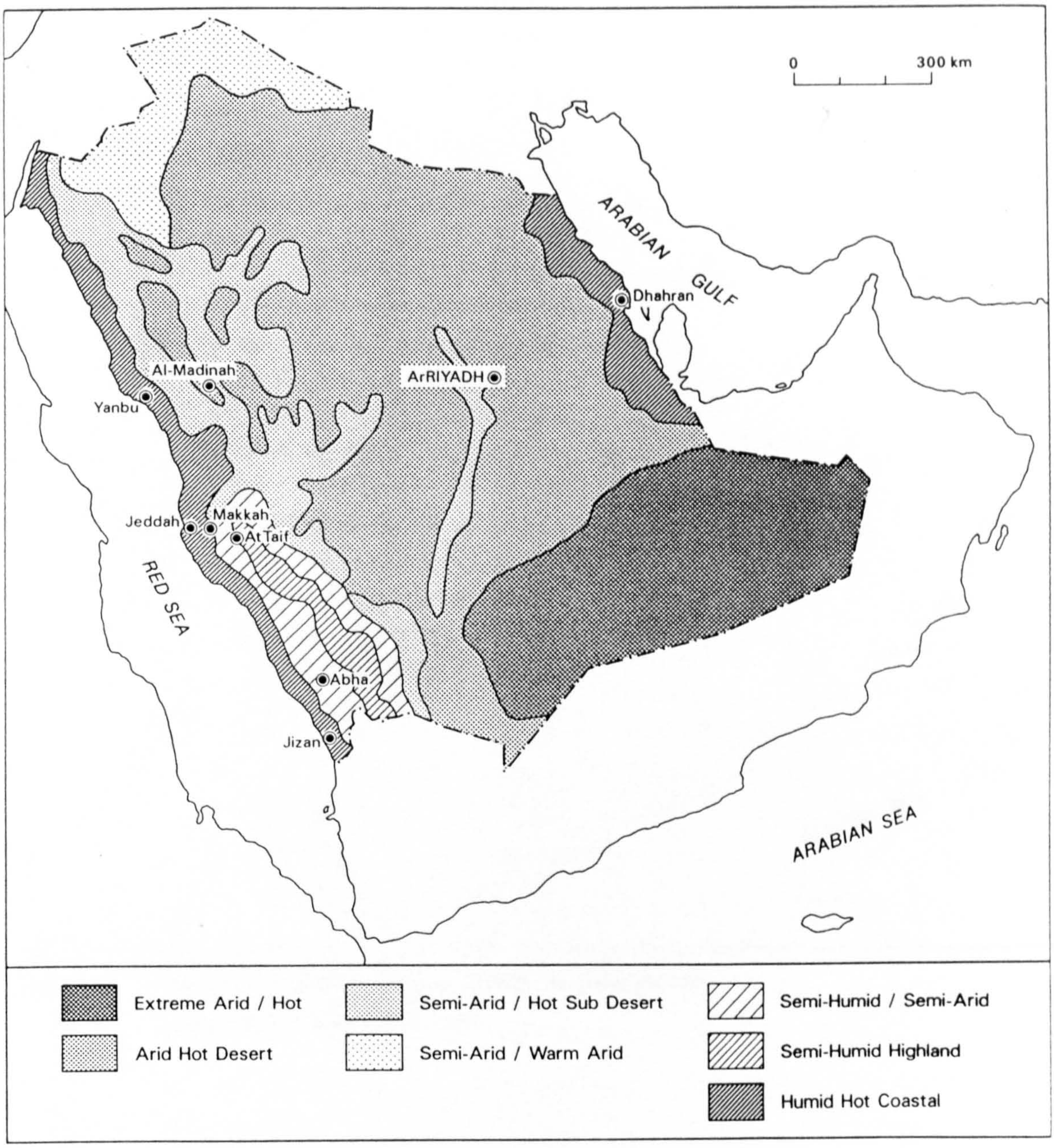


Figure 2.2 Climatic classification of Saudi Arabia
Source: General Meteorological Department 1985

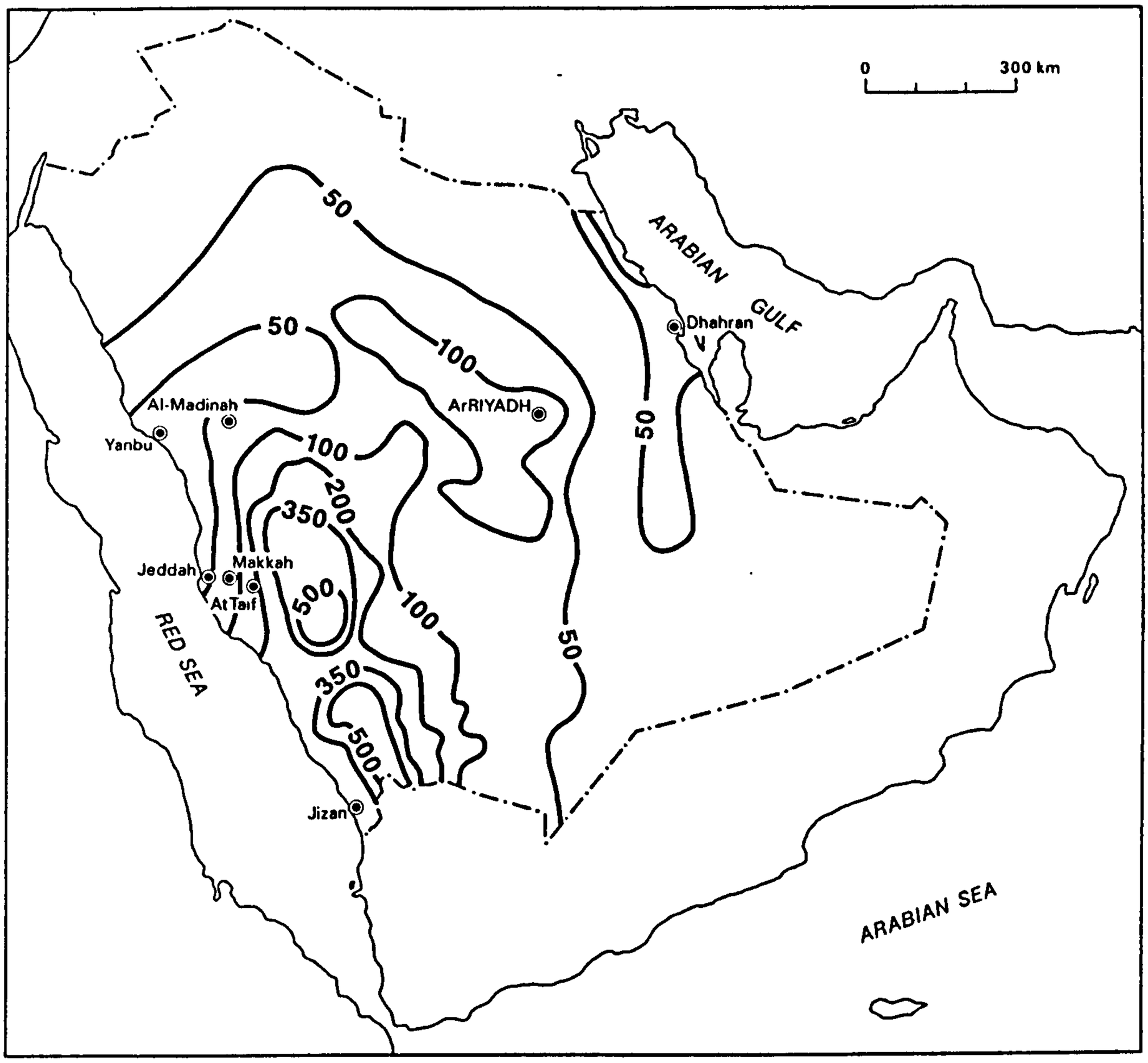


Figure 2.3 Annual precipitation in Saudi Arabia in mm.

Source: H.Bindagji,Jeddah 1979

and Al-Kharj in the middle and eastern provinces. On the other hand the west and the southwest regions have traditionally well-developed agricultural landscapes based on more rain and shallow groundwater run-off from mountain wadis. More rural settlement is found in these areas.

2.3 Population

Saudi Arabia is a lightly populated country. Generally speaking, little is known about the population numbers in the past or its history of growth across the peninsula, other than that there were large emigrations to other parts of the Middle East, such as to Iraq, Syria, Palestine and North Africa after the rise of Islam, and during periods of extended drought. Most of the population was nomadic and much of the development of permanent settlements and towns has only occurred in this century, after oil was discovered in the 1930s. The economic growth this stimulated also attracted immigrants from neighbouring countries. While population growth appeared to be slow in the early decades of this century, now it is more rapid with the youthful element becoming dominant. The population of the country was estimated in 1932 to be about 5.2 million, about 57 per cent of which was nomadic (Hamza 1968; Kahalah 1964, p.84; Al-Ruwaithi 1979). Thirty years later the Central Department of Statistics, in 1962, carried out the first population census. This gave a population of 3.2 million of which 21 per cent were nomadic, but this was officially cancelled as being an inaccurate undercount (Al-Ruwaithi 1979, p.34). It is worth noting, however, that Lipsky in 1959 estimated the Kingdom's population at four million. The first comprehensive census in 1974 gave the total population of the Kingdom as seven million. A UN statistical survey estimated the population of Saudi Arabia to be nine million in 1981, ten million in 1982, and 11 million in 1983. An Arab League economic report in 1986 estimated the population of the country to be 11 million of which 45 per cent was under

15 years of age (AshSharq Al-Awsat 1986, p.1).

Although originally nomadic people were the dominant element in the population, three social and economic groups can now be distinguished. The least numerous are the bedouins who move from one place to another with their grazing livestock. The pattern of recent economic growth has encouraged more of the nomads to settle in villages and towns, with the result that the number following a mobile lifestyle is declining rapidly. The village populations based on farming are most common in the humid south-west and form a second group, although the size of this group is also declining because of migration to the cities which offer more varied and better paid employment opportunities and greater access to a wide range of services.

Town and city dwellers now form the largest, fastest growing and most economically and socially powerful group in the Kingdom. According to the 1974 census, over 2,750,000 people, or 38 per cent of the total population then lived in cities. Their number is still increasing rapidly due to immigration from the rural areas and the arrival of foreigners attracted by work offered by the economic development. According to the 1974 census, the four largest cities in the country were ArRiyadh, Jeddah, Makkah, and AtTaif, with populations of 666,840, 561,104, 336,801, and 204,857 respectively. The three last named of these cities - all in the west of the country - were the ones used by the writer for his sample survey.

No data is available on the social and income divisions of the city populations but these differences are probably more distinct in the urban population than in the bedouin or village groups. As a result in the writer's questionnaire survey of a sample of inhabitants in Makkah, Jeddah, and AtTaif, he divided them into three broad income groups, below average, average, and above average incomes, to see if

this influenced their tourist behaviour. This is explained further in later chapters.

2.4 The Economy

The Saudi economy in the past depended largely on agriculture and stock raising in oases and wherever water allowed land to be cultivated. The religious tourism of pilgrims who visited Makkah and Al-Madinah was also an important source of income in those areas and still remains so. It was, however, the discovery of oil in 1938 which opened up a new era of rapid economic growth. Oil revenue increased from US$ 334 million in 1960 to US$ 84.5 billion in 1980, for example.

Currently, Saudi Arabia is the third largest oil producer in the world accounting for about 12 per cent of the world output. Production rose from 3.8 million barrels a day in 1970 to a peak 9.9 million in 1980. Production fell rapidly from 1982, however, when it was decided to control production in order to try to influence world prices (SAMA 1982-1987). Since late 1984 production has been maintained at about 4.4 million barrels per day but rose again in late 1990 with the sanctions imposed on Iraq and the loss of Kuwaiti production.

This decline of Saudi oil production in the 1980s hit national oil revenues which fell from US$ 101.813 billion in 1982 to US$ 30.794 billion in 1984 and US$ 18.322 billion in 1985. One result was the need to speed up the diversification of the economy to make it less reliant on a fluctuating world demand and price for oil. Important in the process of economic diversification is the growth of the tourist industry.

One indication of an early success of this diversification policy is seen in the fall in the oil share of the national income from nearly 60 per cent in 1974 to only 25 per cent by 1987-88. This was largely achieved by agricultural and

industrial diversification which involved the development of basic industries encouraged by various incentives offered to the private sector. Diversification by the development of tourism will, of course, take much longer to have an impact[1].

This diversification of Saudi Arabia's economy as it developed has been guided by a series of five-year plans, the first of which covered the years 1970-75. The particular balance between industry, agriculture, public services and human resources development varied somewhat from plan to plan but their overall effect has been to create, in a remarkably short space of time a comprehensive social and economic infrastructure.

None of the earlier plans provided for tourist projects but the main achievement of the fourth five-year plan (which finished at the end of 1990) has been to consolidate the varied growth that has been realised in previous years and to further widen diversification. Under the fourth plan several initial developments occurred in the field of tourism and recreational provision with government assistance. For example, the Saudi Hotels and Resort Areas Company (SHRAC) was established in ArRiyadh in 1985, while the Eastern Tourist Projects Company (SHMS) of Dammam, the National Tourist Investment Company of Abha and the Al-Baha Area General Investment Company were established in 1989 to develop aspects of the tourist sector in these areas. These

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(1) Agricultural development has also been encouraged in order to reduce the dependency on imported food, to allow the Kingdom to reach a level of near self-sufficiency in all basic foods and to reduce emigration of rural people to the cities. As a result, wheat production in 1988 reached 2.7 million tons of which over half was exported because output far exceeded domestic demand. In contrast in 1978-79 wheat production had stood at only 17,500 tons. There have also been major increases in the output of other crops and of livestock and dairy products. In addition to helping diversify the economic base, a more developed agriculture will also raise the standard of living in the rural areas, which tend to lag behind the urban areas in income and other standards.

companies are still in the process of studying and planning some projects, with the exception of the SHRAC which is already operating several hotels and amusement parks in ArRiyadh city and three other hotels and motels in each of Makkah, Tabuk and at Half Moon Bay in the Eastern Province.

The fifth five-year plan, to cover the years 1990-95, has one of its main goals to further increase the rate of private sector activities, and one of the strategic bases of this plan is the development by the private sector of tourism and recreation. This also is still at an early stage of development.

2.5 Transportation and Communication

One aspect of infrastructural development vital to the tourist sector is transportation and communication. Improvements to the transportation infrastructure have made significant strides in recent years and have already had a major impact on the economic and social life of the country. The main cities of the Kingdom, which because of the size of the country are well spaced out, are now linked by a system of high quality roads. By 1987 the length of paved roads, including expressways, primary, secondary and feeder roads, was 33,848 Km and there were a further 61,500 Km of agricultural roads. Expressways and dual carriageways now connect ArRiyadh, the capital and the centre of administration, with Dammam in the east, Buraydah in the north, Al-Kharj in the south, and Makkah, Jeddah, Al-Madinah, and AtTaif in the west (see **Figure 2.4**). Other good quality roads fill out the network.

In the mountainous west and south west several major highway descents have been engineered down the main escarpment of the AsSarah mountains to connect the towns in the mountains like AtTaif, Al-Baha, Abha and Najran with other towns and cities located in the coastal plain such as Jeddah, Jizan and

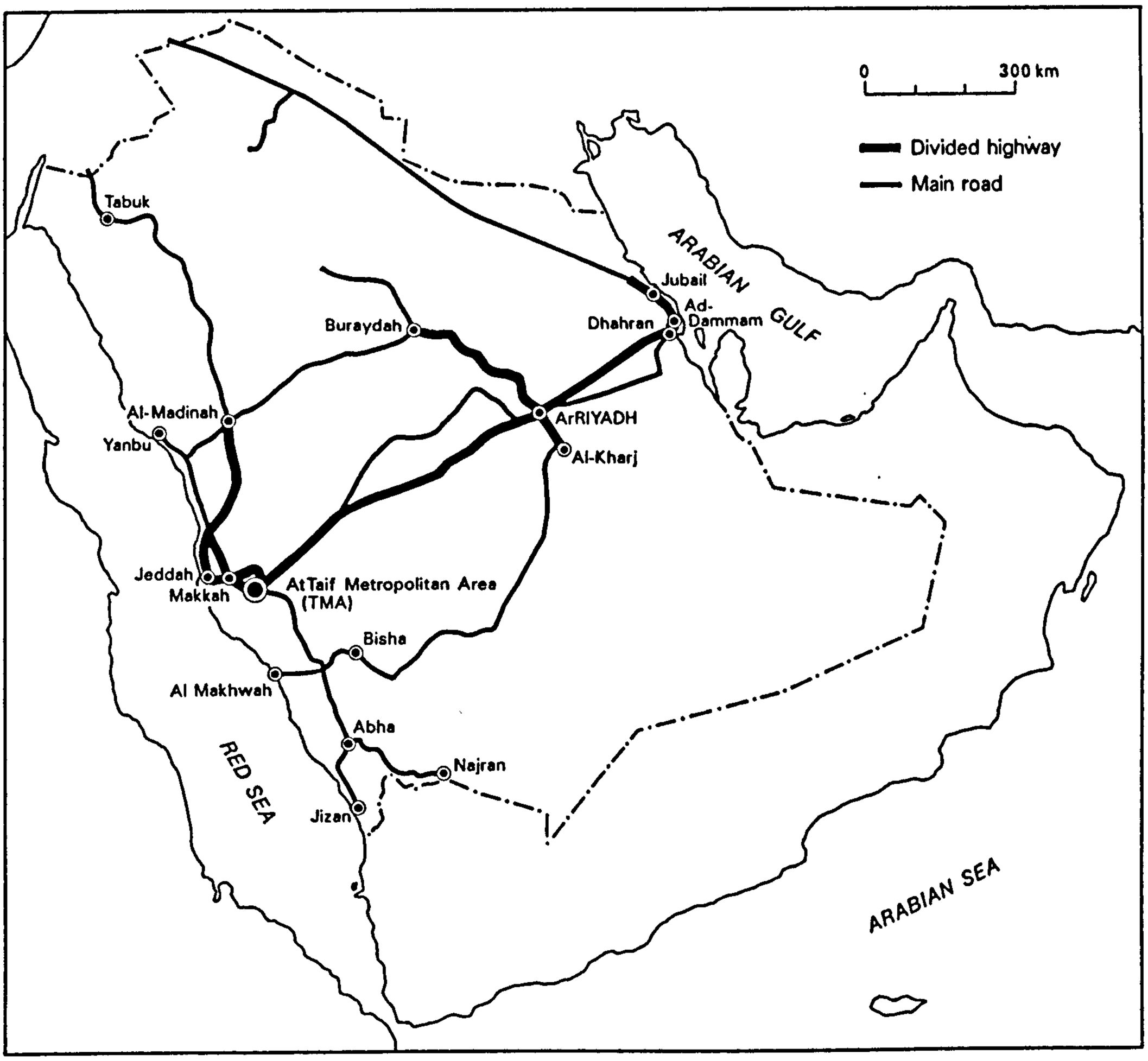


Figure 2.4 The Expressway network between the main cities

Source: Deputy Ministry for Mineral Resources, Jeddah, 1984

Al-Makhwah. As a result of the rapid growth of the cities levels of urban-based traffic have exceeded all expectations. This had lead to major roads to be constructed in the main cities to help solve congestion.

Current road building programmes aim to further expand the road network so as to provide access to all areas and settlements, and to improve existing roads so as to increase road safety and reduce traffic congestion (M.O.C, 1986).

2.5.1 Land Transportation

Over 1,800 companies and agencies provide land transportation activities in the Kingdom for either goods or passengers. These include freight companies and bus companies operating between cities and to destination outside the country; limousine services from airports to cities, and between and inside cities; and car rental agencies. There is also a large number of privately owned cars, taxis and trucks. One of the largest passenger systems is the Saudi Arabian Public Transportation Company (SAPTCO) which has 1,117 buses and has carried 640 million passengers in its first 8 years of operation (M.O.C., 1988, pp. 14-16). Since its establishment in 1979 it has provided services on routes within the cities and between the main cities, besides taking a large part in the transport of pilgrims during the Hajj period. Further reference will be made to the role of public transportation for tourism later in the thesis.

The rail system is not well developed. The only railway in the country connects Dammam on the east coast with ArRiyadh. It was established in 1951 mainly to carry freight so that although there are 59 locomotives, and 2,348 items of rolling stock, there are only 58 passenger cars. Over one million tons of freight was carried on the line but only 223,000 passengers in 1987. Studies are underway about extending the network to other cities (M.O.F.E., 1987, pp. 403-404).

2.5.2 Air Transport

In such a huge country with cities separated by large, relatively empty areas, internal air services also play a major role in communication. Currently there are 24 domestic airports of which three have international links (**Figure 2.5**). Saudi Arabian Airlines (Saudia), the only national carrier, operates a fleet of 109 aircraft (in 1988) out of all 24 domestic airports and to 51 international destinations. Currently it serves over 11 million passengers annually.

In addition to providing air transport, Saudia provides rental car, hotel reservation services and low fare tickets. It also publishes books and reports about tourist and business locations to encourage travel and the use of its services. Recently it established a tourist directorate to help increase domestic tourist traffic. An evaluation of respondents' views on Saudia's services for tourism will be discussed further in the field survey section.

2.6 The Hotel Sector

The hotel system is still small in Saudi Arabia and is mainly set up for business travel rather than tourism. It is still only growing rather slowly. There were 246 hotels with a total of 22,298 rooms in the Kingdom in 1987. This was only 15 more hotels than existed in 1980 although there had been more growth in the 1970s, and more hotels are due to open over the next few years. **Table 2.1** shows the distribution of hotels and number of rooms in each region of the country in 1987. Most of the hotels are concentrated in the big cities. It is often still difficult to find good accommodation in small towns and at tourist locations in the country. About half of all hotels are in the western region. In contrast, the south - the area with most tourist potential - has been poorly serviced until very recently. 22 hotels had been

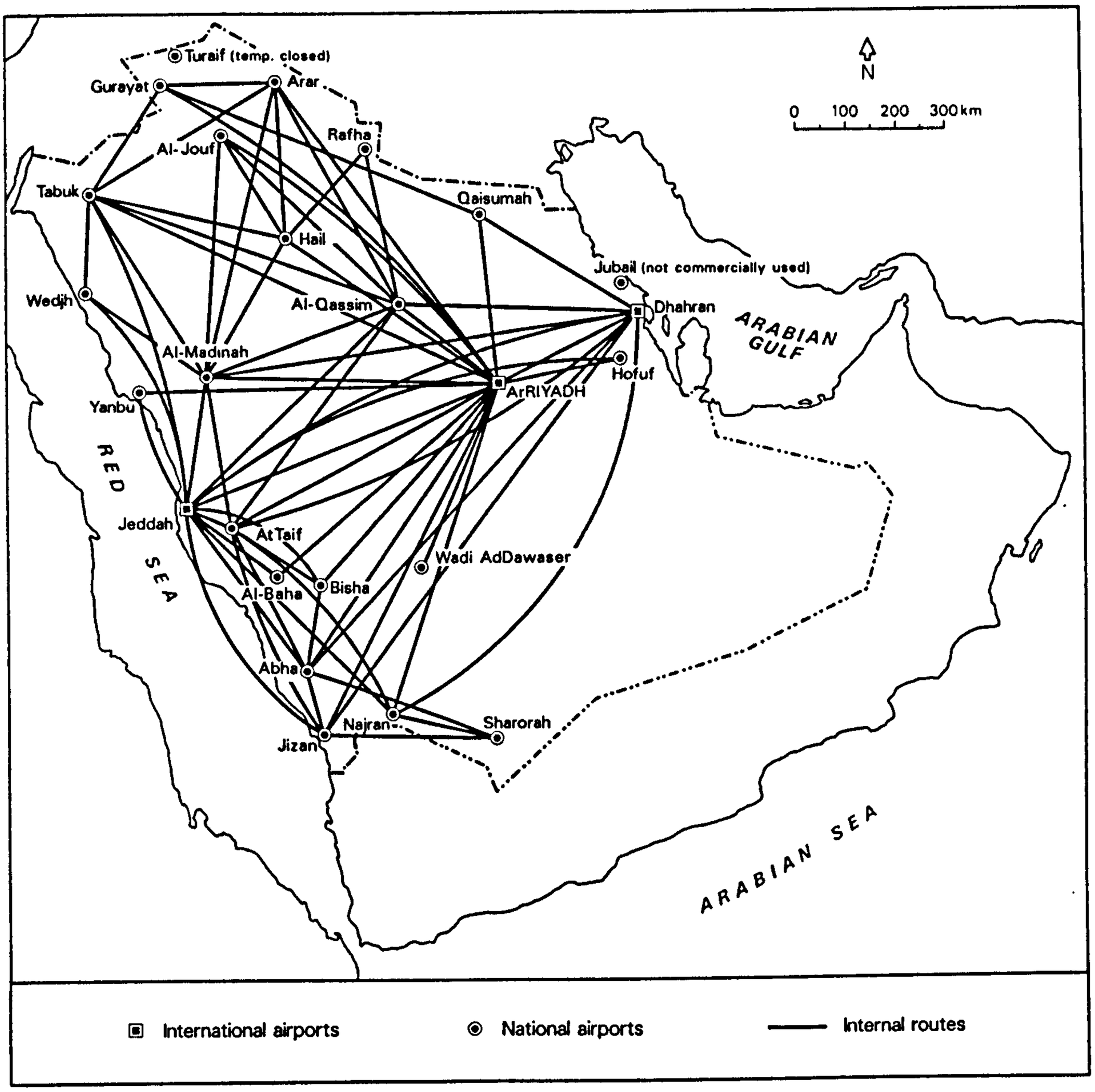


Figure 2.5 Saudia internal routes

Source: Saudi Arabian Airlines, 1989

established there up to 1987 but this number had increased to 30 by 1989. Six more hotels were under construction there in 1989 (M.O.C, Abha Branch, 1989). Over half of the hotels in the southern region are located in the four cities of Abha, Khamis Mushait, Al-Baha and Baljurashi so that hotels in the scenic areas are still not common.

Table 2.1

Number of Hotels and Hotels Under Construction in the Kingdom at the end of 1407 H (1987).

Region	Existing hotels		Hotel projects under construction	
	No.of hotels	No.of rooms	No.of hotels	No.of rooms
ArRiyadh	38	4715	5	769
Jeddah	45	5159	4	728
Eastern Region	39	4230	4	396
Makkah	19	2030	11	1505
Al-Madinah	28	2480	8	1105
AtTaif	19	891	2	90
South Region	22	1187	4	482
Others	36	1606	12	773
Total	246	22298	50	5848

Source: Ministry of Commerce, ArRiyadh, 1989.

In spite of the small size of the hotel industry it is highly controlled to ensure good standards are achieved. One quarter of the hotels are in the deluxe and first class categories. Hotel regulations include 26 articles laid down in 1975 under the general direction of the Ministry of Commerce. These include maximum charges, a 7 class system based on the size and quality of the hotel and its range of facilities including recreational provision, although this aspect does not involve hotels in the holy cities of Makkah and Al-Madinah.

Furnished apartments are another form of accommodation which is increasing rapidly, especially in the large cities like ArRiyadh, Jeddah, Makkah, Al-Madinah and at tourist locations in the southern region. For example, in Abha city alone in 1989 there were 21 buildings with a total of 165 furnished apartments, each of two rooms or more (Abha Municipality, 1989).

2.7 Tourist Attractions in Saudia Arabia

Saudi Arabia has many physical and cultural features that make it suitable as a tourist country. As mentioned in Chapter One only a few researchers, such as Al-Qahtani (1988) and Al-Hemaidhi (1988), have attempted to classify the tourist locations and attractions in the Kingdom. These locations can usefully be classified into physical and cultural attractions for tourist development by using land types along with their natural or/and historical significance as illustrated in **Figure 2.6.** This approach will be used to briefly review the main attractions.

2.7.1 Physical Attractions

Several areas have great potential as tourist attractions because of their physical character. **Figure 2.6** indicates the distribution of these attractions particularly in the southwest of the Kingdom. No systematic survey of this type has been attempted in Saudia Arabia but the coasts and protected areas clearly stand out. The western coast and its adjacent plain, the Tehama, not only include beaches but they are also areas including several major settlements of real or potential tourist value. Jeddah city, the main port of the country is located here, as well as other major cities such as Jizan, Yanbu, Al-Laith and Al-Wajh. The 500 km of the eastern coast is less attractive but also includes the cities of Dammam, Dhahran, Jubail and Al-Khubar which also create recreational needs and offer some potential. No survey has

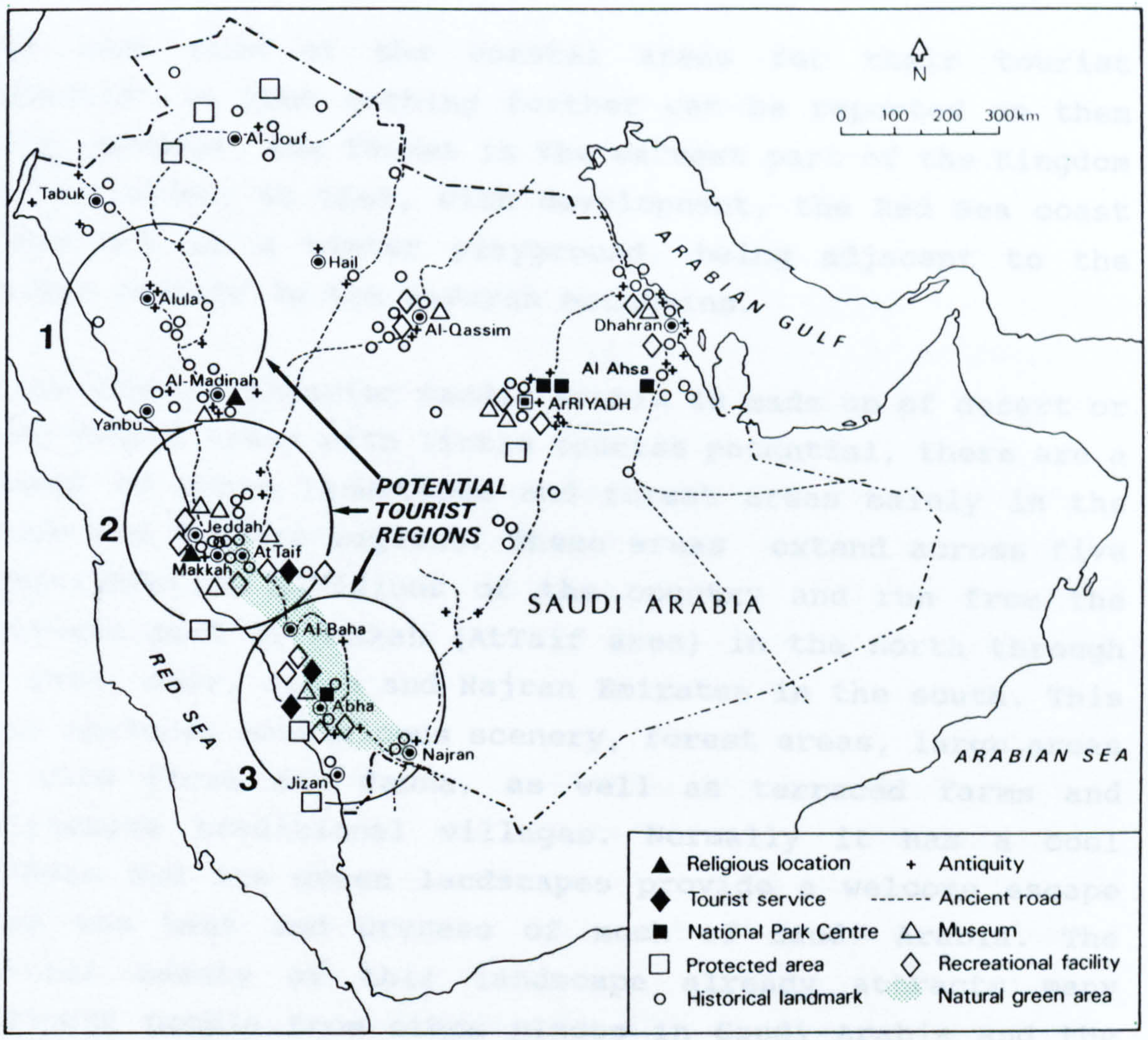


Figure 2.6 The main tourist attractions in Saudi Arabia and the potential tourist regions in the Western area

Source: The writer, based on various data sources mainly from Dept. of Archaeology

yet been made of the coastal areas for their tourist potential so that nothing further can be reported on them here. However, the Tehama is the warmest part of the Kingdom in the winter so that, with development, the Red Sea coast could act as a winter playground, being adjacent to the summer resorts in the AsSarah mountains.

While most of interior Saudia Arabia is made up of desert or semi-desert areas with little tourist potential, there are a number of green landscapes and forest areas mainly in the south and western regions. These areas extend across five administrative divisions of the country and run from the southern part of Makkah (AtTaif area) in the north through Al-Baha, Asir, Jizan and Najran Emirates in the south. This zone includes mountainous scenery, forest areas, large areas of wild flora and fauna, as well as terraced farms and attractive traditional villages. Normally it has a cool climate and its green landscapes provide a welcome escape from the heat and dryness of much of Saudi Arabia. The natural beauty of this landscape already attracts many affluent people from other places in Saudi Arabia and the Gulf States during the summer time, and several summer resorts already exist here.

In the last decade Saudi Arabia has adopted the National Park system used in other parts of the world to protect its more outstanding natural and historical resources, and for recreation, and education purposes. The Ministry of Agriculture and Water (MAW) has established four parks of which the largest and the most important is the Asir National Park in the south. Designated in 1976 and opened for visitors in 1981, it covers an area of 4,500 square km, most of it superb scenery. It was the first large national park set up in any Arab country. The main purpose of this park is to conserve the natural and cultural heritage of the region and to open up the area's features for use and enjoyment. Several areas in this park have already been developed for tourism.

Facilities such as paved roads, car parks, playgrounds, information and communication centres, toilets, water, electricity, and paved walks have been provided at a few locations such as at AsSodah (**Figure 2.7**). These places provide centres for touring the park to view its rich and varied natural and cultural features. The plant and animal life in the park is one of the most diverse and abundant in the Kingdom. Dense forests cover several areas. Leopards, baboons, hyenas, jackals, wolves and foxes exist in the wild there, as well as 300 different bird species, many species of reptiles, and several species of poisonous snakes, including vipers, puff adders and cobras (MAW 1982 & 1989). Several plant species only found in the Arabian Peninsula only grow in this part of the country.

In the east of the Kingdom is Al-Ahsa National Park about 40 km from Al-Ahsa oasis, the largest oasis in the peninsula. Began as a project in 1962 to stop sand movement towards inhabited and agricultural areas and to stop the expansion of marshland that had resulted from irrigation, the project planted 45 sq km of desert with seven million trees both to create a wood reserve and to find ways of solving sand movement. Because it provided the opportunity of opening up an area for recreation, in 1985 this area was giving national park status to protect the forest and the physical features of Al-Ahsa oasis such as its mineral water springs and the historical locations such as Al-Uqair (**Figure 2.8**). A study has been underway to extend the area of this park in the near future (MAW 1989, pp.23-24).

Saudi Arabia's other two parks are much smaller and are both close to ArRiyadh which is otherwise in a desert environment. Seid National Park is located 110 km east of ArRiyadh city in the hills on the west side of the AdDahna desert. 3000 hectares of the park are provided with facilities and services for the public including camping areas, playgrounds, canopies, gardens, water, electricity and



Figure 2.7 A view of part of Asir National Park in Southern Saudi Arabia

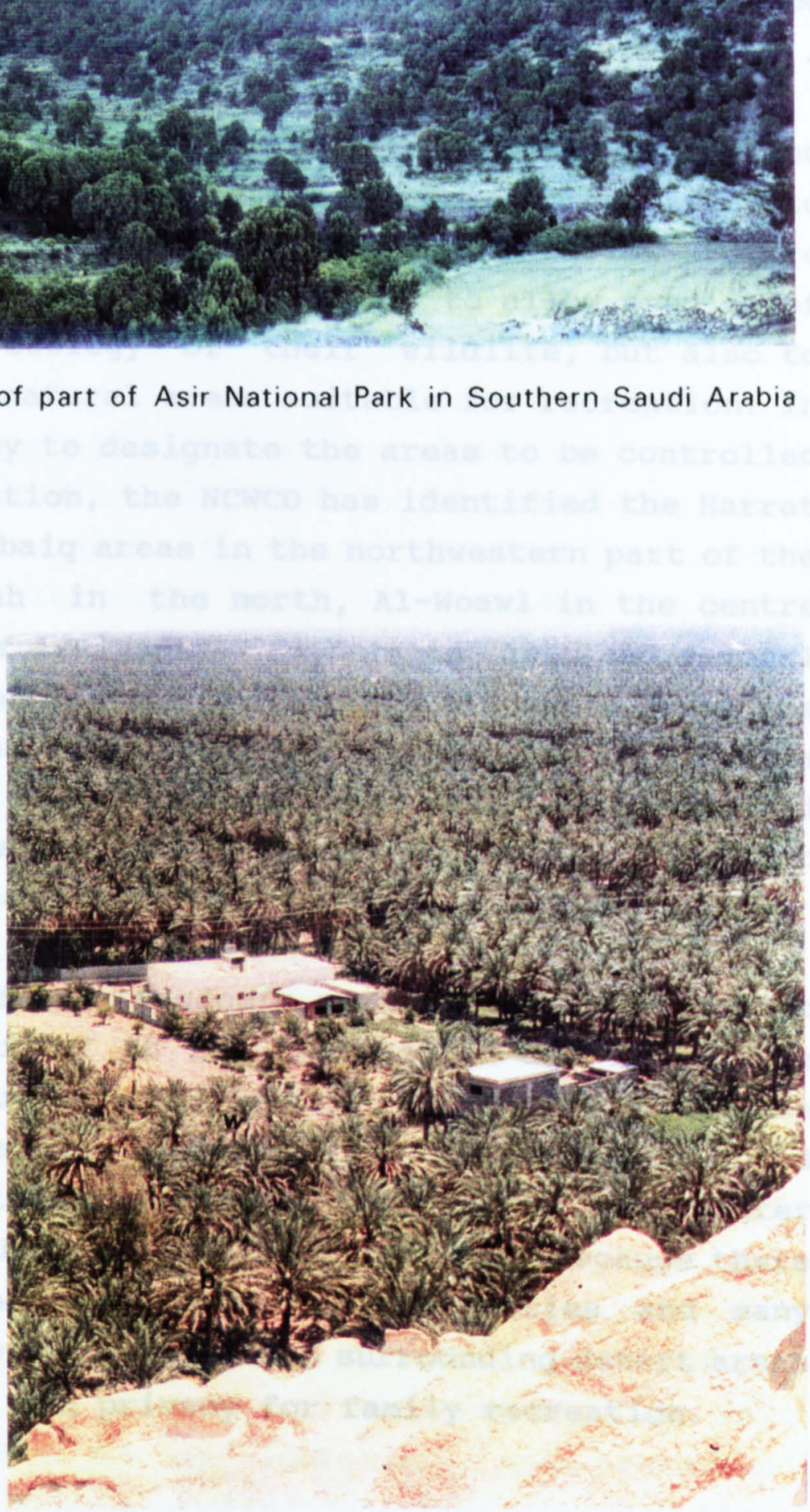


Figure 2.8 A view of Al-Ahsa National Park in Eastern Saudi Arabia

Source: Ministry of Information 1989

rest rooms. Improvement works are still continuing (MAW 1989, p.45).

The most recent park to be set up is AthThmamah National Park covering 130 square km east of ArRiyadh city in a mountain area. Work is underway to create a visitor's centre, garden, facilities for family and single persons' camping, food places, safari park and service areas (MAW 1989, p.49).

The National Commission for Wildlife Conservation and Development (NCWCD) has created several protected areas to conserve their wild fauna and flora, to allow future re-introductions of wildlife species, to allow studies of the behaviour and ecology of their wildlife, but also to protect beautiful natural areas suitable for recreation. In its national survey to designate the areas to be controlled by wildlife legislation, the NCWCD has identified the Harrat Al-Harrah and Al-Tubaiq areas in the northwestern part of the country, Al-Khanfah in the north, Al-Woawl in the centre (180 km southeast of ArRiyadh), Raydah in Asir and several islands in the Red Sea for protection. All these areas are rich in wild fauna, for example, Houbara Bustard, Guinea Fowl, Arabian Oryx, Ibex, Gazelles and many other bird and animal species. These protected areas could become important locations for holidaymakers interested in wildlife.

Over 90 per cent of the Kingdom's area is made up of desert or semi-desert. Much of it is unattractive and has little tourist potential but some is visually attractive, like some of the sand dune areas. Close to the cities these could become an important tourist destination in the cool winter time at least for the local urban populations. Because there is little organised open space in the cities and many households lack private gardens, the surrounding desert areas provides both space and privacy for family recreation.

2.7.2 Cultural Attractions

Saudi Arabia has a very rich cultural heritage with numerous locations and monuments of religious, historical and cultural significance. The religious locations in particular immediately command attention. According to Muslim belief the most holy places are Makkah Al-Mukkarramah, Al-Madinah Al-Munawarah and the holy environs.

Makkah, the first holy Islamic city, is located inland in the mountains in the western region of Saudi Arabia (**Figure 2.9**). After the rise of Islam the city became the holiest place in the Islamic world and the religious capital of Saudi Arabia. As is pointed out in the next chapter, there are numerous places in and around Makkah with religious and historical significance where pilgrims worship God during the Hajj period. Al-Madinah is the second most holy Islamic city whose religious importance arose after the rise of Islam, when prophet Mohammad settled there in 622. It acted as the first capital of the Islamic state until 661 when the first Aumayd Caliph transferred the capital to Damascus. Hundred of thousands of visitors from inside and outside the country yearly come to Al-Madinah, mainly during the Hajj period, to the prophet's tomb (see **Figure 2.10**). Beside the prophet's mosque there are many other locations in this area of great religious significance, such as Uhud mountain, the Al-Baqie graveyard which contains the sepulchres of approximately 10,000 of the prophet's companions, and the Qiba mosque which was founded by the prophet himself.

Saudi Arabia has many other significant historical and archaeological monuments including mosques, palaces and watchtowers, ancient dams, old villages, historic sites and traditional domestic architecture. Archaeological surveys made by the Department of Antiquities and Museums have identified thousands of archaeological and historical monuments, many still to be studied in detail. Several sites



Figure 2.9 A view of Makkah Al-Mukarramah and the Holy Mosque in its centre
Source: Saudi photographer K. Khedher, Jeddah 1989

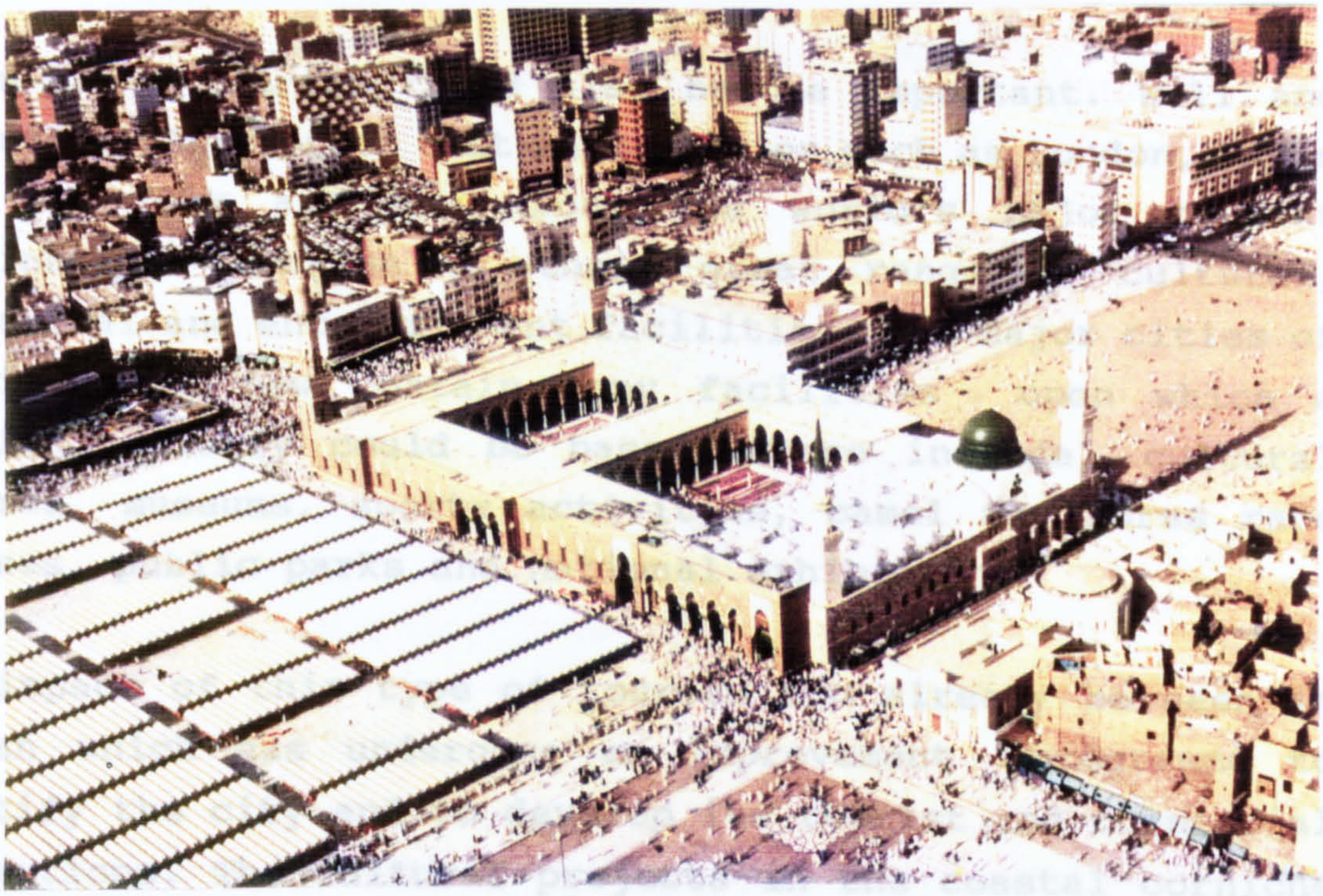


Figure 2.10 A view of the Prophet's Mosque in Al-Madinah Al-Munawarah
Source: Saudi photographer K. Khedher, Jeddah 1989

are now being restored including the historic oasis settlement of AdDariyyah near ArRiyadh, Qalat Jiyad in Makkah, the Nasif Palace in Jeddah, the Shubra Palace in AtTaif and many others. In Madyan is the prophet Shuaib's city, where Moses lived for ten years prior to carrying God's message to the Egyptian Pharaoh. In Al-Aula and Madain Saleh can be seen the evidence of the civilization of the Thamud and the people of Saleh (**Figure 2.11**). In Najran can still be found the trench mentioned in the Holy Qoran.

There are already several regional and local museums in the main cities containing exhibits about their local history. There are two specialized Islamic museums in Makkah and Al-Madinah to exhibit old Koran manuscripts, early forms of calligraphy, and achievements in art and architecture associated with the birthplace of Islam. Traditional handicrafts, periodic markets and folklore activities are still to be found in many towns and villages. The great wealth of these sites, as they are developed, are likely to play a major role in the tourist patterns within the country.

Urban-based tourism could also become important. Wall and Sinnott (1980) noted that major cities such as London, Paris and New York are now among the world's major tourist destinations because of their great range of cultural, historical and entertainment facilities. The major cities of Saudi Arabia now contain many facilities upon which a tourist industry could be based. These include cultural centres, museums, sports activities, camel and horse race courses, public parks and national exhibitions.

The impact of this type of tourism can already be seen in Jeddah which has undergone an improvement programme to beautify the city and to develop its tourist and commercial attractions. The cultural projects in the coastal corniche area have already given Jeddah a personality as a seaside, as well as a commercial, city because of its parks and other

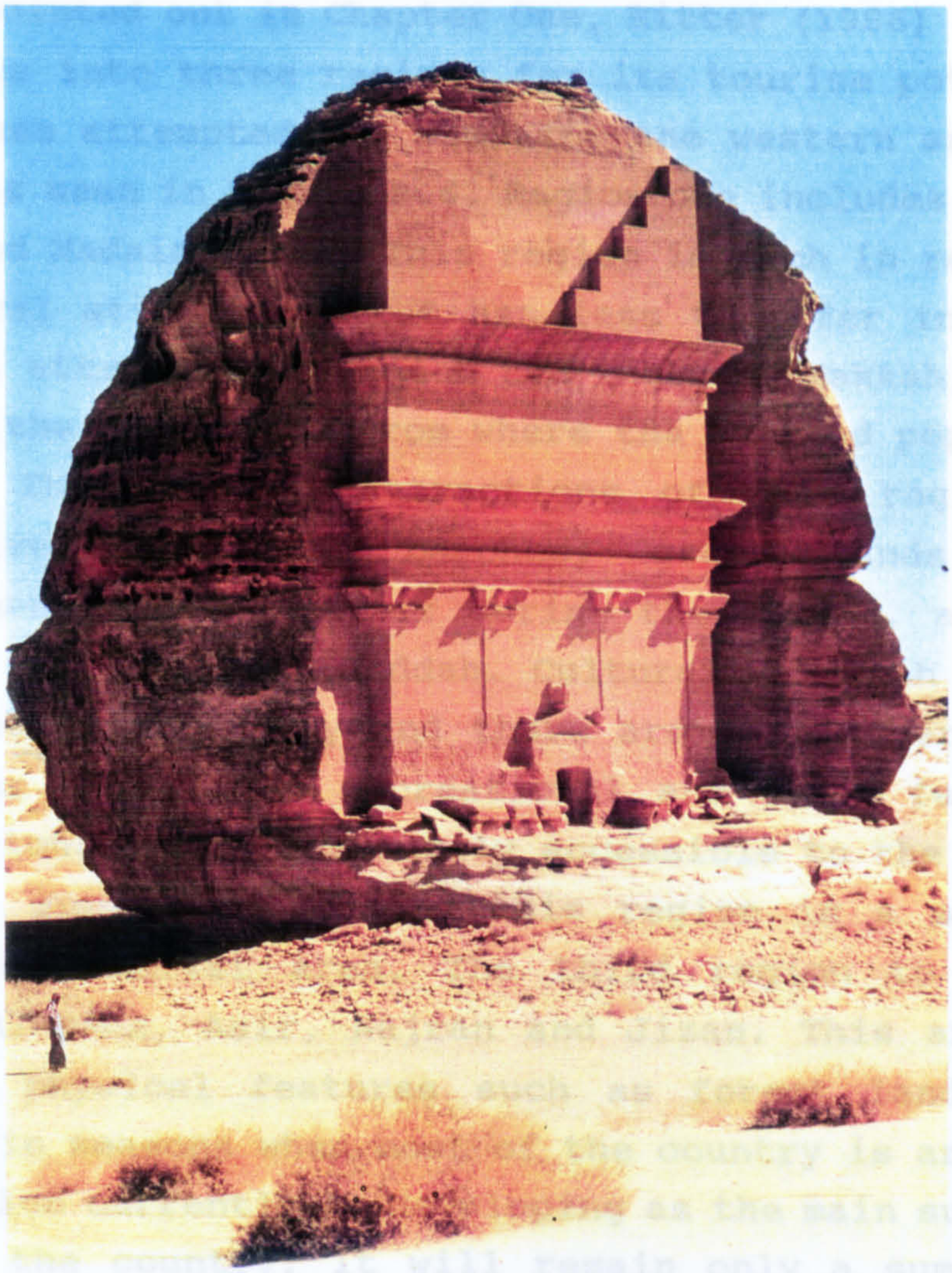


Figure 2.11 The remains of Madain Saleh in Al-Aula
Source: Ministry of Information 1989

recreational facilities.

As was pointed out in Chapter One, Ritter (1986) divided the Gulf area into three regions for its tourism potential. The writer has attempted the same for the western area of Saudi Arabia as seen in **Figure 2.6.** Region one includes Al-Madinah, Yanbu and Madain Saleh. This region is rich in religious and historical attractions but has less to offer in the way of physical attractions. Region two includes Makkah, Jeddah and AtTaif (the study area from where the sampled population was drawn). The physical attractions of this region include attractive recreation beaches, green lands and cool environments around AtTaif during the summer, and the warm winters of Makkah and Jeddah. Culturally Makkah is the most important Islamic city and there are many other historical locations as well as recreational and other facilities in this region. It is also easily accessible to the rest of the Kingdom. For these reasons this region is a major multi-attraction tourist area. The third region to the south, covers Al-Baha, Asir, Najran and Jizan. This area is very rich in physical features such as forest lands and cool weather in seasons when most of the country is arid and hot. This region currently is developing as the main summer resort area of the country. It will remain only a summer holiday destination unless the more remote Tehama and coastal areas of the southern region can be developed for winter tourism.

The writer chose to base this study on the Makkah - Jeddah - AtTaif area (area two) because of its tourist appeal and also because the three cities in it represent the largest concentration of urban population in the Kingdom. The area is, therefore, both a major receiving area for tourists and a major generating area. How a sample of residents of the three cities use other parts of the west and south of the Kingdom, and the remainder of the country, for holidays, and how the region caters for tourism, is the central focus of the study.

CHAPTER THREE

THE STUDY AREA: MAKKAH, JEDDAH AND AtTAIF

3.1 Introduction

Almost no information exists on patterns of tourism in Saudi Arabia at the household level, so that this study is based on a primary field survey. This involved the writer in an extensive questionnaire to households in the cities of Makkah, Jeddah and AtTaif. The purpose of this chapter is to outline these cities in order to explain how the households were sampled.

The three cities are located in Makkah Al-Mukarramah province (**Figure 3.1**). Jeddah is situated on the Red Sea coast. Makkah is about 80 km east of Jeddah and AtTaif 160 km southeast of Jeddah. Both Makkah and AtTaif are located within the AsSarah mountains while Jeddah is on the Tehama coast plain. Each city is the administrative and commercial centre of its region as well as having tourist functions. Makkah, as the holiest city in the Islamic world, has developed as a national and international religious centre, and receives large numbers of tourists and pilgrims each year. Jeddah has several functions, being the main seaport and airport gateway to the region and the country, and a major gate for Hajj visitors. It is a regional administrative, commercial and industrial centre and a major service and recreational centre. The main functions of AtTaif are related to its resort attractions, being a summer capital of the Saudi government, a conference centre and a regional administrative and commercial capital.

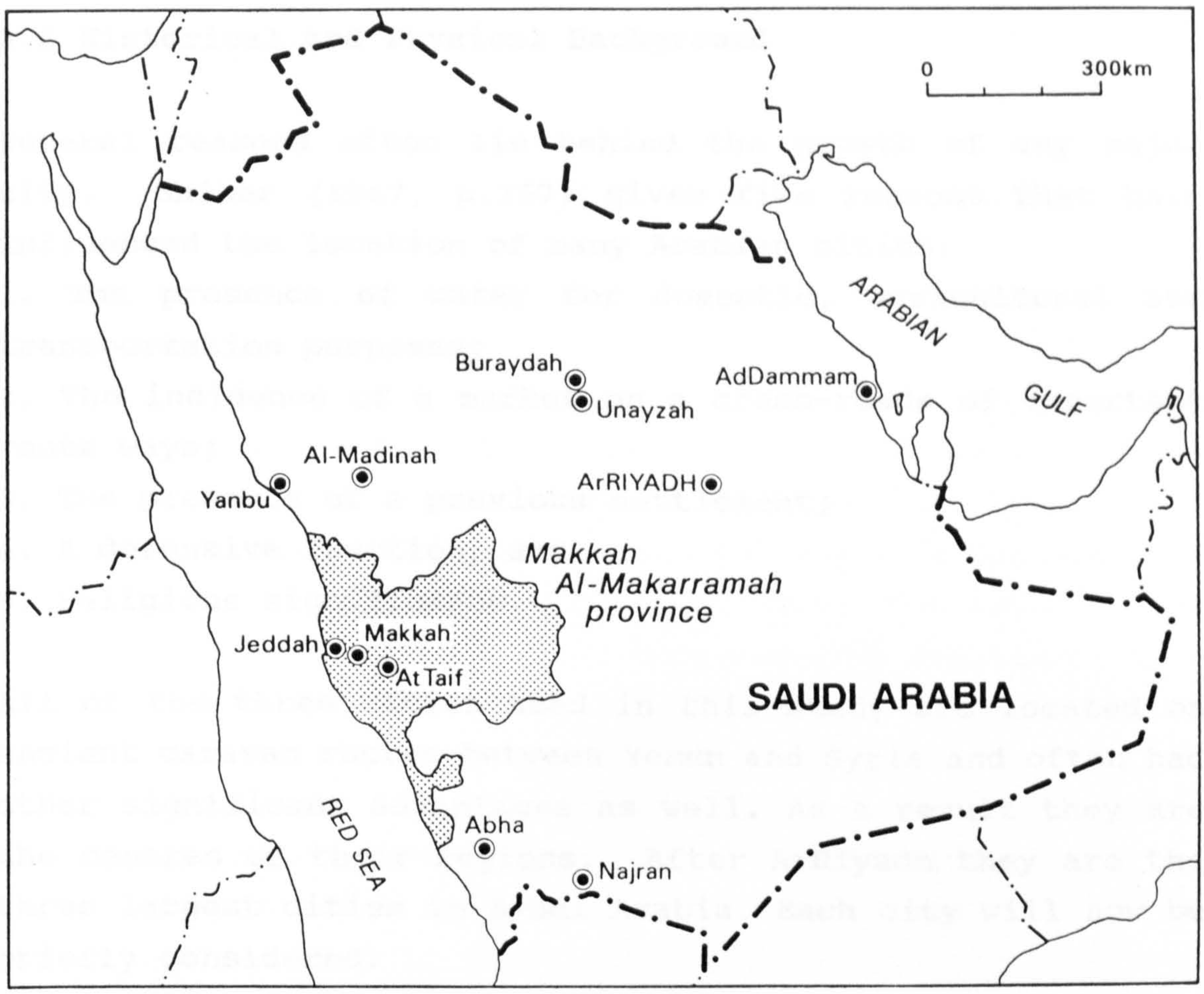


Figure 3.1 The location of the study area

Source: H.Bindagji, Jeddah, 1979

3.2 Historical and Physical Background

Several reasons often lie behind the growth of any major city. Shiber (1967, p.157) gives five reasons that have influenced the location of many Arabian cities:

1. The presence of water for domestic, agricultural and transportation purposes;
2. The incidence of a market on a cross-roads of important route ways;
3. The presence of a previous settlement;
4. A defensive function; and
5. Religious significance.

All of the three cities used in this study are located on ancient caravan routes between Yemen and Syria and often had other significant advantages as well. As a result they are the centres of their regions. After ArRiyadh they are the three largest cities in Saudi Arabia. Each city will now be briefly considered.

3.2.1 Makkah

Historical accounts do not agree on the origins of Makkah. However, many historians have pointed out that the history of the city dates back thousands of years to very ancient times. According to Muslim belief and Muslim historians the importance of Makkah goes back to early history when God ordered Ibrahim to settle his family, his wife Hagar and his son Ismail in this dry and isolated land in the foothills of the Arabian peninsula. Hagar spent hard times searching for water, then she noticed a spring where she laid her son Ismail. After the discovery of water the site attracted some Arabian tribes who started to settle there. During this period Ibrahim and his son Ismail built the Al-Kaabah to be the first house ("*Bait*") for worshipping God (the Holy Qoran, Al-Emran, verse 96). Since that time Makkah has been venerated as a holy place and attracted the Arab tribes from

every part of the peninsula. After the rise of Islam, Makkah became the most prominent and revered place in the Islamic world. It is the direction to which any Muslim turns during his/her prayer time. The Holy Mosque "*Al-Masjed Al-Haram*" is the heart of the city which is also a school of religious learning carrying on its mission by conveying knowledge from one generation to another.

The urban area of Makkah covers a complex of mountains and narrow valleys. The holy mosque is located in a low part of the city at about 227 m above sea level but some parts of the city are at an elevation of 760 m above sea level. The topography of Makkah is dominated by numerous mountains, some of which have religious significance, such as Hira Mountain or AnNoor (light) Mountain located north east of the city (634 m above sea level) and Thawr Mountain (at 759 m above sea level) (Makky, 1978, pp.32-33). Of the several valleys within the city the most famous one is Wadi Ibrahim with the holy Mosque located in the middle. During the rainy season, this valley and the Mosque area is flooded because most of Makkah's valleys and channels flow towards this wadi which cannot always deal with all the runoff.

Makkah now covers 180 sq km excluding the environs, and contains 35 districts. **Figure 3.2** shows the main part of the city. Its population exceeds three-quarters of a million. In general, the city is divided into three main sections for planning and development purposes. The future development of the city has been planned until 1995, but because of the recent boom in growth the expansion of the city is starting to be controlled. The whole area is administered by ten branches of Makkah's Municipality.

No local census data exists to help the writer select his sample households on an income basis or any other basis . It was decided, therefore, to sample households within the six districts of Al-Aziziah, AnNuzhah, Sheib Amer, Al-Utaibiah,

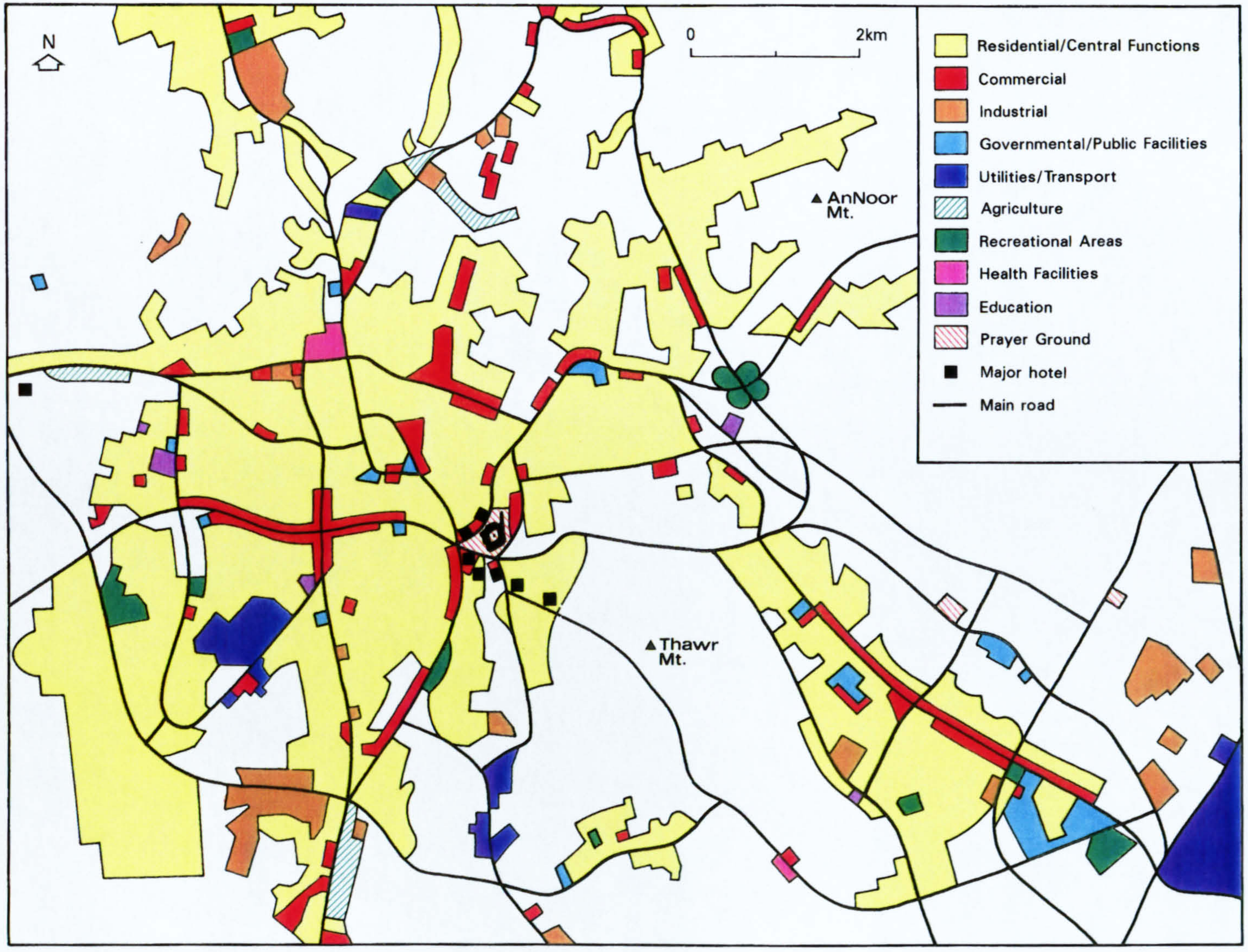


Figure 3.2 The present layout of Makkah City

Source: "Makkah Al-Mukarramah", Z.M.A. Farsi, 1989

AtTundubawy and Al-Hindawyyah. The locations of these selected districts is detailed in the next chapter (**Figure 4.1**). This selection was made with the help of the Municipality and the Department of Development and Planning in Makkah Al-Mukkarramah, besides several academic people from Umm Al-Qura University who have made various surveys in the city. Together these believe that the above named districts reflect all levels of income in the city. 100 questionnaires were distributed in each district by dividing it into several blocks, then choosing some of them randomly. The last stage in selecting the sample was to choose the individual houses. Details of this stage of the sampling are outlined in the next chapter.

3.2.2 Jeddah

Jeddah was known as a town on the Red Sea coast centuries ago. The visit of Alexander of Macedonia, who lived between 356-323 BC, to Makkah through Jeddah gives an indication of Jeddah's great age. Jeddah was known to be inhabited around the second century BC (Al-Ansary 1972, p.70). Several historians refer to it by different names, Juddah, Jeddah and Jaddah. Although similar, these names had different meanings. Ibn Mandhur said that the Juddah refers to a river, whilst the geographer, Yaqut Al-Hamawi said the name Juddah referred to the area from the coast to the eastern hills which led to Makkah. Some historians mentioned the legend of the burial of Eve or Jaddah, the "grandmother" of mankind and the place was named after her.

By the end of pre-Islamic times the port for the east coast of the peninsula had become Ashshuaibah, south of Jeddah, but the second Caliph Othman Ibn Affan in the year 26 AH (647 AD) restored Jeddah to its former supremacy as Makkah's seaport. After that time the importance of the city increased with the arrival of merchants from the east. The importance of the city continued under various rulers (Howell 1985, p.54).

When it became an Ottoman garrison the Turks surrounded it by a wall which was not demolished until 1948. In the most recent years Jeddah has benefitted from the enormous expansion of the Saudi economy for which it has acted as the nation's major port.

Jeddah now occupies a long strip of over 80 kilometre along the sea shore and runs 15 km inland before a low belt of hills, which lie in front of a broken chain of foothills parallel to the high AsSarah mountains at the edge of the Arabian Shield plateau. The city lies in the Bani Malik basin of sediments where prehistoric river courses, formed at a time when the sea level was much lower than at present, gathered and often flooded the land. Several wadis still converge here like Wadi Fatimah, Wadi Ghalil, Wadi Quwaiyzah, Wadi Dughish and others. These coastal plain sediments can be divided into three areas parallel to the seashore and occupying the area in front of the enclosing hills. The eastern area bordering the hills has several layers of sandy and silty deposits which are up to 15 metres thick in the lower part of the wadis. To the west are alluvial sediments of silt, gravel and sand and these give way to sand and mud mixed with shell fragments on the coast.

Jeddah at the present time has a population of about 1.5 million, and covers an area of 560 sq km containing 51 districts. **Figure 3.3** shows the layout of the central part. Because of its linear shape so that it extends more than 80 km along the coast, Jeddah's growth has been difficult to control. The municipality has located 15 branches in different districts to serve the city. For urban development purposes Jeddah is divided into four major areas: northern Jeddah which covers the northern corniche, Abhor and the International Airport area; central Jeddah which contains the commercial centre and the Islamic port; the southern area which covers the southern corniche and the industrial city; and the eastern part which contains King

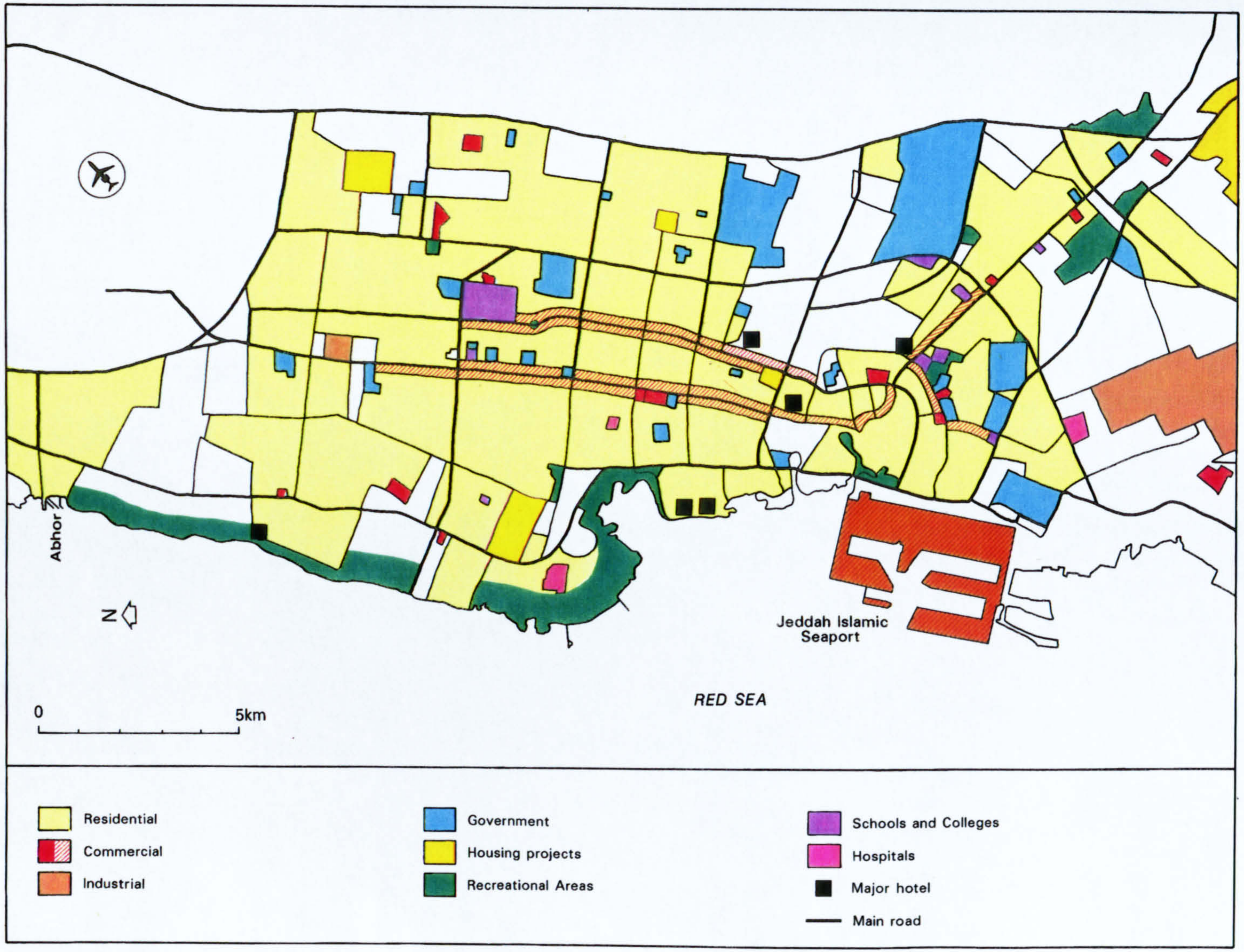


Figure 3.3 The present layout of Jeddah City

Source: Z.M.A. Farsi and Writer's Field Survey, 1989

Abdul Aziz University and several new districts around the east express ring road. The urban development of the city, like any other Saudi city, has been planned until 1995 under the current five-year plan. But the very fast expansion of the city recently, which has caused difficulties for other government agencies providing urban services, has forced the city planners to limit the urban development on its boundaries.

For the sample survey the six districts of Al-Hamra, Al-Rawdhah, AsSafa, Al-Kandarah, AnNuzlah and Al-Hindawyyah were chosen (**Figure 4.2**). According to sources in Jeddah including the municipality, Jeddah's Planning and Development Department, and King Abdul Aziz University, those six districts represent households of all levels of income in the city. 100 households were sampled in each district, with a sampling system similar to that used in Makkah.

3.2.3 AtTaif

The population of AtTaif exceeds a quarter of a million. AtTaif is one of the oldest cities in the Arabian peninsula. Prehistoric finds indicate that its history dates back more than two thousand years. However, what we know about AtTaif's history is very limited, though historians report that AtTaif was a pre-Islamic city. Some of them referred to it as a "*pre-flood (Noah's flood) settlement*" (Al-Hamawi 1988, p.9, Al-Obaidi 1982, pp.18-19).

The prophet Mohammed (peace be upon him) had visited AtTaif to tell its people the message of Islam, but the Banu Thagif tribe did not welcome him and forced him out of the city. In 631 AD (9 AH) AtTaif accepted Islam and became a part of the Islamic state. When the Ottoman Empire was ruling Hejaz, in which AtTaif was located, it became a military garrison. It was therefore well-known for its defensive walls surrounding the town which stood until the late 1920s. After that the

walls were removed and a new era in AtTaif's history was begun (MI 1983, p.3).

As many historians have reported, the function of AtTaif as a summer resort in the mountains, especially for residents of Makkah, has been known and recorded for more than 1400 years. In recent years AtTaif has become the summer seat of the Saudi government, but many government offices now move to Jeddah during the summer. AtTaif is also a summer resort and health centre for visitors from the Arabian peninsula countries, as well as for Saudis. It is a mountain resort and the AtTaif urban area in general covers land ranging from 1,500m to 2,500m in height. The centre of the city is situated at 1,700 m above sea level. The landscape around AtTaif can be divided into three physical types as follows:

1. The uplands, which range above 1,800m, are especially well developed to the south and west around Al-Hada and AshShafa. In this area the mountain range is 50-80 km wide and produces some spectacular scenery especially with the scarp overlooking the Tehama and marking the edge of the Hejaz plateau. At places the scarp rises to 2,500 m.

2. To the northeast, at a slightly lower elevation and located between the mountains and the plains are steep hills standing at 1,500m to 1,800m in height. AtTaif city is located in this area.

3. Plateaux ranging from 1,050 m to 1,500 m above sea level occupy the northern parts of AtTaif Metropolitan Area where the edge of the central Arabian Desert reaches into the mountain zone.

Currently AtTaif Metropolitan Area covers 360 sq km and contains 26 districts. Figure 3.4 shows the layout of the central area. For urban development purposes AtTaif city forms the major part of AtTaif Metropolitan Area which also

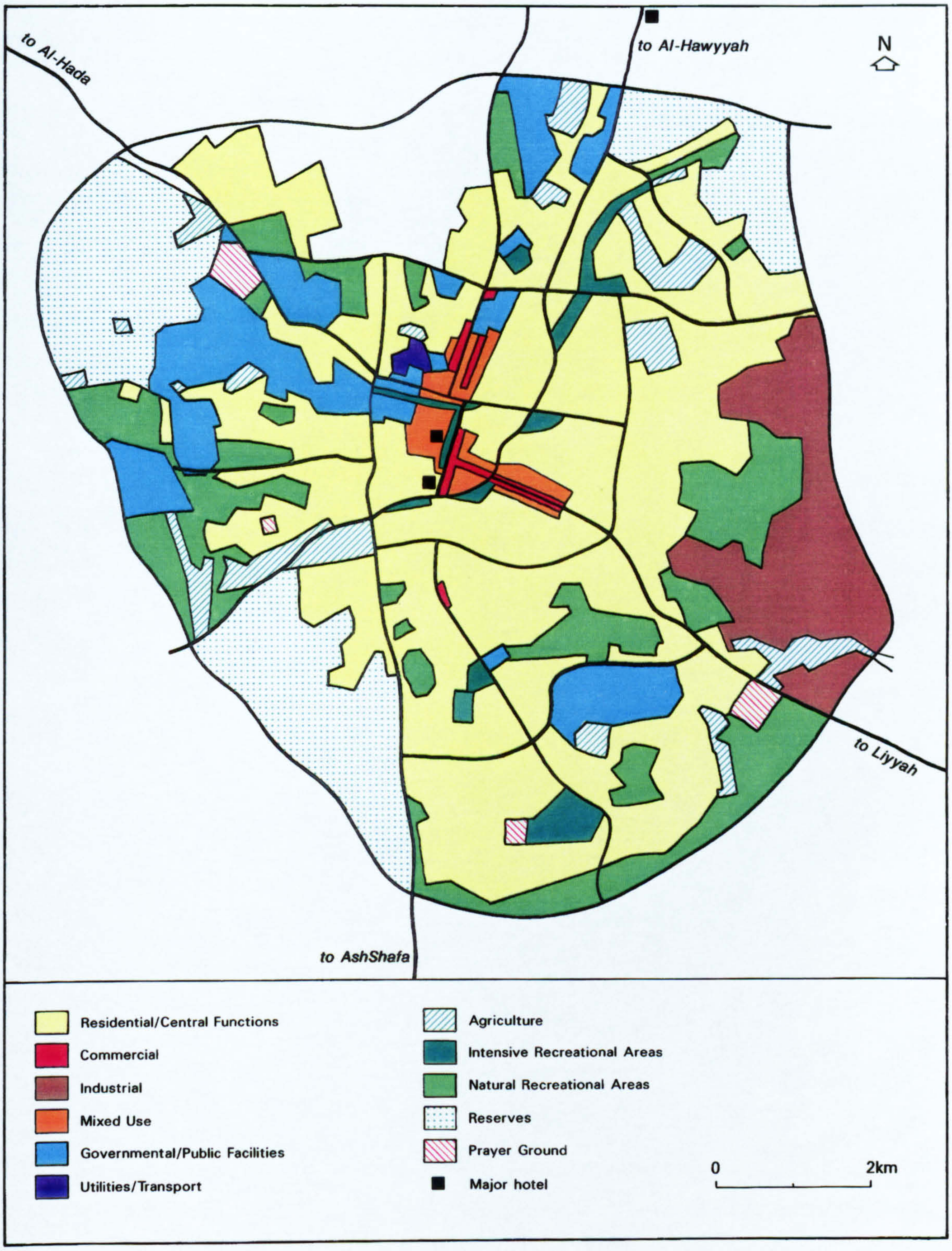


Figure 3.4 The present layout of Central AtTaif City

Source: Z.M.A. Farsi, 1989

covers Al-Hawyyah, where the airport is located, Al-Hada, AshShafa and Liyyah. The city is growing like any other city in the country, but at a more moderate rate, unlike Jeddah, for example.

In AtTaif, as in Makkah and Jeddah, six districts were chosen for which to sample households. These districts were selected on the advice of geographers at the Umm Al-Qura University branch in AtTaif, the municipality, and the Planning and Development Department. These districts are Shehar, Al-Khalidiah, AshSharqiyah, AshShuhada North, AshShuhada South and Nakheb (**Figure 3.4**). 100 questionnaires were distributed in each district, as in Makkah and Jeddah.

Various other characteristics of the three cities, from which the household samples were obtained, need to be considered because they could help to explain the tourism behaviour of those households. The physical conditions will be considered before the cultural.

3.2.4 Climate

The climate of the three cities is in general semi-arid, being directly affected by the geographical location (**Figure 3.5**). Makkah and Jeddah are very hot in the summer and warm in the winter. Because Jeddah has a coastal location it also suffers from high humidity, especially in summer time. Makkah is more elevated and further inland and, therefore, is less humid than Jeddah. The diversity of AtTaif's topography and its greater elevation increases its precipitation and reduces evaporation. In fact precipitation in some months exceeds the potential evaporation in AtTaif. Because of its elevation AtTaif has generally pleasant cooler, weather throughout the year.

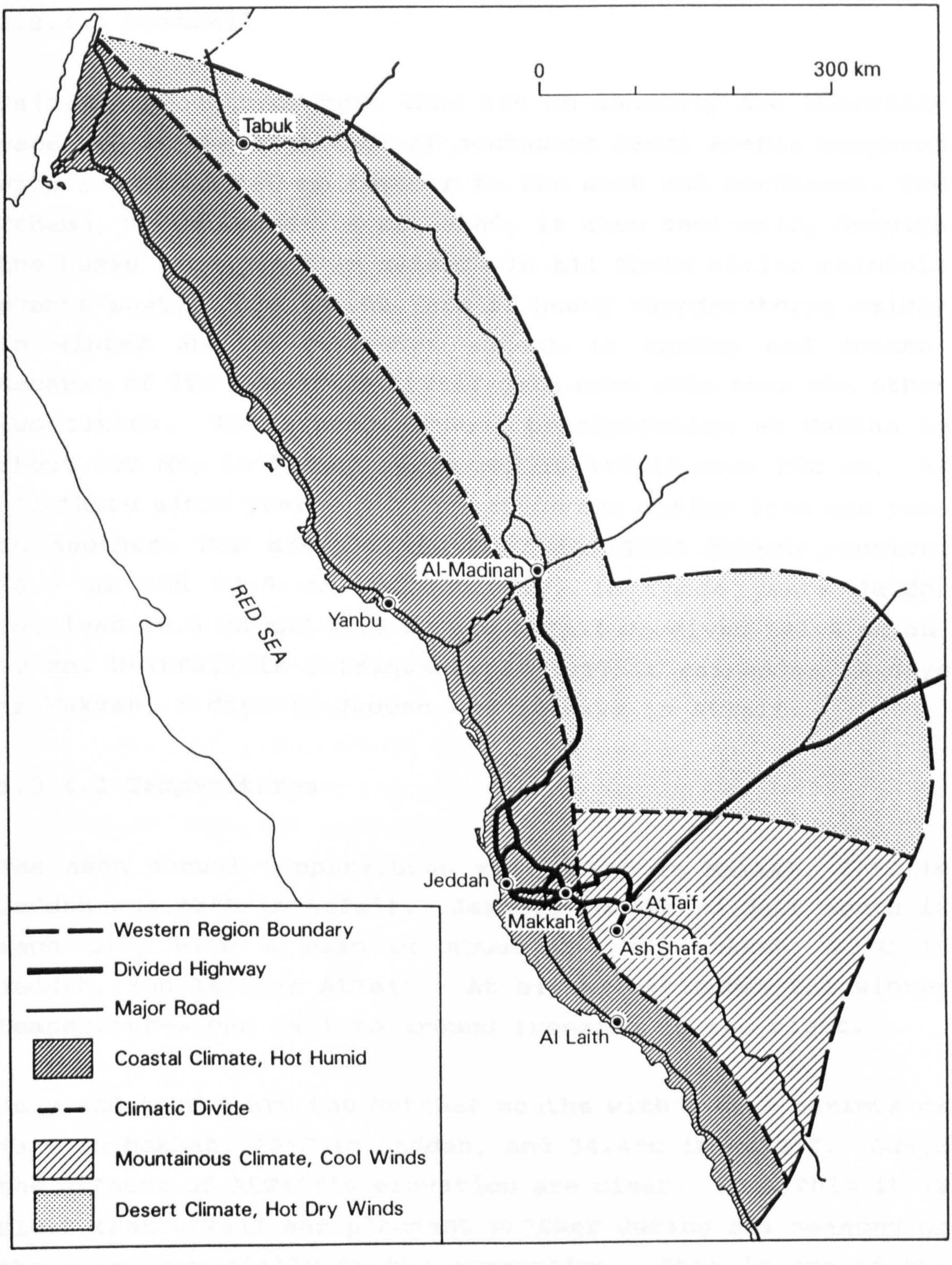


Figure 3.5 Climatic conditions in the Western Region
Source: Speerplan and Koshak project no.205, 1983

3.2.4.1 Rainfall

Rainfall amounts of more than 350 mm annually are generally received in the highlands of southwest Saudi Arabia compared with less than 100 mm further to the east and northeast. The Tehama, where Jeddah is situated, is also semi-arid, despite the humid atmosphere in summer. In all three cities rainfall events mostly come in the form of heavy thunderstorms mainly in winter and to a lesser extent in spring and autumn. Because of its elevation AtTaif gets more rain than the other two cities. The average annual precipitation at Makkah is about 100 mm, in Jeddah 76 mm and in AtTaif over 200 mm. At all three sites yearly precipitation can differ from one year to another. For example, in 1987 and 1988 Makkah received 36.9 mm and 73.9 mm respectively. In those years Jeddah received 10.3 mm and 28.9 mm and AtTaif received 141.6 mm and 90 mm. Rainfall is infrequent. In 1987 it rained on 12 days in Makkah, 6 days in Jeddah and 24 days in AtTaif.

3.2.4.2 Temperatures

The mean annual temperatures are 30.8°C in Makkah, 27°C in Jeddah and 22°C in AtTaif. January is the coldest month in each city with a mean of about 26°C in Makkah, 22°C in Jeddah, and 14°C in AtTaif. At higher altitudes the winter temperatures can fall to around freezing in the night.

July and August are the hottest months with a mean maximum of 43°C in Makkah, 40°C in Jeddah, and 34.4°C in AtTaif. Again the effects of AtTaif's elevation are clear. From this it is clear that AtTaif has pleasant weather during all seasons of the year, especially in the summertime. This is one of the reasons that makes the AtTaif area a summer resort. But the warm winter in the Makkah and Jeddah areas gives them the potential to be winter retreats especially for local people living in colder mountainous areas.

3.2.5 Vegetation

The southern Hejaz region, which includes the three cities, is a major tourist generating area because of its large urban population. At the same time the wider southwest of Saudi Arabia, in which the three cities lie, is a major receiving area for tourists. One reason for this is that the southwest is the most vegetated area in the country making it attractive for tourism. Perennial vegetation forms the basis of the cover because drought is less severe here and the vegetation forms are capable of withstanding drought. But there are also many ephemeral plants. Local differences in climate, often resulting from varied topography, are reflected in the natural vegetation. Most of the land has a green colour for most of the year apart from rocky outcrops and boulder or sand strewn slopes. Around Makkah and Jeddah, for example, much of the natural plant cover occurs on the sides of Wadi Ibrahim and Wadi Fatimah and grasses only cover other parts of the land in the rainy seasons. In the AtTaif area, however, a great variety of plants are found which have adapted in various ways to the differing habitats and the scarcity of water. Around AtTaif three main forest types are found with Juniper at a height of 1,700 m and above and dominant at the highest elevations, wild olive and acacia around 1,500 m, and Collo at lower levels (Daghestani 1981, p.28). Acacias occur in the wadis and lower hillsides as well as cacti and fruit trees.

3.2.6 Water Supply

Urban water supply is important if an area is to support its population, and all three cities also have to support an enlarged population of visitors for part of the year. A secure water supply is, therefore, particulary necessary for resort cities in dry regions. Historically, the main source of water in urban and rural areas of much of Saudi Arabia has been hand-dug wells and some springs in local wadis. This

water is traditionally collected by run-off and infiltration into wadi beds after rainfall. Because of rising demand the Saline Water Conversion Corporation established in 1982 the Makkah-AtTaif Water Transmission System in order to supplement local supplies by transporting water from the desalination plant at AshShuaibah on the Red Sea (80 km south of Jeddah) to AtTaif and Makkah (**Figure 3.6**). This project started to supply Makkah with water through pipeline in 1988.

Jeddah used to obtain all of its supply of water from Wadi Fatimah and some other wells in local wadis, but with the introduction of desalinated water from Jeddah Desalinated Water Station, this supply has been reduced. The main sources of water for AtTaif is the Wadi Wajj upstream of AtTaif, a pipeline from Wadi Turubah which is located about 130 km southeast of AtTaif, and desalinated water from AshShuaibah. There are also some government wells around the city (Raphael & Shaibi 1984, pp.183-191). These water supply improvements have been paralleled by the development of piped supplies to individual households. Recently 90 per cent of the population of Jeddah for example, has been connected to piped water.

More water will, however, be needed as the populations of the cities grow. The consultant surveys for the area estimated that the per capita water consumption in the 1980s was approximately 200-250 l/c/d. However, the 1990s demand projection is based on annual average consumption of 360 l/c/d, with the annual maximum daily demand being 470 l/c/d (1.3 times the annual average). There will also be a peak season demand during the Hajj and Omrah in Makkah and Jeddah, with a spring peak in Jeddah and a summertime peak in AtTaif (Jackson, Dar Al-Handasah, Speerplan 1983).

The amount of water now available to the study area in general will only solve the water supply problems for the time being. The increased demand for water from more

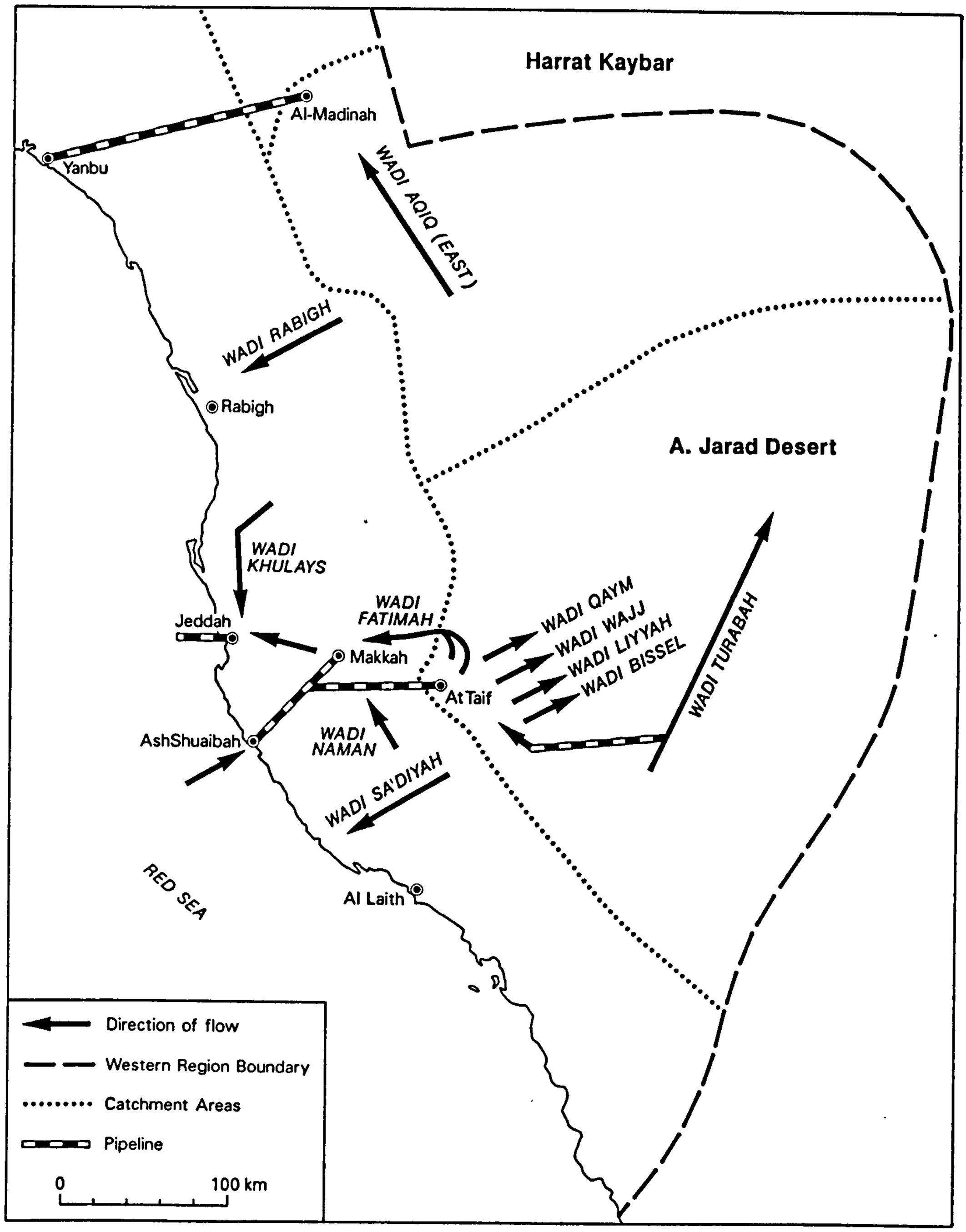


Figure 3.6 Water supplies in the Western Region

Source: Speerplan and Koshak, project no.205, 1983 and the writer

population growth, more urbanization, industrialization and irrigation and tourism must prompt the local authorities to explore other sources of water if the local economies are not to suffer. These additional sources could include more desalinated water, the recycling of sewage water for irrigation, and improving consumer demand by public education in water conservation and metering.

3.3 Cultural Setting

3.3.1 Population

The last official population census in Saudi Arabia was carried out in 1974 and population totals must have increased markedly since then. This study has had to rely on this data source for population figures besides various more recent socio-economic surveys. This lack of more detailed information on the population sizes of places and their recent population growth has been a major difficulty of the study in terms of selecting a representative sample of households.

According to the 1974 census, The Emirate of Makkah Al-Mukarramah province is the largest province in the Kingdom in terms of the number of population. It then had 1.7 million inhabitants or, 26.1 per cent of the Kingdom's population. The province was also the third most densely settled as a result of the large cities in contains. **Table 3.1** shows the populations of the main cities in 1974 and their number of families. A survey carried out by the Ministry of the Interior and the Ministry of Municipal and Rural Affairs in 1978 indicated that the total population of Makkah was 573,000 persons (Dar Al-Handasah 1983, p.2). Jeddah had about 919,000 persons (Sert Jackson 1983) and AtTaif 217,780 persons.

In 1987 the population of the cities was estimated to be

742,000 persons in Makkah, 1,312,000 in Jeddah and 283,000 inhabitants in AtTaif. AtTaif has grown less fast than other cities and has slipped from fourth to fifth position in the Kingdom. The population of Makkah is much greater during the Hajj season when it exceeds 2 millions. In the summer AtTaif probably accommodates half a million population.

Table 3.1

Urban Centres of More Than 50,000 Population in 1974

City	Population	No. of families	Average family size
ArRiyadh	666,840	101,506	6.59
Jeddah	561,104	97,363	5.76
Makkah	366,801	67,947	5.39
AtTaif	207,857	30,877	6.62
Al-Madinah	198,186	30,390	5.6
AdDammam	127,844	21,513	5.96
Al-Hufuf	101,271	14,551	6.96
Tabuk	74,825	10,696	6.99
Buraidah	69,940	8,774	7.97
Al-Mobarraz	54,325	7,775	6.99

Source: 1974 Population Census, Ministry of Finance and National Economy, Saudi Arabia

3.3.2 Economy

The three cities from which the households were drawn depend on various activities such as manufacturing and industry, construction, the transport industry, agriculture and other services. **Table 3.2** gives more details on this for the situation as it was in the 1980s. Data is not available for some major activities in some of the cities. The economic situation of Makkah is particularly conditioned by its position as the religious centre for Muslims. Over 67 per cent of the total employment in Makkah is concentrated in the

Table 3.2

Occupational Structure in the Three Cities of the Study Area, by Numbers Employed, 1980s

Occupation	Makkah	%	Jeddah	%	AtTaif	%
Agriculture	542	0.4	1909	0.7	2020	3.0
Mining, industry & manufacturing	12178	9.6	37193	13.2	2550	3.8
Utilities	3120	2.5	N.A.	N.A.	1790	2.7
Construction	11872	9.3	55470	19.6	940	1.4
Commerce	20544	16.2	28911	10.3	7600	11.3
Transport & communication	10467	8.2	28491	10.1	3860	5.8
Other services	65133	51.2	88137	31.2	46055	68.6
Real estate	N.A.	N.A.	N.A.	N.A.	2345	3.5
Finance & banking	3326	2.6	N.A	N.A.	N.A.	N.A.
Education	N.A	N.A.	13363	4.7	N.A.	N.A.
Other government	N.A	N.A.	28803	10.2	N.A.	N.A.
Total	127182	100.0	282277	100.0	67160	100.0

N.A. Not available

Note: Because the surveys have been made by three different consultants, the distribution of employment in utilities, real estate, finance, education and other government activities are not comparable from city to city.

Source: Makkah Region Planning and Development Office,"*Socio-economic Household Survey*" Report 2, vol.3 Tables 2.4 and 3.1 1983 and Jackson, S.I.S. "*Revision and updating of the existing Master plan*" Report No.9 Ministry of Municipal and Rural Affairs project No.203 table 3.1.1980 and Speerplan & Koshak "*AtTaif Master plans*" vol.1a No.5 M.M.R.A. 1981 Section 3.25 and Kamal, H.M.S., "Your Guide to AtTaif" AtTaif Municipal, 1986

trade and service sectors. About 17 per cent work in construction and communications, again reflecting the importance of religious tourists. The smallest group works in the agricultural sector. This is due to the lack of agricultural resources in the city area.

In Jeddah over 32 per cent work in manufacturing industries and construction. In turn these and the port generate a range of professional services, port and transport activities. The service sector accounts for more than 31 per cent of the workforce and another 10 per cent work in the transport and communication sector. Employment in the agricultural and fishing sector forms less than 1 per cent and most of those work in fishing.

Services are the main employer in AtTaif, accounting for 68 per cent of the workforce. It is the commercial centre for the AtTaif Emirate, and serves an area in excess of 250 kilometres away from the city toward the south and the southwest. 11 per cent of the workforce is in the commercial sector, but some are also employed in traditional industries, such as tanning, spinning and other workshops. Again the agricultural sector is small at 3 per cent of the workforce but more than in Makkah and Jeddah, because there are a number of farms in the city area.

3.4 Tourist Attractions and Facilities in and Around the Three Cities in the Study Area

Beautiful scenery and a pleasant climate are often important elements of successful vacation areas. The previous chapter outlined these attractions generally in the west of the Kingdom but also pointed out that the area where the three sampled cities are found is also a major receiving area for tourists because it has numerous physical as well as historical and cultural attractions and facilities. This section of the chapter will briefly outline these.

3.4.1 Physical Attractions

Makkah Al-Mukkarramah Province, in which the three cities lie, covers 135,708 sq. km of varied landscapes of mountains, plateaux, wadis, coastal plains and semi deserts. Along with this the area offers a varied climate so that the cool summers of AtTaif and the warm winters in Makkah and Jeddah make the area suitable for both summer and winter resorts. It is said that Caliph Muawiyah (founder of the Umayyad Caliphate) remarked to a friend, "*I envy Saad as he spends spring in Jeddah, summer in AtTaif and winter in Makkah*" (Shirley, 1979, p.57).

There are six main areas of attractions around AtTaif: The AshShafa, Al-Hada, Bani Saad, Balharith, Thagif and Bani Malik. These areas have a variety of attractive locations of green landscapes, forests and mountainous scenery, as well as areas of cultivated terraces. Between 40 and 70 per cent of the land in those areas is forested (AsSelaim, 1983). The natural beauty of these landscapes (**Figure 3.7**) attracted many affluent people from outside who built summer houses and villas particularly at Al-Hada and AshShafa, where new tourist and recreational opportunities have also been created in recent years. Many see this area as a garden paradise. As Doughty, the British traveller, remarked: "*What a pleasure to visit Tayif, the Eden of Mecca, with cool air and running water; where are gardens of roses, and vineyards and orchards*" Charles Doughty (1888).

The Al-Hada and AshShafa areas have particularly dramatic scenery because of their location on the escarpment of the AsSarah mountains. Because of its accessability on the route between AtTaif and Makkah -Jeddah, large numbers of the inhabitants of these cities visit these areas around AtTaif to enjoy the open space and natural surroundings. Some tourist facilities, such as telephones and electricity close to campsites have already been provided in these areas. But

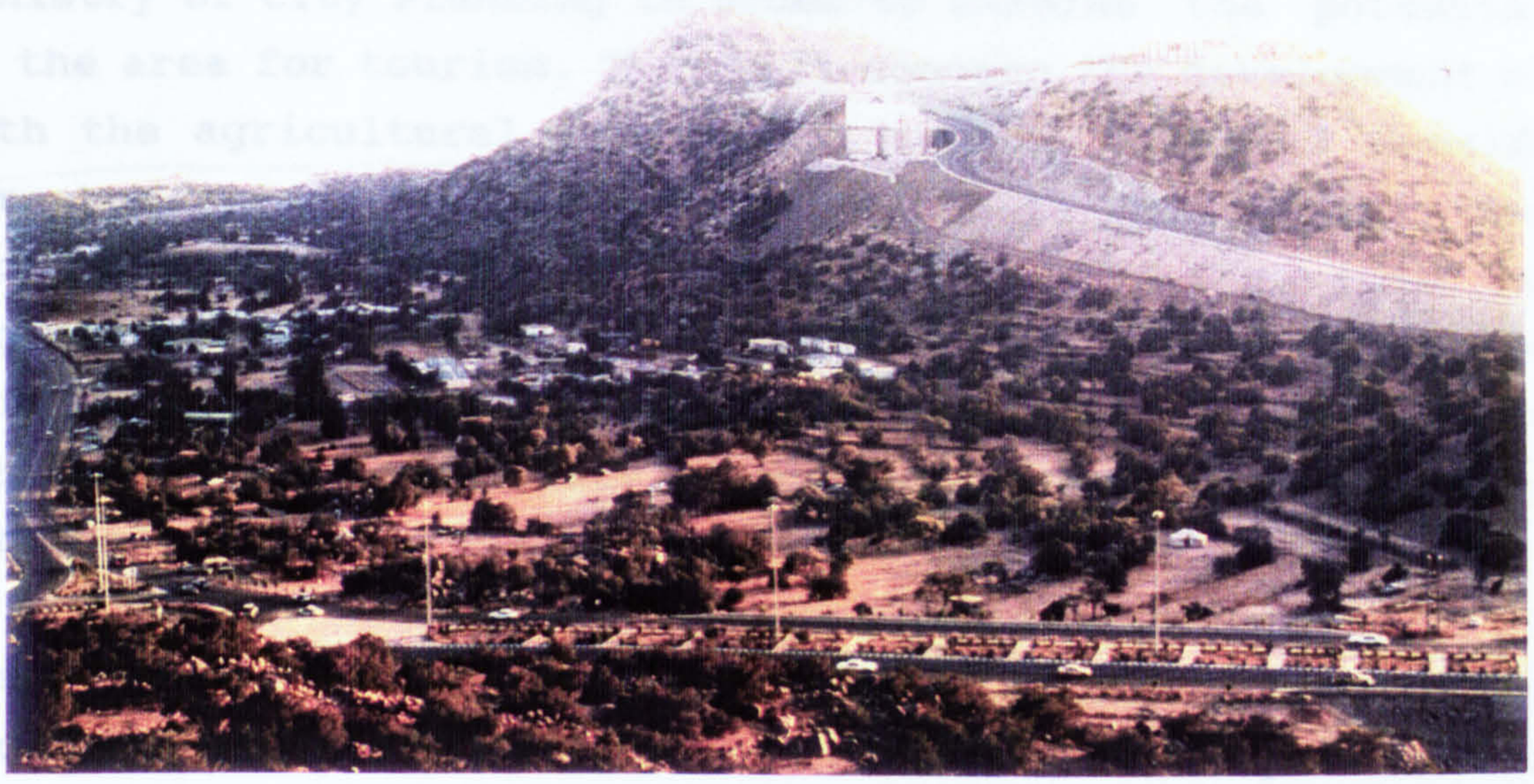


Figure 3.7 A view of the natural landscape around AshShafa,near AtTaif

much more will be needed. In the southwestern areas of AtTaif Emirate (around Bani Saad, Balharith, Thagif and Bani Malik), which also have tourist potential, the tourist facilities are virtually non-existent. The growth in the use of these areas for recreation has led to studies of them by the Deputy Ministry of City Planning in order to examine the potential of the area for tourism. This will concern the development of both the agricultural and tourist sectors and will provide structure plans for Al-Hada and AshShafa settlements. The architectural design of facilities and the form of legislation to control the growth of the area will also be laid down. The Ministry of Agriculture and Water is also examining the possibility of conserving these areas as a national park, the fifth park to be set up in the Kingdom.

The coastline of Makkah Al-Mukkarramah Province extends for more than 700 km and constitutes no less than 40 per cent of the Kingdom's coastline on the Red Sea. It forms a second major zone for tourism and conservation in the province. The potential of this coastline for tourism and recreation development is virtually limitless, with beaches along much of it. At present only around 100 km of this stretch is provided with any tourist facilities. Jeddah's Corniche, which extends for about 83 km, comprises three areas for recreational development, namely the northern corniche, the city centre's sea-front and the southern corniche. In this zone there is a set of integrated recreational facilities (**Figure 3.8**), which include, for example, a yacht club, restaurants, coffee shops, parking lots, playgrounds for sports activities and many others. A boulevard parallels the natural curves of the sea shore with benches and parking lots all along to give easy access to the water line (**Figure 3.9**). Several bays like Sharm Abhor provide scenic and safe beaches. Such areas have developed a range of facilities. At the present time at Sharm Abhor and the Northern Corniche are hotels, motels, beach cabins, rest houses and a tourist city. No less than 40 sq km is reserved for tourist and recreation



Figure 3.8 A view of some recreational facilities in the coastal area in Jeddah



Figure 3.9 A view of Jeddah's Corniche

projects to the north of Sharm Abhor.

The environs of Makkah has some physical attraction, but less than around AtTaif and Jeddah. The warm weather in spring time attracts many residents of AtTaif and nearby villages in the highlands to spend some of their spring vacation around Makkah. Also the existence of areas of cultivated land and springs around Makkah, in Wadi Fatimah for example, are attractions, but most of Makkah's attractions is based on its religious significance.

3.4.2 Cultural and Historical Attractions of the Three Cities

As was mentioned earlier, historically, Makkah and AtTaif are known as pre-Islamic cities and Jeddah became the port for Makkah during the Caliph Othman period. Because of their long histories all three cities have a great number of cultural and historical attractions, including ancient monuments, mosques, palaces, old watch towers and many other architectural features of distinction. Numerous monuments of the Islamic period, some dating back to more than fourteen centuries ago, tell much about the importance of the cities as centres of Arabic and Islamic history and culture. Furthermore, despite their recent expansion, they have retained much of their original charm.

All three cities have very good markets for both modern products and traditional materials. Handmade carpets, traditional embroidered dresses, reproductions of old guns, daggers and swords, and other traditional items, are made in a series of small shops in the central market in the middle of each city. Gold and silver, spices, incense, and other goods of an oriental nature can be found in the markets.

3.4.2.1 Historical Buildings and Locations

The great range of major historical sites play a major part in the tourist attractions in the three cities so that only the main ones deserve a brief mention.

1. The Historical Mosques

All three cities have numerous important mosques. The Holy Mosque (Al-Masjed Al-Haram) in the heart of Makkah city is the most important single site in the Kingdom and in the Muslim World (**Figure 3.10**). Apart from its religious significance the Holy Mosque has great historical meaning as seen in its frequent expansions. The Holy Mosque was first enlarged in the year 638 AD during the period of Caliph Omar with further expansion in 646 and in 709, 756, 784, 880, 897, 1571 and 1955. As each of these occurred during a different period of rule, these parts of the mosque tell much of the life and architectural styles of the times. Most recently, the largest expansion is being undertaken to maximize the capacity to 1.5 million praying persons by the end of 1991. While it is considered as the centre of spiritual activities in Makkah, there are also several other major mosques in the city with their own Islamic historical significance and architecture including Ibrahim Mosque, Al-Ejabah, Al-Baiaah, Al-Tawbah, Al-Jin, Al-Khif, Al-Rayah, Al-Rawdhah, Al-Omrah, Al-Mashar, Hamza, Mena and Namerah Mosque (Al-Seryani 1986, pp.14-16 and Farsi 1988 p.49).

There are several major mosques of historical significance in Jeddah such as Aukash Mosque and Al-Alawi Mosque in the old city. The Al-Basha Mosque has an important library containing many old manuscripts and books. Several of the oldest mosques display fine features in the simplicity of Islamic design, the most important being Al-Hanafy mosque (built in 649 AH) and Othman Ibn Affan's Mosque that was built during the 9th and 10th century AH. The minarets of the AshShafei and Abu Hanifa mosques are well known for their beauty (Farsi & Amer,



Figure 3.10 A view of the Holy Mosque in Makkah
Source: Ministry of Information 1989

1981, p.22).

The Mosque of Ibn Al-Abbas (the prophet's cousin) in AtTaif is associated with the earliest Islamic history of the city. In 1961 it was restored by the government because of its Islamic significance and architecture (Al-Ansary, 1982 p.167). The Addas Mosque and Al-Koa Mosque were built on the resting place of the prophet when he first visited AtTaif to ask the inhabitants to accept Islam.

With their architecture and historical significance, as well as their Muslim significance, the great range of mosques act as strong attractions as religious tourist sites. Furthermore, the close proximity of Jeddah and AtTaif to Makkah have made these mosques and the other facilities important resting sites for pilgrims since ancient times. The study area will benefit greatly from increased religious tourism as tours are organized for pilgrims and other visitors to these historical places.

2. Buildings with Cultural and Historical Significance

Because of the historical importance of Makkah, Jeddah and AtTaif they display a large number of palaces and townhouses. Unfortunately, some had been demolished to make way for modern developments and urbanization. However, some of the oldest buildings are now preserved, such as Jiyad Fortress in Makkah (now an Islamic museum). Various old townhouses of historic and architectural significance are found in each city.

In Makkah these include the Abu Sofian House, the Al-Sayyedah Khadijah House, Abdullah Bin Abdulmutalib House and the Ali Bin Abi Talib House. Two others, the Dar Al-Arqm and Dar Al-Nadwah, were demolished to allow for the expansion of the Holy Mosque. In Jeddah much of the old city has been retained and restored with all of its old buildings. These include the famous Nasif townhouse where a visitor can enjoy the beauty

of traditional Hijazi architecture set against the narrow street plan where all kinds of traditional goods can be purchased. Other houses include the Baeshen, Qabil, Jamjoom, Al-Jokhdari Noor Wali and AsShorbatli houses. In AtTaif the Shubra Palace and the Al-Kateb House are good examples of the Hijazi-Ottoman style of architecture. The Shubra Palace (now a museum) was built in the year 1325 in the typical Ottoman style (**Figure 3.11**).

Although much restoration has been done there are numerous other townhouses in the cities which are urgently in need of care because of their historical and cultural significance and their other attractions. This work is often urgent because many are built of a combination of stone and mudbrick which is rapidly weathering. Their restoration could benefit the tourist value of those areas.

3. Other Historical Sites

In and around the three cities there are many other historical sites. Not all of them can be mentioned here.

Besides the mosques in Makkah there are numerous places with historical and religious significance, such as Jabal AnNoor, Jabal Thawr, and Al-Maalah cemetery. In Jeddah the grave of Eve is one of the city's historical sites. In the AtTaif area several dams were built in ancient times to trap seasonal floods and to benefit local farms. One of the oldest dams is Sud Saisad, built in the 7th century, located about 28 kilometres from AtTaif city (Shirley 1979, p.58). The AsSamalaqi Dam was also built in the 7th century (AsSalemi 1983, p.44) and is located in Thumalah, about 35 km from AtTaif. Built of stone and a form of concrete it still stands in good condition (**Figure 3.12**) as a relic of life in the Muawyah period. Many historical forts and watchtowers still stand in most of the settlements of the AtTaif area. Built mainly for military purposes there are no specific dates for when these forts were built, but many have stood for



Figure 3.11 Shubra Palace in AtTaif



Figure 3.12 AsSamalaqi Dam southeast of AtTaif City

centuries.

In the area around AtTaif ancient pieces of handwritings and friezes can be seen on large boulders. Some of these date back to the early Islamic period, and even to before the rise of Islam and to the vanished Thamood tribe. Their calligraphy has not been studied by archaeologists or historians, but they are clearly of historical significance and should be protected as heritage sites. Al-Kharabah Pool near AtTaif is one of a series of 45 rest stations and pools on the Zubaydah Road which connects Iraq with the Holy Places. This route, to provide easy access, rest and water for pilgrims, was built by the wife of Caliph Haroon ArRashid in the early Abased period (Farsi 1989, p.18).

Soq Ukadh, one of the most famous historical fair sites in all of Arabia, is located 35 km northeast of AtTaif. This market site is pre-Islamic in origin and was established in the fifth century and continued for about 129 years after the rise of Islam (Hafedh, 1976 p.13). The soq occurred each year for 20 days in the month of Thulgedah and people attended from all areas of the Arabian peninsula, exhibiting their produce and merchandise (Al-Azragi 1969, p.187). Apart from buying and selling at the soq, intellectual debates, especially between poets and scholars, were a feature of these gatherings. Relics of the soq can still be seen at the site. In 1975 discussions began on the possibility of resurrecting Soq Ukadh as an annual intellectual meeting place. To date nothing has come of this proposal but the resurrection of the market would help provide another boost to travel and tourism in the region.

Each city has a regional museum and Jeddah has also a private sector museum, the Abdul Raoof Khalil Museum (**Figure 3.13**), which contains 67 halls with 14,000 pieces of art. The one in Makkah houses a major collection on Islamic history.

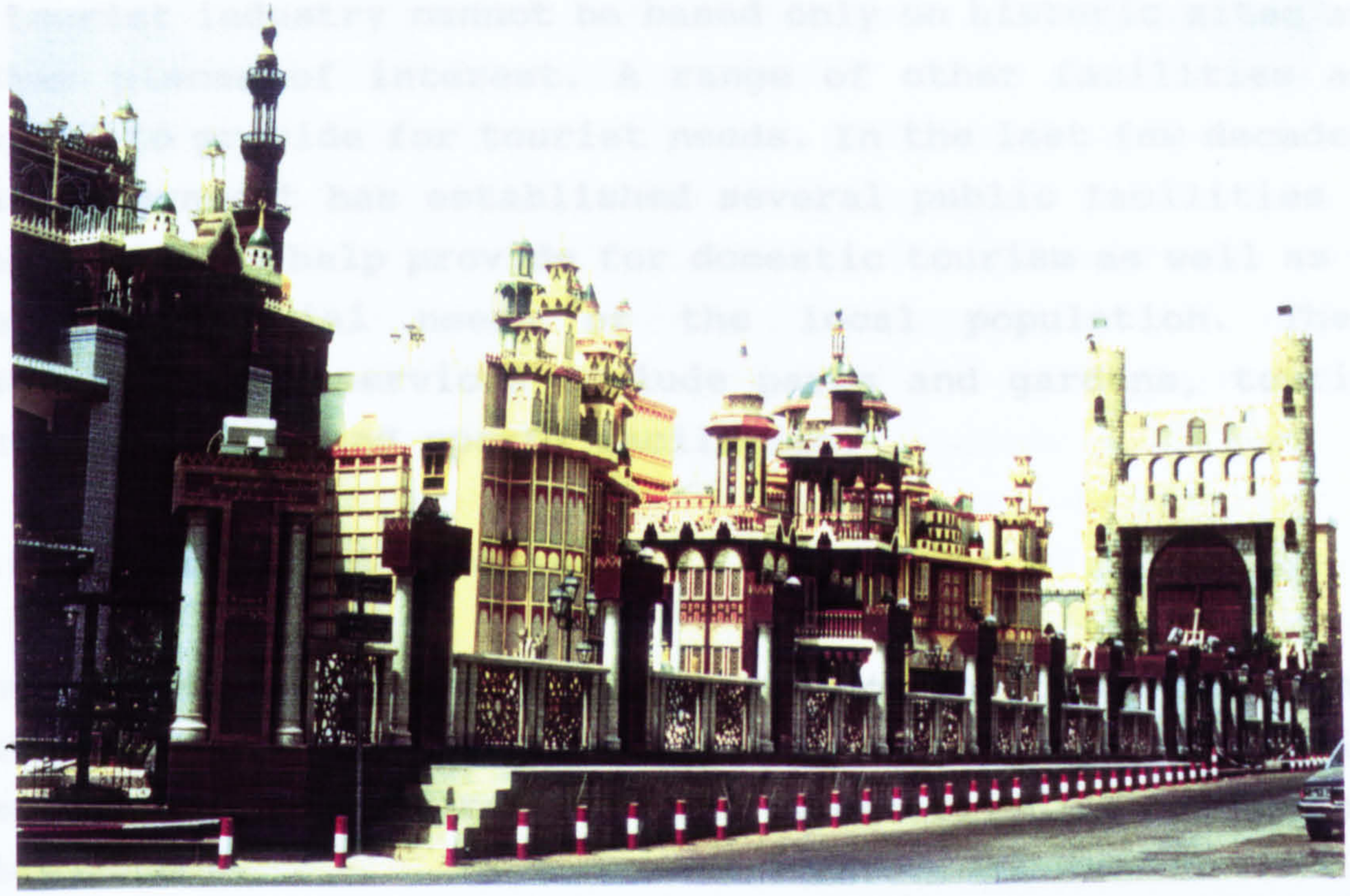


Figure 3.13 The Abdul Raoof Khalil Museum in Jeddah

3.4.3 Public and Tourist Facilities and Services

A tourist industry cannot be based only on historic sites and other places of interest. A range of other facilities are needed to provide for tourist needs. In the last few decades, the government has established several public facilities in the region to help provide for domestic tourism as well as to meet the social needs of the local population. These facilities and services include parks and gardens, tourist accommodation, and sports facilities.

3.4.3.1 Parks and Gardens

One of the aims of the municipalities of the three cities has been to expand the green space in the urban areas by planting vegetation along the roadways and by establishing gardens and playgrounds.

Around 3 square kilometres of all types of green area, including public, private, agricultural farmland, and roadway verges have been established in Makkah city (AshShomrani 1986, p.21). The largest public garden in Makkah is the so called Arabian peninsula in ArRusaifah, which covers an area of .63 square kilometres and contains a children's playground, basketball and volleyball courts, an artificial lake, and large parking and other facilities. Arafat is a green area near Makkah created by a businessman to offer pilgrims some shade from the sun's heat in the Hajj period. In fact it also provides recreational activities at other times.

Over 4.5 square kilometres of gardens have been planted in Jeddah to increase green open space and recreation areas in the city (Al-Fakahani 1987, p.441). Some of the 325 gardens and open spaces are supplied with children's playgrounds as well as fountains, lighting, paths, seats and others features to help beautify the city and to provide sites for

relaxation.

In AtTaif 600 gardens of different sizes have been established. In 1990 the total planted areas reached 4.4 sq km (Okaz No. 8958 27 Jan. 1991). The King Fahad Garden at the west gate of AtTaif city is the largest urban garden in the country with an area of about .31 sq km. It contains many facilities, including children's playgrounds, an artificial lake, a restaurant and five cafeterias, 44 canopies for sitting under, each large enough to accommodate 10 people, lighting and parking lots for 180 cars. Nearby is an additional lot for an extra 3,000 cars (AtTaif Municipality 1985). Another large park at ArRudaf is about 3 km south of the city, and covers an area of about .65 sq km (Abu Younis 1983, pp.156-158). Its facilities include provision for horse and camel riding, other sports activities and picnic facilities. The well stocked AtTaif zoo, a new attraction for AtTaif, is located here. Jeddah also has a zoo and AtTaif has a second major aviary collection.

3.4.3.2 Other Facilities

Other entertainment and recreation facilities for residents and visitors include:

The sports cities: The King Abdul Aziz sports city in Makkah and the King Fahad sports city in AtTaif host many national and international sporting events. A youth stadium and a new international standard sports city is to be established soon in Jeddah. Each provides facilities for several sports up to the highest standard. Each city has a horse and camel race course. Youth houses which provide accommodation for guest youths also provide some sports facilities.

The number of private amusement parks and recreational centres has increased rapidly in recent years. For example Jeddah now has 18 amusement centres operated by the private

sector.

3.4.4 The Hotel Sector

The hotel sector in the area has been greatly improved in the last few years as a result of the rapid growth of each city and its tourist trade. Most of the hotels, however, have been established to meet the needs of business and government visitors rather than tourists. The standard of hotels in the area obviously varies greatly as in any other part of the world. In general, however, there is a large number of 4- and 5-star hotels which offer excellent facilities and standards of comfort. These are generally the larger and newer hotels. Levels of occupancy very considerably seasonally and are not high. Further expansion could depend on further increases in the tourist trade and in the general prosperity of businesses.

Jeddah, as the largest commercial centre, has the largest number of hotels of any city in the country. It had 47 hotels of various grades in 1989 (**Table 3.3**). **Figure 3.14** shows a clear relationship between hotel class and hotel size. The yearly occupancy rates of Jeddah's hotels are about 51 per cent which is higher than that achieved by the hotels in the other two cities. In the peak seasons of the Hajj period and springtime the occupancy rate can exceed 80 per cent.

Makkah city has 18 hotels of various grades (**Table 3.4** and **Figure 3.14**). The annual occupancy rate of all hotels in Makkah in 1988 was given as 42 per cent, but during the peak season of the Hajj and Ramadhan the occupancy rate can exceed 90 per cent especially in the hotels located near the Holy Mosque. In Makkah the relationship between hotel size and class is rather less clear.

In AtTaif area there were 19 hotels of various grades in 1989 (**Table 3.5** and **Figure 3.14**). The annual occupancy rates of

all hotels is only about 34 per cent here. However, in the summer the occupancy rate of all types of hotels in AtTaif is about 75 per cent. AtTaif has few large, or high class hotels.

There are few hotels outside the cities. In the AtTaif area, for example, with the exception of Al-Hada, none of the surrounding settlements has any overnight accommodation. The AshShafa area, with its many natural attractions, is an obvious location for a hotel or motel in order to promote tourist activity in the area. This is because, as has been mentioned earlier, this area is being studied by the deputy Ministry of City Planning to provide structure plans to develop the tourist sector of the local economy.

Tables 3.3 - 3.5 indicate approximate room charges for the hotels. These rates normally increase from 75-125 per cent during the peak season. This lasts from the beginning of June until the end of September in a summer resort city like AtTaif and varies with the Hajj period in Makkah[1]. The Tables also show a total number of hotel rooms available in each city. It can be seen that average hotel sizes are considerably larger in Jeddah and Makkah, reflecting the greater trade they receive. Jeddah, in particular, has more high class hotels because of the city's international importance.

In addition to the hotels there is a good supply of furnished accommodation and this has been increasing recently. Makkah, for example, has 150 buildings which include many apartments for rent, Jeddah has 23 and AtTaif has 7 buildings which contain 60 rental apartments. Recently the supervision of this type of accommodation was transferred from the

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(1) This summer peak season also applies to hotels in Abha, Khamis Mushait and Al-Baha but in Makkah and Al-Madinah the peak seasons begin from 20th of Ramadhan (fasting month) until 5th of Shawal, and from 15th of Thulgidah until the end of Thulhijjah month of the Arabic calendar.

Table 3.3

Jeddah Hotels

Hotel's name	Class(star)	Room charge in #UK	No. of rooms
Jeddah Mariot	5	52	216
AsSalam Ramada	5	52	368
Hayyat Regency	5	52	302
Al-Hamra Softel	4A	45	260
Qasr Al-Bahr Al-Ahmar	4A	52	271
Al-Faw Holiday Inn	4A	40	440
Al-Belad	4A	40	196
Al-AtTas	4A	40	184
Al-Kaaki	4B	32	216
AL-Remal	4B	32	222
K.A.A. Hotel	4B	32	60
Al-Amodi	4B	32	186
Al-Harethi	4B	32	108
AdDar Al-Baydha	4B	32	154
Al-AtTas Abhur	4B	32	77
Al-Wahah	4B	24	131
Sahara	3A	24	132
Qasr Al-Madinah	3A	24	156
Qasr AtTaj	3A	20	52
ArRiyadh	3A	20	105
Al-Nasr Royal	3A	19	220
AsSiadah	3A	20	117
Qasr Al-Haramain	3B	19	165
ArRehab	3B	14	98
Baha Addeen	3B	13	71
Al-Marwah	3B	13.5	45
Atlas	3B	13	60
AshSharq Al-Awsat	3B	13	60
Asia	3B	14	98
Albayyah	3B	13	72
Ghernatah	3B	13	33
Al-Waleed	3B	13	30
AnNahdhah	3B	13	46
Al-Jamjoom	3B	14	45
AshSharafiah	3B	16	49
Mokram	3B	16	50
Al-Khayyat	2A	13	80
Al-Andalws	2A	9	19
Badr Addeen	2A	13	50
AtTayseer	2A	10	48
Arafat Al-Jadeed	2A	10	59
Al-Alamain	2A	13	56
Al-Qaherah	2A	10	42
Al-Khair	2A	10	72
Al-Mesaidyyah	2A	12	25
Al-Jadeed	2A	6	35
Shaheen	2B	6	32
Total 47 hotels			5613

Source: Ministry of Commerce, Jeddah Branch, 1989.

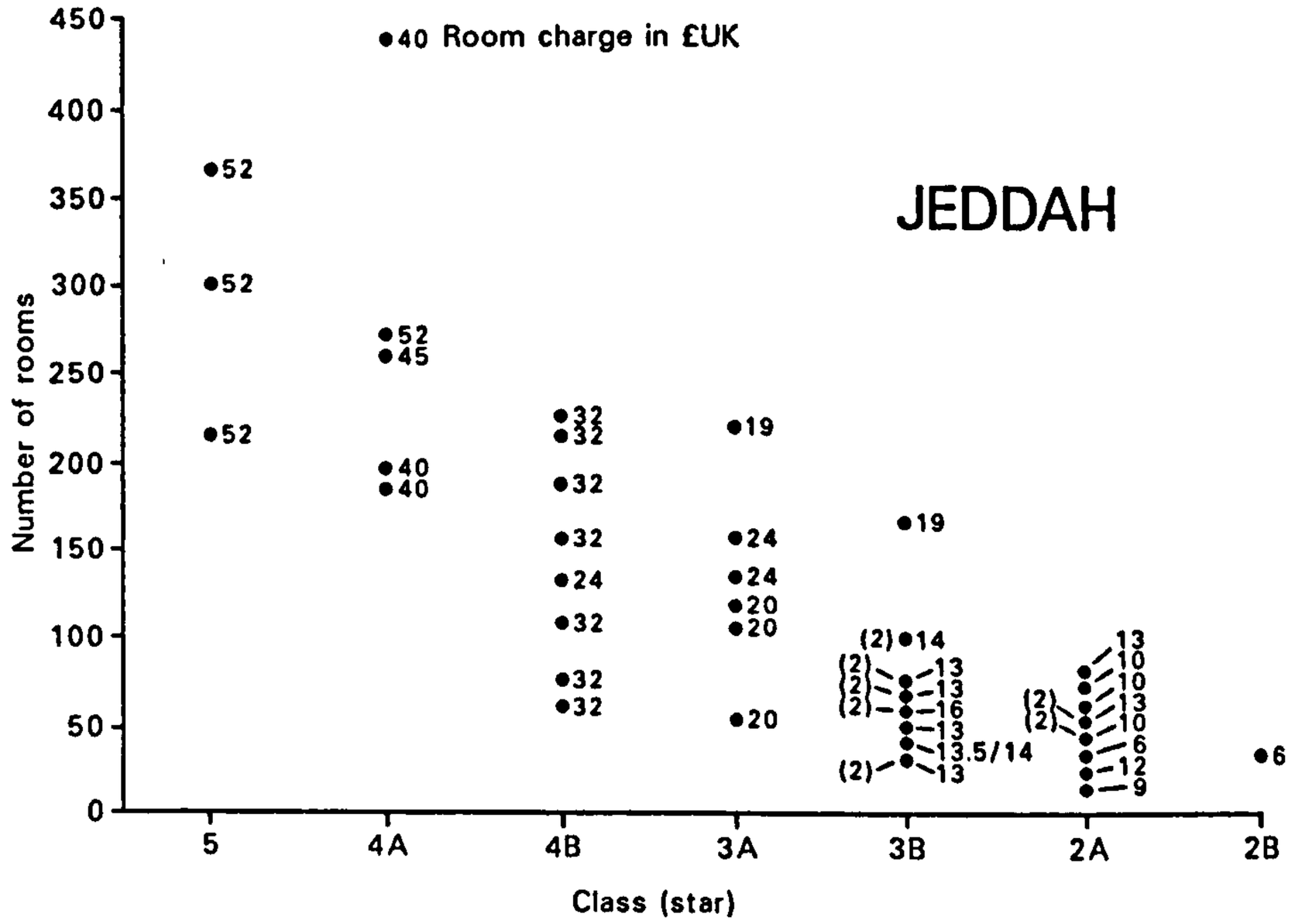


Figure 3.14 Hotels in the cities of the study area by size, class and price
Source: Writer's Field Survey 1989

Table 3.4 Makkah Hotels

Hotel's Name	Class(Star)	Room charge in #UK	No. of rooms
Intercontinental	5	52	215
Ejyad	4A	52	417
Al-Wahah	4B	32	72
Al-Fateh	3A	26	112
Makkah	3A	20	220
AtTasan	3A	20	220
AshShohada	3A	20	220
Al-Bokhari	3A	20	210
Al-Haram	3B	20	60
Zayni	3B	19	30
Shubra	3B	14	78
Al-Kaaki	3B	13	145
Zahrat Makkah	3B	13	63
Al-Ansar	3B	13	134
AsSafa Al-Jadeed	3B	16	68
Baha Addeen	3B	13	-
Al-Qattan	2A	8	31
Al-Khateeb	2B	7	18
Total 18 hotels			2313

Source: Ministry of Commerce, Makkah Branch, 1989.

Table 3.5 AtTaif Hotels

Hotel's Name	Class(Star)	Room charge in #UK	No. of rooms
Intercontinental	5	52	179
Al-Hada Sheraton	5	52	111
Al-Aziziah	3A	28	34
Al-Barraq	3A	24	84
Al-Sairafi	3B	16	45
Al-Manarah	3B	16	33
Al-Majd	3B	16	48
Al-Nada	3B	16	53
Atlas	3B	16	38
Esterahat Al-Gomair	3B	16	17
Qasr Al-Haramain	3B	14	34
AshSharq	3B	13	18
Al-Maseef	2A	13	20
Ukadh	2A	10	70
Al-Khalid	2A	8	35
Shubra	2B	7	18
AtTaif	2B	6.5	12
AsSalam	2B	6	45
Al-Arfa	2B	6	13
Total 19 hotels			907

Source: Ministry of Commerce, AtTaif Branch, 1989

municipalities to the Ministry of Commerce and a survey is being undertaken to classify accommodation types, in order to set prices.

There is a wide range of travel agencies and tourist offices in the three cities but with many more in Jeddah. Makkah has 24 such offices excluding several offices of Saudia, the

Table 3.6

Facilities Available in the Study Area

Facility	Makkah	Jeddah	AtTaif
State hospital	12	13	5
Private hospital	2	26	1
State clinics	23	19	9
Private clinics	11	44	10
State banks	4	7	6
Commercial banks	9	16	9
Currency exchange shops	20	16	6
Post & Telex offices	21	37	18
Hotels	18	47	19
Sets of furnished units	150	23	7
Travel & tourist agencies	24	125	9
Market centres *	24	94	27
Bookstores	30	163	9
Restaurants	300	481	200
Museums	1	2	1
Sports/intellectual clubs	4	6	4
Horse/camel race course	1	1	1
Animal Zoo	0	2	2

* Groups of market shops
Source: Farsi, Z. "*Jeddah from A-Z*" and "*Makkah Al-Mukarramah*" 1989, Kamal, H. "*Your Guide to AtTaif*" 1986, Saudi Airlines Jeddah 1989 and the Hotel Directory in Makkah, Jeddah and AtTaif, 1989

national airline, while Jeddah has no less than 125. There are only nine in AtTaif, however. The use of these travel agencies is referred to again later in the thesis. **Table 3.6** shows several other facilities in the cities of the study area.

Clearly each city has a good range of facilities both for its own population and those its attracts as visitors and tourists. Of the three Jeddah stands out for its greater number of services and facilities but is closely followed by Makkah.

3.4.5 Transportation and Communication

The cities of the study area are now linked by a system of high quality roads (**Figure 3.15**) which also link them to all other parts of the Kingdom. The quality and the pattern of the road network was referred to in Chapter Two. In the Makkah area many tunnels have been made to solve traffic bottlenecks caused by narrow roads and steep gradients. But in the study area the main weakness in the current road system remains the Al-Janob road which connects AtTaif with the south through the mountains, and the AsSahel road which connects Jeddah and Makkah with places in the south through the Tehama plain. These roads are narrow and often dangerous. Other aspects of the communication system in the area of the three cities deserve brief attention.

3.4.5.1 Land Transportation

Mention was made in Chapter Two of the Saudi Arabian Public Transportation Company (SAPTCO), the largest transport company in the country. It is well represented in the study area. SAPTCO's buses carried 5.2 million passengers during the Hajj in 1987 many of them on the pilgrimage. There are many other companies involved in pilgrims' transport. SAPTCO also offers routes between the three cities around the clock

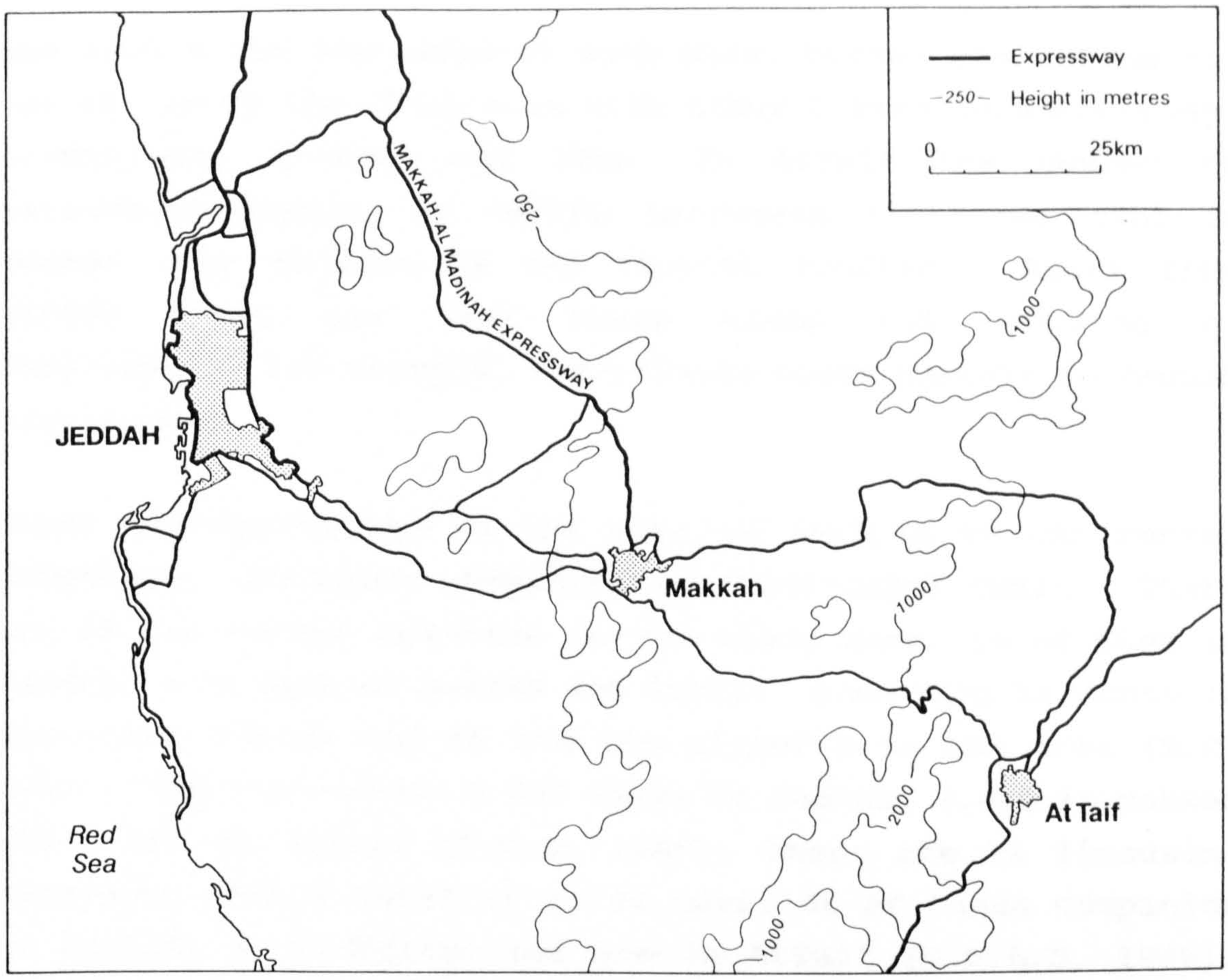


Figure 3.15 Expressways connecting the cities of the study area

Source:"Makkah Al-Mukarramah",Z.M.A.Farsi

and within the districts of each city, beside connecting all the cities of the study area with other cities such ArRiyadh, Al-Madinah, Al-Baha and Abha. In AtTaif the number of passengers carried by SAPTCO increases 10-40 per cent in summer time because of the tourist traffic. Apart from SAPTCO there are many buses owned and operated by individuals. For example, 609 private buses operate in Jeddah city alone.

Other transportation in the area is offered by car rental companies, limousine companies and individual taxis. There are 26 car rental agencies in the study area, 16 of them in Jeddah, 4 in each of Makkah and AtTaif, most with branches in the other cities and at the two airports in the area (M.C. 1989). There are about 5,000 taxis in Jeddah, 4,000 in Makkah and 3,000 in AtTaif (T.C.D. 1989). There are 71 limousine companies with a total of 2,704 cars, 68 of these companies in Jeddah, 2 in Makkah and one in AtTaif (U.O.L.S. 1989). Many of these started recently and have spread rapidly. In Jeddah, for example, small limousine firms are very noticeable and they operate between different locations by parking or forming a queue at the airport, at shopping centres and other well frequented places, or they respond to telephone calls from passengers. Because of the rapid growth of this type of transport service a new office has been established recently in Jeddah to manage and organize the activities of these firms and to act as a coordinating body between the representatives of those firms and the Ministry of Transportation and other government agencies.

3.4.5.2 Air Transportation

Saudia, as the only national carrier in the Kingdom, is playing a major role in developing the air travel industry. Reference was made to its varied roles in the last chapter. As the national airline it has several objectives. These include: to link as many internal and international

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destination as possible in a coordinated transport network; to improve and expand the air transport of pilgrims; and to participate in developing the national economy and to create job opportunities.

Saudia is well represented in the study area. There are two airports, one with international connections in Jeddah and the other for domestic traffic in AtTaif. The King Abdul Aziz International Airport at Jeddah (KAAIA) is the major gate for pilgrims coming to Makkah. 97 per cent of air pilgrims pass through KAAIA. It operates to all 24 airports in the Kingdom. In 1988, 2,734,738 Saudia passengers passed through Jeddah Airport. Other international airlines also operate to Jeddah. From AtTaif airport Saudia operates to 10 major cities in the country but most of its passengers come from ArRiyadh. Substantial numbers come from Abha, Jizan, Najran, Bishah and Sharorah using connecting flights via Jeddah. AtTaif handled 175,116 Saudia passengers in 1988.

In brief the location of the cities of the study area, with their physical and cultural attractions as well as the range of public and tourist facilities discussed in this chapter, indicate that this area is one of the regions in Saudi Arabia best supplied with tourist assets. It is, therefore, reasonable to examine the patterns of holiday-making of a sample of its population. The next chapter examines how that sample was selected.

CHAPTER FOUR

SAMPLE SURVEY AND THESIS METHODS

In presenting the main aims of the thesis Chapter One showed that previous studies in the field of leisure in Saudi Arabia were very limited in their scope. Their limitations result directly from the lack of background information and data sources. The writer therefore recognized that a major part of his task would involve setting up a suitable data source in the form of a field survey.

It is well known that field surveys are normally used in most geographic and social studies to provide basic information. Moser and Kalton (1989, pp.2-5) have pointed out that a survey in social sciences is a way of studying social conditions, relationships and behaviour. The function of such surveys is often to assess the effect of different factors upon some phenomenon exhibited in social behaviour. Moser and Kalton recognized four subject matters for surveys "*the demographic characteristics of a set of people: their social environment; their activities; and their opinions and attitudes*".

Because this is an exploratory study aiming to collect as much information as possible about tourism behaviour it was decided to carry out a survey which examines that behaviour in relation to other elements of the respondents' characteristics. It was also decided to conduct the survey in the Emirate of Makkah Al-Mukarramah Province because it is the largest province in the Kingdom and contains over one-quarter of Saudi Arabia's population. It was hoped that the tourist behaviour of households in its three main cities

might be representative of much of the Saudi population. It was also decided to select a sample that included all income levels as a reflection of all parts of the population. Being a native and a resident of the province the writer also had the benefit of some knowledge of the area and of its people. His Master's degree thesis had been about tourist facilities and attractions of the AtTaif metropolitan area. This also provided some prior knowledge of recreation in one of the cities of the study area.

In a broad sense the Emirate of Makkah Al-Mukarramah Province is fairly representative of most of the Saudi environment and its society. Physically it contains desert, coast, high and low green areas as well as dry, cool and hot areas. Demographically the three cities are some of the largest in the Kingdom and are typical of the sort of environment that most Saudis now live in. The region and its adjacent areas have significant resort sites and centres of religious and cultural significance so that the population is aware of holiday opportunities.

4.1 Research Resources

The research did not rely solely on the field survey, however. Due to the importance of data collection in any study the earliest stages of the work involved gathering together published and other sources. This included several computer searches on what has been written in the field of tourism, recreation and leisure in Saudi Arabia. These searches were made through the University of Southampton Interlibrary Loan, International Microfilms in London, University Microfilm in Ann Arbor USA, and King Abdul Aziz City for Sciences and Technology in ArRiyadh. Also, some of those who have written on, or are still writing about, tourism in the country were contacted by the writer to collect further information or/and get their views on possible research avenues. Therefore, four main sources of

information contributed to this study:

1. At the broadest level were books on tourism, recreation and leisure, and about Saudi Arabia in general.
2. Studies and theses related to recreation and tourism in Saudi Arabia. These included academic theses, and the master action plan for the south western study area (Dar Al-Handasah consultants, Sert Jackson and Shpeerplan - Koshak) and many articles and papers on different aspects of the country and the study area. These provided the basis for Chapters Two and Three.
3. Appropriate published statistical data from government and private agencies, and some unpublished information related to population and socio-economic data. Maps were also used to help identify tourist areas.
4. Several field visits were made to the area to gather field data. These were to: Makkah, Jeddah and AtTaif for a pilot survey carried out between 13 May and 15 June 1988; a visit to Asir, Al-Baha, and ArRiyadh to collect data from several government and private agencies and to take photographs during the pilot survey, the main field visits and between 20 April and 13 May 1990; the main field visit from 2 January to 23 July 1989 when the 1800 questionnaires were completed.

4.2 Study Difficulties

The writer faced various difficulties while dealing with this study in Saudi Arabia, some of which are obvious and are shared by many other students, others of which were more unusual. Briefly, they were:

1. The lack of literature and information about this topic in Saudi Arabia greatly complicated identifying the best and most practical aim for the study at the outset.
2. The lack of prior data and the size of the study area implied the need for a large sample survey. Much time had to be spent in training students to help in this survey and to obtain approval from the local authorities to carry out the work. (see **Appendix 4.1**). The wide range of answers received

from respondents on holiday behaviour involved extra time in coding the data for its computation, and in the selection of variables for further analysis.

3. The cost of the survey and related travelling were considerable. The writer contacted over 50 government and private agencies for the collection of some of the data for this study (see **Appendix 4.2**). While the Umm Al-Qura University scholarship covered most of the writer's study cost it did not include the cost of accommodation, land transport, photographs and copies of the questionnaire.

4. As a developing society, families in Saudi Arabia are not familiar with questionnaire forms and can be suspicious of interviewers questioning them on their household activities. The writer and his helpers often had to hold long conversations with respondents to convince them of the importance of their answers to this survey and to get the necessary information. Some of the interviewing team, including the writer, were stopped several times by local officials and were also confronted by some of the households who wished to check on whether they were authorized to carry out the survey, and it was not always easy to keep volunteers away from these hindrances.

4.3 The Questionnaire

Gesler (1984) has pointed out that where there is a lack of required data on population, surveys are the main source of needed information. After registering at the University of Southampton at the beginning of 1988, it was therefore decided it would be necessary to use a questionnaire to fill some of the gaps left by the lack of data for the sources for this study. But it was also recognized that a survey of holiday activities would not be easy to conduct in Saudi Arabia where the population is not familiar with such surveys. Saudi Arabia is a developing country and Casley and Lury (1987, p.1 and 29) have pointed out that "*the special difficulties of conducting surveys in developing countries*

derive from their socio-economic structure. These countries are in a period of rapid transition- demographically, economically and culturally ..... the widespread illiteracy in Arab countries is one of the main obstacles to obtaining accurate data".

It was decided that an oral (face-to-face) questionnaire survey would be the most effective way of obtaining the data from the respondents on their tourism behaviour. If a written questionnaire was left at each household to be collected after completion, there was a danger that many of the less literate heads of households would be unable to complete it. Others might refuse on other grounds. So it was decided to design the questionnaire for completion on the spot to cover four main areas (see **Appendix 4.3**). The first part would collect personal data and background about the respondents and household characteristics. The second part would collect information about the forms of recent holidays such as holiday length, number of days spent away from home. The third part examined the holiday destinations of the sample, whether inside or outside the country, and the reasons for going to particular areas. Fourthly, information was sought on the use of tourist facilities and services, like hotels and travel services, the satisfaction of the respondents with these services, and suggestions for improving tourism and recreational facilities in the country.

4.3.1 The Revision of the Questionnaire

After reviewing similar questionnaires, such as the questionnaire used by Al-Hijji on leisure planning and recreational behaviour in ArRiyadh, the first English version of the questionnaire was designed. It was given to several people including the writer's supervisors, other staff and colleagues at the Geography Department, Southampton University for their evaluation and comments. On this basis various additions and revisions were made to it. At that time

(May 1988) the writer prepared the Arabic version of the questionnaire and both the Arabic and the English versions were given to some of the Arab postgraduate students at Southampton University to evaluate the accuracy of the translation. The questionnaire was pre-tested in Southampton to get the reaction of the respondents to it. Some final additions and changes were made according to the comments made by the writer' supervisors at Southampton University and Bournemouth Polytechnic and the questionnaire was considered ready for the conduct of the main field survey. Upon arriving in Saudi Arabia the writer had both the English and Arabic versions reviewed by the staff of the English Language Department of the Faculty of Social Sciences, Umm Al-Qura University in Makkah to check the accuracy of the translation and to make any necessary changes. An approval letter was obtained declaring that the two versions were an exact match (see **Appendix 4.4**).

4.4 Pilot Survey

It is always difficult and hazardous to plan an extensive survey without enough knowledge of the areas being surveyed, the way of thinking of the people, their reaction to certain questions, and the practical size of the sample of respondents to be used. It was decided that a proper field pilot survey was therefore necessary. As Fink and Kosecoff (1989, p.18) said: "*A pilot test is a tryout .... to help produce a survey form.... that will provide you with the information you need .... and a pilot test face-to-face interview will also tell you about interviewees. Can they follow the form easily? Are there sufficient spaces for recording responses?.... and how much time it takes to complete the survey*". For these reasons the pilot survey was necessary. This was carried out between May and June 1988 with 70 Saudi families, in the three cities of Makkah, Jeddah and AtTaif. Some results from this are shown in **Appendix 4.5**. This pilot survey in turn helped in the further revision of

the questionnaire for the main survey. One major change was to put the first part of the pilot questionnaire (on personal characteristics) last in the main survey. This would allow more general questions on holiday behaviour to be asked first so as to gain the confidence of the respondents.

4.5 The Main Field Survey

Because of the large size of the study area and its population and a lack of data on its variability, it was decided to take as large a sample as time allowed to make the study as representative as possible of all sectors of the population. TRRU (1983) mentioned that selecting the sample size is one of the most important questions relating to site surveys and a larger sample size can guard against unrepresentativeness. Accordingly 1800 questionnaires were to be collected from the study area. Because a face-to-face interview was needed it was decided that the data should be collected by teams of interviewers. The large size of the study areas selected in the three cities also made it impossible for him to sample the many locations without this assistance. The writer therefore needed volunteer helpers because the relatively large number of questionnaires would involve many man-hours of work and because the writer's scholarship regulations limited the time allowed to conduct the survey.

The universities in the three cities, mainly the geography departments, were contacted and asked to encourage their fourth year students to participate in interviewing the selected samples. At first a total of over 100 students agreed to help, but after the first training class their number dropped to 62. As training continued the number again dropped to 30 people. These 30 were used to conduct the survey. They were generally those who had some prior knowledge of survey work and were easily trained, were more enthusiastic about the work and were familiar with the areas

to be surveyed. While some were university students or graduates others were relatives and friends who were working.

The main field survey was carried out between 2 January and 23 July 1989. The first two months of this period were spent in contacting official sources to gain information about the districts of each city so as to sample across all types of income in the population. This two months was also used to train the helpers besides obtaining authorization from local authorities to conduct the survey. The actual time spent in interviewing the samples with the interview team was about five months.

Sampling the population was a problem with no up-to-date city census data, detailed town maps or other means of selecting households in the cities. Neither was there income data for the population in each area of each city to work with. As already explained, the writer therefore relied on local advice from the municipalities, the departments of development and planning and many academic people from Umm Al-Qura University and King Abdul Aziz University, who had made surveys in the cities. Together with the writer's observation of types of building and the value of land, he chose six areas in each city for sampling purposes. **Table 4.1**, and **Figure 4.1**, **Figure 4.2** and **Figure 4.3** show the sample areas in the three cities.

The second stage of the sampling for the survey used a systematic sampling approach by dividing each district into several blocks. Two blocks in each district were chosen randomly. Every fifth household to be sampled was chosen in the selected blocks until the total number required had been collected. Normally the questions were to be answered by the household head but where the head was away and could not be contacted later in the survey period, the questionnaire was answered by the next most responsible person in the household, normally the person who was looking after the

Table 4.1

The Sampling Districts in the Cities of the Study Area

Study area	District	No.of sample	Percentage
Makkah	Al-Aziziah	100	5.6
	AnNuzhah	100	5.6
	Al-Utaibiah	100	5.6
	Sheib Amer	100	5.6
	Al-Hindawyyah	100	5.6
	AtTundubawy	100	5.6
Total	6	600	33.3
Jeddah	Al-Hamra	100	5.6
	Al-Rawdhah	100	5.6
	AsSafa	100	5.6
	Al-Kandarah	100	5.6
	Al- Hindawyyah	100	5.6
	AnNuzlah	100	5.6
Total	6	600	33.3
AtTaif	Shehar	100	5.6
	Al-Khalidiah	100	5.6
	AshShuhada North	100	5.6
	AshSharqiyah	100	5.6
	AshShuhada South	100	5.6
	Nakheb	100	5.6
Total	6	600	33.3
Overall total	18	1800	100.0

Source: Writer's Field Survey 1989.

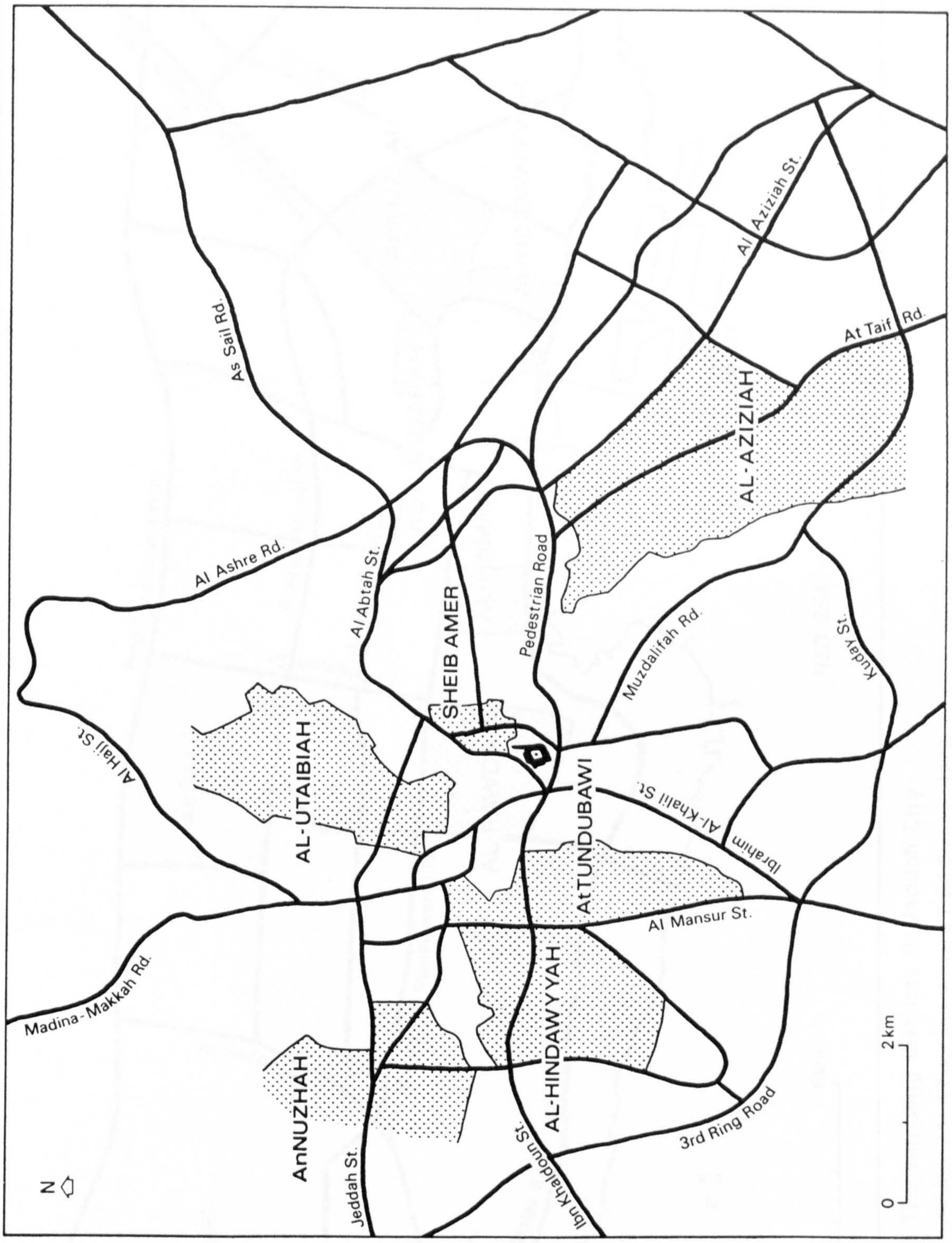


Figure 4.1 The sampling districts in Makkah City

Source:"Makkah Al-Mukarramah",Z.M.A.Farsi and W

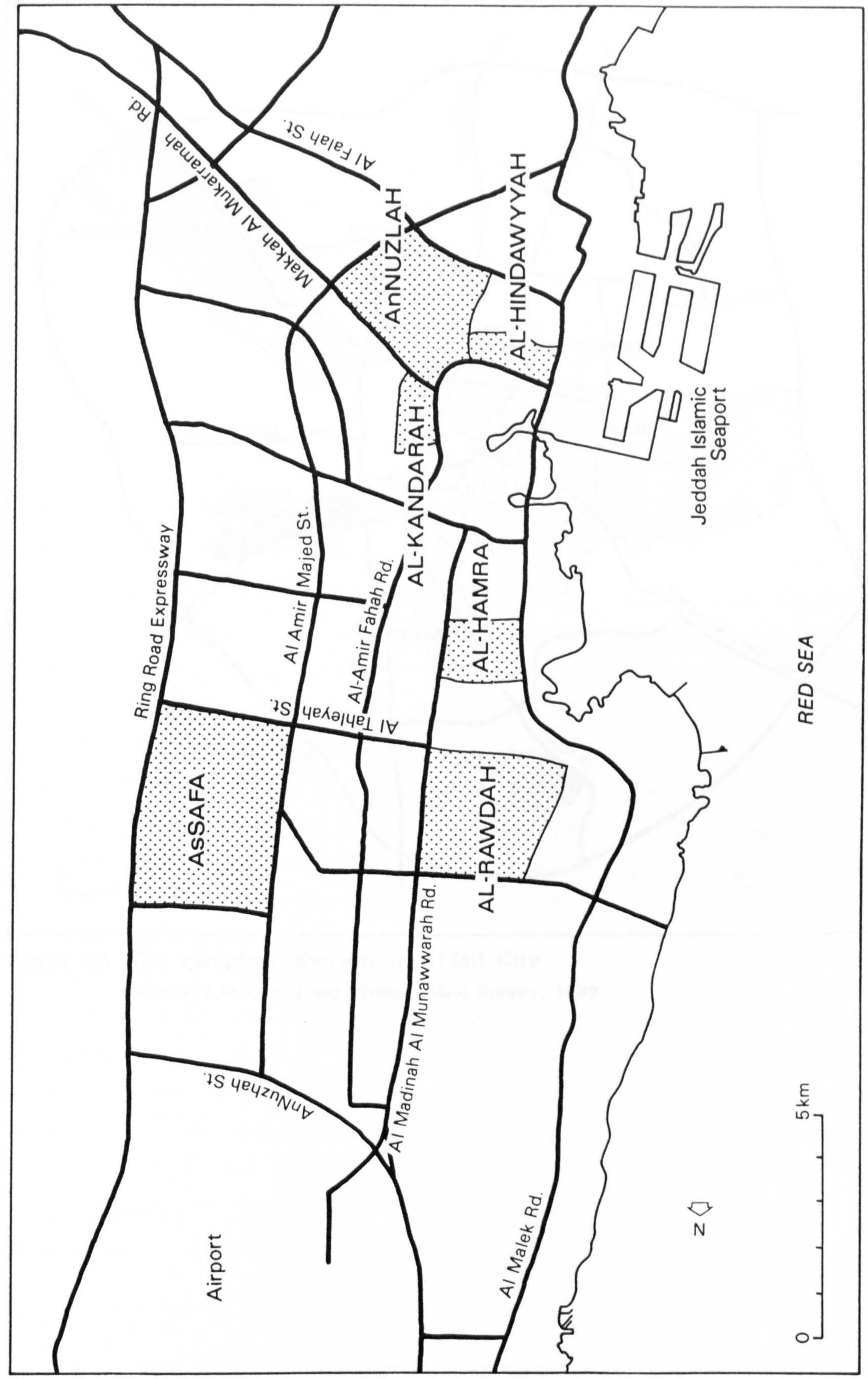


Figure 4.2 The sampling districts in Jeddah City

Source: Z.M.A.Farsi and Writer's Field Survey, 1989

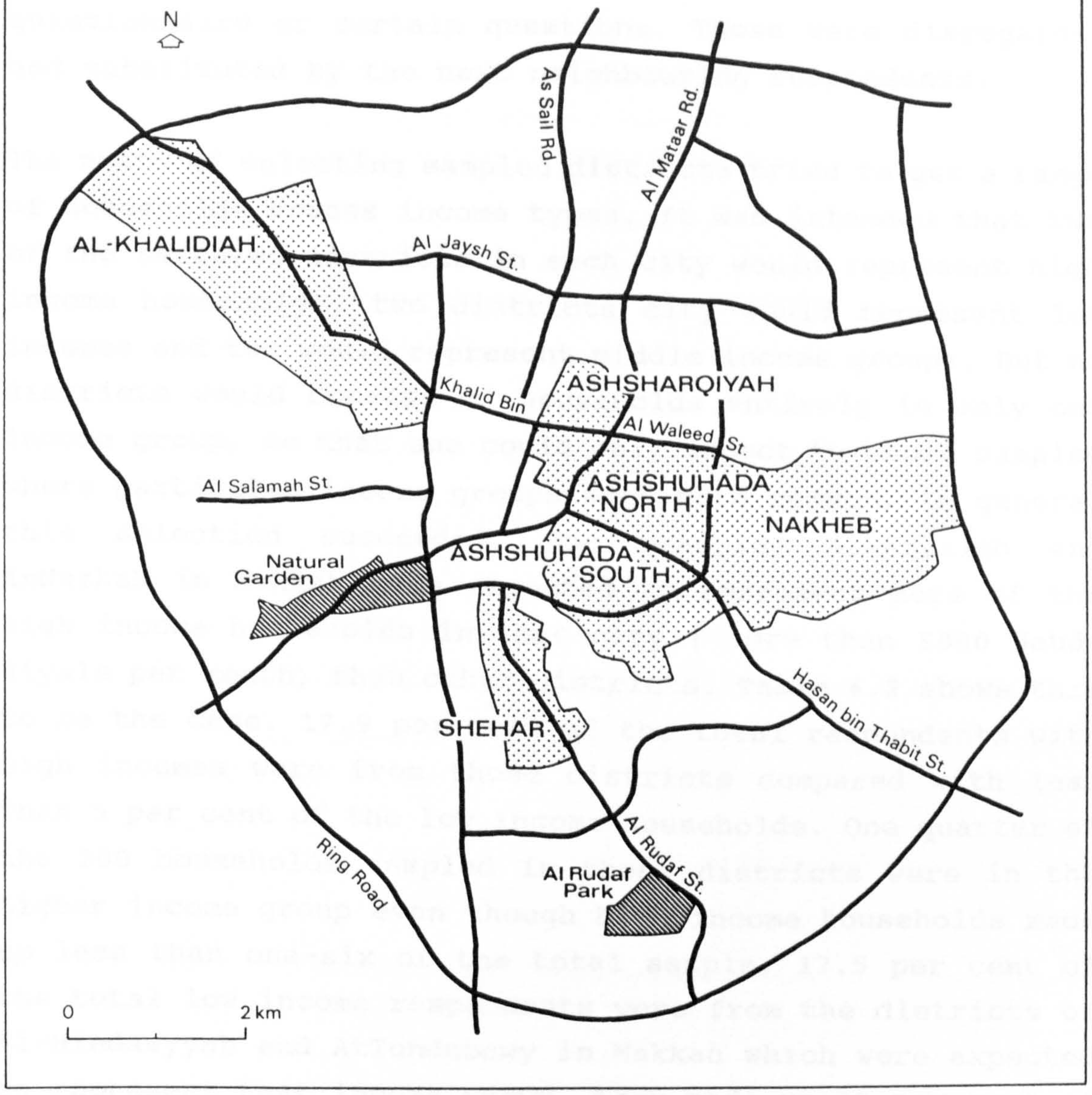


Figure 4.3 The sampling districts in AtTaif City

Source: Z.M.A.Farsi and Writer's Field Survey, 1989

family. However, around 45 interviewees refused to answer the questionnaire or certain questions. Those were disregarded and substituted by the next neighbouring respondents.

The means of selecting sampled districts tried to get a range of households across income types. It was intended that two of the selected districts in each city would represent high income households, two districts city would represent low incomes and two would represent middle income groups. But no districts would consist of households entirely in only one income group, so that one could only expect to chose samples where particular income groups were more common. In general this selection succeeded. For example, Al-Aziziah and AnNuzhah in Makkah were expected to represent more of the high income households in that city (more than 8000 Saudi Riyals per month) than other districts. **Table 4.2** shows this to be the case. 17.9 per cent of the total respondents with high incomes were from those districts compared with less than 5 per cent of the low income households. One quarter of the 200 households sampled in those districts were in the higher income group even though high income households made up less than one-six of the total sample. 17.5 per cent of the total low income respondents were from the districts of Al-Hindawyyah and AtTundubawy in Makkah which were expected to represent that income group. They made up 29 per cent of the sample in those districts although low income families accounted for only 18 per cent of all households sampled. Chi-square tests show that there are significant differences on an income basis between the sampled districts. However, middle income households were dominant in all areas and accounted for two-thirds of the whole sample. They also made up at least 55 per cent of the households sampled in each pair of districts.

Table 4.2

The Sampling Districts in the Cities of the Study Area, by Monthly Income of the Household Heads

Study area	District	No.of sample	<2000 SR	2001-8000	8001 +	Total
			331	1190	279	1800
Makkah *	Al-Aziziah/AnNuzhah	200	4.8	11.3	17.9	
	Row total out of %		8.0	67.0	25.0	100.0
	Al-Utaibiah/Sheib Amer	200	15.4	10.6	8.2	
	Row total		25.5	63.0	11.5	100.0
	Al-Hindawyyah/AtTundubawy	200	17.5	10.1	7.9	
	Row total		29.0	60.0	11.0	100.0
Jeddah	Al-Hamra/Al-Rawdhah	200	5.1	9.9	23.3	
	Row total		8.5	59.0	32.5	100.0
	AsSafa/Al-Kandarah	200	7.3	12.5	9.7	
	Row total		12.0	74.5	13.5	100.0
	Al-Hindawyyah/AnNuzlah	200	23.0	9.2	5.0	
	Row total		38.0	55.0	7.0	100.0
AtTaif	Shehar/Al-Khalidiah	200	4.8	11.7	16.1	
	Row total		8.0	69.5	22.5	100.0
	AshShuhada N./AshSharqiyah	200	11.2	12.2	6.5	
	Row total		18.5	72.5	9.0	100.0
	AshShuhada S./Nakheb	200	10.9	12.5	5.4	
	Row total		18.0	74.5	7.5	100.0
Total	18	1800	100.0	100.0	100.0	

* The first two districts named in each city were expected to represent more high income households and the third pair in each city was expected to represent more low income respondents.

Chi-square = 194.180 D.F. = 16 Significance = 0.0000.

Source: Writer's Field Survey 1989.

4.6 Data Processing

The data processing stage started with coding the data, which took longer than expected, due to the large amount collected and the wide range of names of holiday destinations given (see **Appendix 4.6**). It was decided to process the data by the SPSS-X statistical package, to allow various statistical tests to be used, such as frequency and cross-tabulation. Frequency distributions were obtained to present the percentaged distributions of the respondents in the receiving and generating areas of tourist flows in relation to their other characteristics. Cross-tabulation techniques were used to test the relationships between different variables. The Chi-square test was widely applied. In all cases these were applied to the real figures to test the significance level of relationships of variables against each other, although to make the tables easy to understand, only the percentaged data is presented in several of the tables. The results from this work are analysed and evaluated in later chapters.

CHAPTER FIVE

THE CHARACTERISTICS OF THE SAMPLED HOUSEHOLDS

As has been pointed out in Chapter Four the sample survey involved 600 households heads from each of the three cities. The household heads answered several questions about their households, as well as about their own tourist behaviour. This section therefore presents basic data on the households including their family size, sex structure, income, dwelling and belongings. The household heads' characteristics such as nationality, sex, age, marital and educational status, occupation, monthly income and the number of dependents are also considered. Similarities and differences in these results from the three cities are examined. Relationships between the households' characteristics and some other variables which might affect their tourism behaviour are also discussed. It is useful to begin by considering household size and income before considering housing.

5.1 Household Size and Income

There is no universal agreement on the definition of the household. Different definitions have been adopted in different countries and the definitions can vary from one survey to another within one country (Casley & Lury 1987, p.161). Family relationships are often less important in these definitions than the fact that the household group share facilities. Thus Mijares (1978) has defined a household in the Philippines as a group of individuals living together under one roof and sharing food. This is a similar definition to that of the Department of Statistics (1964) in a survey in Jamaica. The same type of definition was used in

a survey in Kenya by the C.B.S. in 1977.

In this survey the writer defined a household as a person or a group of persons occupying one dwelling unit sleeping under one roof with a common source of food and sharing other domestic arrangements. This sometimes included more than one family, or an extended family, in a multiple-family arrangement, so that they do not necessarily share the same single source of income. Because this survey did not collect data about family individuals it is assumed that all household members were either connected to the sampled household heads by blood relationship, or as family employees. Data was collected, however, on the total numbers in each household, the number of males, females, children under the age of 15, and the number of dependents and employees.

5.1.1 Household Size

The size of families in the sample varied considerably. There was an average of 8.1 persons per household in the total sample but this varied from 7.4 in Jeddah to 8.5 in Makkah and 8.2 in AtTaif. These figures are considerably larger than those for average family size in the sample cities reported elsewhere. The 1974 census showed an average of 5.4 persons in each family in Makkah, 5.8 in Jeddah and 6.6 in AtTaif, while the Dar Al-Handasah and Speerplan consultants, in their socio-economic surveys, showed an average of 5.5 persons in each family in Makkah and 6.8 in AtTaif in 1983. The larger average family size in the writer's sample cannot be explained entirely in terms of increases in family size since 1974 as a result of high birth rates in very recent years. The author's survey shows that 43 per cent of the persons in the sampled households were children under the age of 15 years. While this might be expected to account for the enlarged family size, the consultants' surveys in 1983 showed children under 15 formed 48 per cent of their surveyed

population. The 1974 census also showed children made up 45 per cent of the population.

Other reasons, apart from a mere excess of children, must therefore be sought for the enlarged household sizes since 1974. The most important of these would appear to be the effect of high birth rates for at least the last 20 years so that many households now include adult offspring as well as younger children. The writer's survey data showed that over half (62.6 per cent) of the sampled households had no more than three children under 15 years of age. On the other hand 60 per cent of the sampled households contained more than one male over 15 years old and 67 per cent contained more than one adult female. Many households had three or more adult males or adult females. Thus, the enlarged household size detailed in the writer's sample reflects the effect of the increased number of live births during the last two decades. Many families have both young and older children in them.

The sampled households have been grouped for analysis purposes into three sizes - small (with up to three persons), medium (four to seven persons) and large (eight or more persons) - in order to later examine how household size might affect their tourism behaviour. As can be seen in Table 5.1, 45.7 per cent of the sampled heads had a large family of 8 persons and above, 42.1 per cent had medium sized families (4-7 persons), while 12.2 per cent headed households of three persons or less. Significant differences were also found between household sizes in the three cities, particularly between Jeddah and the other two cities. The Jeddah sample contained rather more medium and smaller households than the other two cities. This is seen in **Figure 5.1** and **Table 5.1.**

Another reason for the larger average household size of the writer's sample than earlier surveys has been the recent increase in the employment of maids and drivers who live in the household. One third of the sampled households reported

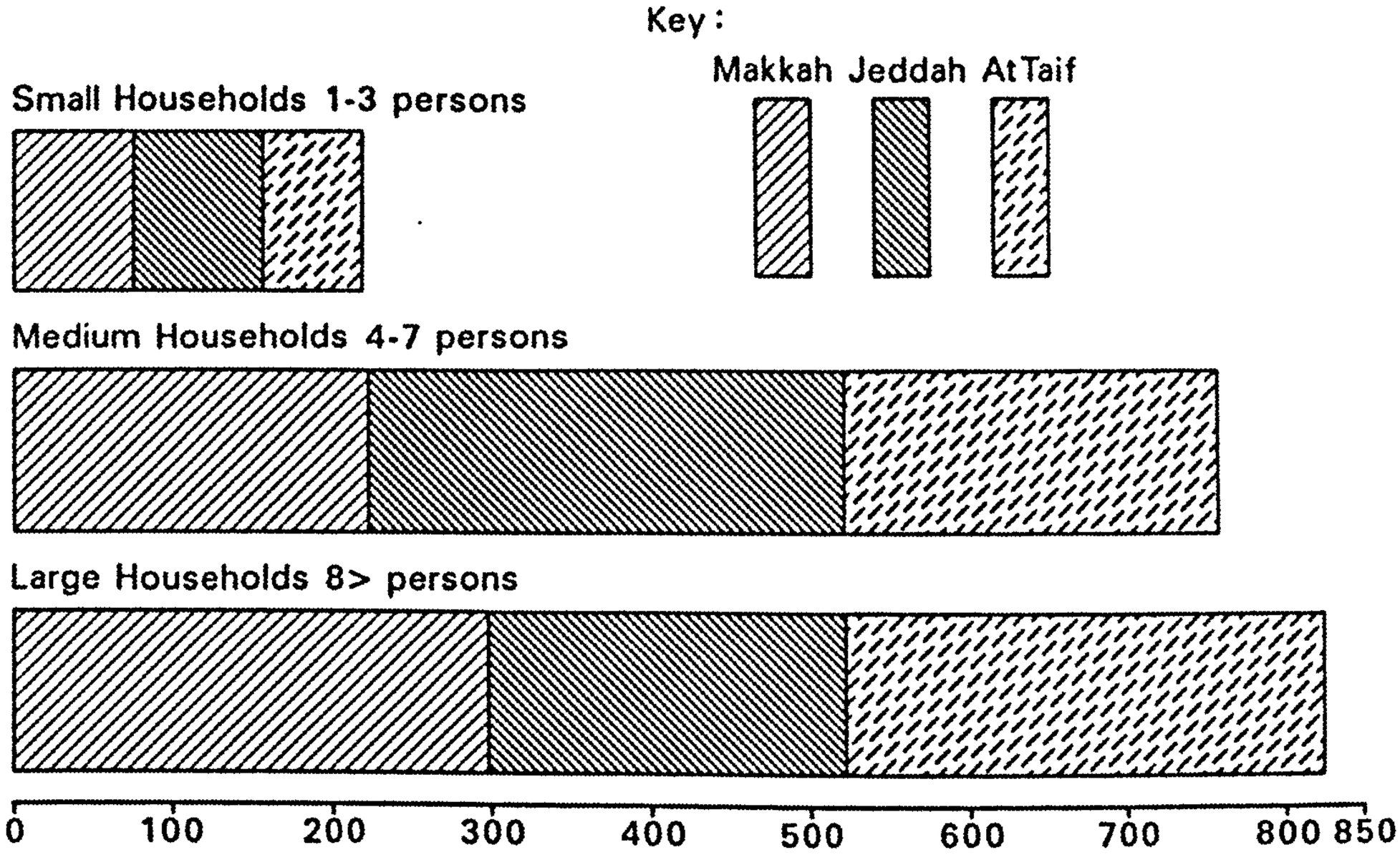


Figure 5.1 Household size

Source: Writer's Field Survey 1989

a living-in maid and 14 per cent have a driver. Because these represent another aspect of the middle class wealth of much of the sample, they are considered later in the chapter alongside other indicators of that wealth.

Table 5.1

Household Size, by the Study Areas

Family size	No. of sample	Makkah	Jeddah	AtTaif	Total
		600	600	600	1800
Small *	220	12.8	13.5	10.3	12.2
Medium **	758	37.3	49.5	39.5	42.1
Large ***	822	49.8	37.0	50.2	45.7
Total	1800	100.00	100.00	100.00	100.00

* Small covers 1-3 persons.
** Medium covers 4-7 persons.
*** Large covers 8> persons.
Chi-square = 29.549 D.F. = 4 Significance = 0.0000.
Source: Writer's Field Survey 1989.

In order to make comparisons with household data from another recent survey, the writer's data was also analyzed to discover the number of dependents in the households in the three cities. It showed an average of 5.8 dependent persons in each family in the samples for the entire study area. Makkah and Jeddah were similar with an average of about 5.4 persons, but the average for AtTaif was 6.5. These averages are close to the results of the field survey made by the Deputy Ministry of City Planning in 1987 which gave the study area an average of 5.5 persons per family (M.M.R.A. 1989).

5.1.2 Income

In the writer's survey two questions examined income. The first one concerned the income of the household head. The other asked about the family income as a whole and how the household perceived its income compared with the national average. This second question was also asked to see if the

household had other income sources than that from the household head. So household income is not necessarily the same as a respondent's income.

The interviewees were asked whether their families were totally dependant on the head's income. 87.2 per cent stated they were. This figure varied from 80.7 per cent in Makkah to 92 per cent in AtTaif as seen in **Table 5.2.**

Table 5.2

Households Dependent on a Single Household head's Income, by the Study Areas

Response	No. of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
Yes	1569	80.7	88.8	92.2	87.2
No	231	19.3	11.2	8.0	12.8
Total	1800	100.00	100.00	100.00	100.00

Chi-square = 36.681 D.F. = 2 Significance = 0.0000.
Source: Writer's Field Survey 1989.

This indicates that there are other sources of income and/or other types of families in some of the households in the sample but that most households are single nuclear family arrangements dependent on one main source of income. The household income from these heads is moderate to high in the sample. Of the sampled heads 18.4 per cent reported they received 2000 or less Saudi Riyals as a monthly income (about 6.20 SR = £1). 66.1 per cent had between SR2001-8000 per month and 15.5 per cent had over SR 8001. The variations in the househead monthly income are shown in **Table 5.3** for each city and show the middle income group tends to be highest in the AtTaif sample. This is also the city where the highest percentage of the sampled families depended on the income of

the household head alone. It should also be noted that the Jeddah sample contained a large proportion of high income heads.

Table 5.3

The Monthly Income of Heads of Households, by the Study Areas

Income in SR	No. of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
< 2000	331	20.8	19.5	14.8	18.4
2001-8000	1190	63.3	62.8	72.2	66.1
8001 >	279	15.8	17.7	13.0	15.5
Total	1800	100.00	100.00	100.00	100.00

Chi-square = 15.760 D.F. = 4 Significance = 0.0034.
Source: Writer's Field Survey 1989.

Table 5.4 shows the pattern of perceived family incomes for the sampled families. Because 87 per cent of the households depended on the head's income the differences in the pattern shown in **Table 5.3** and **5.4** are small. Most households perceived their income as average, above average or below average in line with the actual income of their heads. Overall, however, the number of low income households has decreased when total income is perceived against a national average, and the middle and high incomes had increased. The significant variations in incomes between the cities are now more clearly seen with a noted rise in the middle income group in Jeddah. In effect the sample in Jeddah shows a greater concentration of middle class wealth overall than in the other two cities. The Makkah sample included more households who thought they had an above average income but also more than in the other two cities who believed they had a below average income.

It is difficult to judge the value of these incomes by

international standards. There is little data on incomes in Saudi Arabia. The yearly average income per capita for all Saudis has been put at 45,000 Riyals, but it is impossible to rely on that simply because this figure has been calculated by dividing the whole national income by the total population

Table 5.4

Perceived Household Income, by the Study Areas

Income in SR	No. of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
Below ave.	280	19.3	12.2	15.2	15.5
Average	1216	60.0	72.3	70.3	67.6
Above ave.	304	20.7	15.5	14.5	16.9
Total	1800	100.00	100.00	100.00	100.00

Chi-square = 25.558 D.F. = 4 Significance = 0.0000.
Source: Writer's Field Survey 1989.

of the country. It ignores the fact that a large amount of the national income is spent in construction and development and does not become personal income. Some government agencies, such as the Central Department of Statistics, considered the monthly income for middle class Saudi households was 2000-7000 SR in the late 1970s and early 1980s, and had reached 3000-11000 SR in the mid 1980s with rises in the cost of living. This would suggest the sample includes a predominance of middle income people but with a sizable minority below that level. This is confirmed by the households' responses themselves. 67.6 per cent of the sample consider their family income is average in the context of the Saudi economy. 19.9 per cent think their family income is above average while 15.5 per cent stated it is below average.

5.2 Types of Dwellings

The writer's survey divided the houses of respondents into four main groups: traditional folk houses, apartments in modern blocks, modern concrete homes of modest size, and more opulent houses (villas). Concrete homes are free standing, often of more than one storey, but are smaller than villas and generally lack a garden.

The survey shows that 88.7 per cent of the sampled households live in modern types of homes mainly constructed of cement, metal and other modern materials (**Table 5.5**). Most of these were apartments which form 46.9 per cent of all the housing units of the sampled households. About one quarter live in modern houses and 16.5 per cent live in much more substantial houses best described either as villas, in some cases palaces. At the other end of the wealth range, it is noted that only 11.3 per cent of the sampled households are still living in traditional or folk housing. This is generally poorer housing. This includes a small number (.1 per cent of the total sample) living in free dwellings. A free dwelling is not necessarily traditional but generally includes the poorest part of the population to whom housing is offered without rent or charge.

The high percentage of the sampled population living in modern homes reflects the enormous development of the three cities in recent decades, together with the demolition of much of the old and less substantial traditional housing. It can be seen that much of that modern housing is in the form of apartments because of rising land prices, although modern free-standing homes or villas have also become common. Previous socio-economic surveys made in the study area have provided some information about existing housing conditions such as the number of units, the age of the housing and its quality. But they provided much less data on housing type to compare with the present survey. In Jeddah, for example,

according to Sert Jackson International Saudconsult (1983) the results of a 1978 survey showed that 32.4 per cent of the housing was either shanty or traditional Arabic, 7.7 per cent were villas, 54.2 per cent were apartments and 5.7 per cent were other types. If we compare these results with the writer's survey, one can see little difference in the proportion of apartments but a sharp drop in the proportion of folk and traditional housing, largely accounted for by an increase in the percentage of free standing homes and villas. Many of these changes result from the vast increase in building construction in the city during the time between the two surveys.

The writer's survey showed some variations in this pattern of housing types across the three cities as **Table 5.5** shows. The most notable difference is the greater proportion of apartments and villas in Jeddah, reflecting both the greater middle class wealth and the greater density of housing there as the most important commercial centre. The Jeddah sample also included more households living in traditional houses, again reflecting the city's longer period of growth than the other two. While nearly 60 per cent of the households

Table 5.5

Type of Dwelling, by the Study Areas

Dwelling type	No.of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
Folk house	204	11.7	15.0	7.3	11.3
Apartment	845	40.5	56.5	43.8	46.9
Conc. house	454	35.5	8.3	31.8	25.2
Villa	297	12.3	20.2	17.0	16.5
Total	1800	100.00	100.00	100.00	100.00

Chi-square = 148.534 D.F. = 6 Significance = 0.0000.
Source: Writer's Field Survey 1989.

sampled in Jeddah lived in apartments, this figure was close to 40 per cent in the other two cities, as seen in **Table 5.5.** But about one third of the samples in Makkah and AtTaif lived in more modest modern houses which formed only a small part of the housing of the Jeddah sample.

5.3 Household Belongings

Some data was collected on the belongings, some of which may influence recreational behaviour, owned by the households in the study area. This is laid out in **Table 5.6.** This showed that 56.7 per cent of households have one car and 32.2 per cent have two cars or more. Only 11.1 per cent of households have no car. Levels of car ownership vary little across the three cities, but are generally highest in AtTaif where there are fewer households with no car and more have two cars. The importance of these results will be pointed out later, especially when we find out that most respondents stated they prefer to travel in their own cars on vacations.

Other indications were found that most families enjoy the benefits of modern communications. 98 per cent of households have TV with 57.3 per cent owning two television sets. There is little difference in the number of Tvs owned by the households in the three cities of the study area. 67.6 per cent of the sample have one or more video recorders and 16 per cent have more than one. Levels of video recorder ownership varies more than TV ownership across the three cities with lower levels found in AtTaif and the highest levels in Jeddah. Telephone ownership is widespread. 63.7 per cent of sampled households have one line, 17 per cent have more than one line, leaving 19.4 per cent with no telephone. Multiphone ownership is most common in the Makkah sample (24 per cent) while 27 per cent of those in Jeddah said they had no telephone, but this is often because of the delay in installation rather than a lack of need for a telephone, or an inability to pay for it.

Table 5.6

Some of the Belongings Owned by the Households,

by the Study Areas

A: Cars

No. of belongings	No.of sample	Makkah	Jeddah	AtTaif	Total
		600	600	600	1800
0	200	13.7	12.5	7.2	11.1
1	1021	54.5	57.2	58.5	56.7
2+	579	31.8	30.3	34.3	32.2
Total	1800	100.00	100.00	100.00	100.00

B: Tvs

0	36	2.0	2.7	1.3	2.0
1	733	41.5	40.5	40.2	40.7
2+	1031	56.5	56.8	58.5	57.3
Total	1800	100.00	100.00	100.00	100.00

C: Video recorders

0	584	30.5	23.7	43.2	32.4
1	929	52.8	58.2	43.8	51.6
2+	287	16.7	18.2	13.0	15.9
Total	1800	100.00	100.00	100.00	100.00

D: Telephone lines

0	349	14.5	27.2	16.5	19.4
1	1146	61.5	63.5	66.0	63.7
2+	305	24.0	9.3	17.5	16.9
Total	1800	100.00	100.00	100.00	100.00

A: Chi-square = 15.370 D.F. = 4 Significance = 0.0040.
B: Chi-square = 3.049 D.F. = 4 Significance = 0.5496.
C: Chi-square = 53.728 D.F. = 4 Significance = 0.0000.
D: Chi-square = 67.906 D.F. = 4 Significance = 0.0000.
Source: Writer's Field Survey 1989.

Other items of middle class wealth, which relate to leisure activities, and are becoming common in some other countries are less widespread among the sample in Makkah, Jeddah and AtTaif. Only 13.5 per cent of respondents reported they have a garden to their home, so that trips out of the home are likely to be increased since there is no place immediately outside the house the family can use for leisure. Only 2.6 per cent of households reported a swimming pool. Nearly 40 per cent reported a home library or a separate reading room but this is unlikely to reduce the need for recreation outside the house. In fact the increased awareness of the outside world which comes from reading may increase travel. Table 5.7 reports these results and shows there was little variation in them across the three cities.

Table 5.7
Other Items Belonging to Households, by the Study Areas

A: Gardens

No. of belongings	No.of sample	Makkah	Jeddah	AtTaif	Total
		600	600	600	1800
0	1557	87.2	84.5	87.8	86.5
1+	243	12.8	15.5	12.2	13.5
Total	1800	100.00	100.00	100.00	100.00

B: Swimming pools

0	1753	97.7	95.5	99.0	97.4
1+	47	2.3	4.5	1.0	2.6
Total	1800	100.00	100.00	100.00	100.00

C: Home libraries or reading rooms

0	1094	56.0	64.5	61.8	60.8
1+	706	44.0	35.5	38.2	39.2
Total	1800	100.00	100.00	100.00	100.00

A: Chi-square = 3.197 D.F. = 2 Significance = 0.2022.
B: Chi-square = 14.724 D.F. = 2 Significance = 0.0006.
C: Chi-square = 9.513 D.F. = 2 Significance = 0.0086.
Source: Writer's Field Survey 1989.

5.4 Household Employees

An earlier section reported on the large average household size and the effect of two or more decades of high birthrates on this. Another reason for the large household size in the sample is the existence of a large minority of households with their own maids and drivers living in the household. **Table 5.8** shows that 33.7 per cent of the households reported that they have one maid or more and about 14 per cent have a driver. In both cases these were a little less common in the AtTaif sample, where 26.5 per cent of the households have a maid while over 35 per cent of households in Makkah and Jeddah have a maid working for them. Only half as many households in AtTaif have drivers as the households sampled in the other two cities. Nevertheless this means that more than one third of the households have an employee living in and some had more than one employee in the home.

Table 5.8

Household Employees, by the Study Areas

A: Maids

No. of employee	No. of sample	Makkah	Jeddah	AtTaif	Total
		600	600	600	1800
0	1194	60.7	64.8	73.5	66.3
1	522	34.8	30.0	22.2	29.0
2+	84	4.5	5.2	4.3	4.7
Total	1800	100.00	100.00	100.00	100.00

B: Drivers

0	1552	83.3	84.5	90.8	86.2
1	228	15.7	14.5	7.8	12.7
2+	20	1.0	1.0	1.3	1.1
Total	1800	100.00	100.00	100.00	100.00

A:Chi-square = 25.161 D.F. = 4 Significance=0.0000.
B:Chi-square = 19.587 D.F. = 4 Significance=0.0006.
Source: Writer's Field Survey 1989.

The above results give an indication of a good standard of living for most of the respondents. Most families are large with both adult and younger children. While most rely on one source of income, that income is at least average or above the average for the country for 85 per cent of the sample. This is reflected in the range of belongings most households own. Most families live in modern homes. Nearly all have a car, a TV and video recorder. Many have two of each of these. On the other hand other sources of home recreation, such as a garden or a swimming pool, are much less common so that this largely middle class population is likely to show an increasing interest in travel and recreation outside the home. The sample also suggests that differences in these household characteristics exist between the three cities with those questioned in Jeddah having smaller families, more often living in apartments and villas, and having other more middle class characteristics than in the case of those in the other two cities.

Before considering the relationships between these varied household characteristics and their tourism behaviour it is useful to report on other information collected on the actual household heads who were questioned.

5.5 Nationality, Sex and Age Structure of the Household Heads

Most of the respondents are of Saudi nationality. They formed 80 per cent of the total respondents. **Table 5.9** shows they made up 87.5 per cent, 81.7 per cent and 70.8 per cent of the samples in AtTaif, Makkah and Jeddah respectively. The increased size of the non-Saudi minority in Jeddah reflects its greater commercial importance. One third of the non-Saudis were from the Gulf States and Arabian peninsula, mainly Yemenis but they were outnumbered by other Arabs. Most other non-Saudis were from Muslim countries with other nationals making up only 2 per cent of the sample.

Table 5.9

Nationality of Household Heads, by the Study Areas

Nationality	No. of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
Saudi	1440	81.7	70.8	87.5	80.0
Non-Saudi	360	18.3	29.2	12.5	20.0
Total	1800	100.00	100.00	100.00	100.00

Chi-square = 53.645 D.F. = 2 Significance = 0.0000.
Source: Writer's Field Survey 1989.

According to family and custom in Saudi society, the head of the house is most likely to be a male. 96.8 per cent of the household heads interviewed were male, and only 3.2 per cent were female. Their distribution is shown in **Table 5.10** where there was some significant difference in the distribution across the three cities, mainly because the Makkah sample was under-represented with female heads.

Table 5.10

The Sex of Head of Household, by the Study Areas

Sex	No. of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
Male	1743	98.7	96.0	95.8	96.8
Female	57	1.3	4.0	4.2	3.2
Total	1800	100.00	100.00	100.00	100.00

Chi-square = 9.892 D.F. = 2 Significance = 0.0071.
Source: Writer's Field Survey 1989.

Table 5.11 gives a breakdown of the ages of household heads with those in the 30-39 age group being most common followed by those in the next youngest group, although that age group covered a wider span of years. 60.9 per cent of the sampled heads were under the age of 40 years. The results showed no

significant variation in this distribution between the three cities of the study area.

Table 5.11

Ages of Heads of Household, by the Study Areas

Age group	No. of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
15-29	545	28.8	30.0	32.0	30.3
30-39	551	30.3	33.5	28.0	30.6
40-49	380	22.7	21.7	19.0	21.1
50>	324	18.2	14.8	21.0	18.0
Total	1800	100.00	100.00	100.00	100.00

Chi-square = 12.397 D.F. = 6 Significance = 0.0537.
Source: Writer's Field Survey 1989.

5.5.1 Other Characteristics of Household Heads

The great majority of the household heads (83.4 per cent) are married, 15 per cent are single and the rest (1.6 per cent) are divorced or widowed. The results shown in **Table 5.12** show no significant variation in this between the three cities' samples.

Table 5.12

Marital Status of Household Heads, by the Study Areas

Marital status	No.of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
Single	270	15.5	15.0	14.5	15.0
Married	1501	82.5	84.0	83.7	83.4
Others	29	2.0	1.0	1.8	1.6
Total	1800	100.00	100.00	100.00	100.00

Chi-square = 2.427 D.F. = 4 Significance = 0.6577.
Source: Writer's Field Survey 1989.

Table 5.13 shows the educational status of household heads which were grouped into three main categories. Those who were deemed illiterate or semi-literate or had almost no schooling were separated from those who had received some education. A third group who had completed their education up to at least college level was also distinguished. The Table shows no significant differences in the results across the three cities. Generally about a half of the respondents (54.1 per cent) had a medium level of education, 22 per cent had a high level of education while 23.9 per cent had a very poor education which was below the elementary level, or had no education at all.

Table 5.13

Educational Status of Household Heads,
by the Study Areas

Education level	No. of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
Low *	431	25.4	23.2	23.2	23.9
Medium **	973	49.5	57.2	55.5	54.1
High ***	396	25.0	19.7	21.3	22.0
Total	1800	100.00	100.00	100.00	100.00

* Low: Those who were illiterate, read only or/and able to read and write with no certificate.
** Medium: Those who had completed some schooling at least elementary or/and intermediate and secondary, level.
*** High: Those who completed two years at college or over.
Chi-square = 8.579 D.F. = 4 Significance = 0.0725.
Source: Writer's Field Survey 1989.

Table 5.14 gives data on the occupations of the household heads. Nearly one third are in government civil service employment with another 18.3 per cent working in education and 10.1 per cent working in the army. That is, over 60 per cent of the respondents work for the government in some way. In contrast only one third work in the private sector. The

rest (6.4 per cent) are retired, not working or are housewives. The Table shows a highly significant variation between the three cities in these occupational groups. For example, 42.5 per cent work in the private sector in Jeddah compared with only 35.7 per cent and 22.8 per cent working in the same sector in Makkah and AtTaif. This difference reflects the main function of Jeddah as the most important commercial centre and port in the Kingdom. 18.2 per cent of those in AtTaif work in the army. This is more than three times the number of those sampled in Makkah and Jeddah who are in army employment.

Table 5.14

The Occupation of Household Heads, by the Study Areas

Occupation	No.of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
Educational*	330	23.5	13.0	18.5	18.3
Civil	568	28.3	34.7	31.7	31.6
Army	181	6.0	6.0	18.7	10.1
Private **	606	35.7	42.5	22.8	33.7
Others ***	115	6.5	3.8	8.8	6.4
Total	1800	100.00	100.00	100.00	100.00

* Educational employment covers school employees and students.
** Private covers private sector employees and those who own their business.
*** Others cover retired, people not working and housewives.
Chi-square = 128.046 D.F.= 8 Significance = 0.0000.
Source: Writer's Field Survey 1989.

5.5.2 Characteristics of Total Sampled Population

This final section relates some socio-economic characteristics of the total sampled respondents to each other. Because these characteristics vary, this section only examines educational status in relation to age, occupation and income of respondents only.

Table 5.15 shows there are marked variations between levels of education and age of household heads. Clearly, in general the younger respondents have the higher educational level. For example, 22.8 per cent of those in the 15-29 age group were highly educated, while only 8.6 per cent were poorly or non-educated. Even more of those aged 30-39 had received a higher education. Almost the opposite results were revealed among the elderly group over 50 years old, where 60.5 per cent had a low or no education at all, while only 4.9 per cent of them had a high level of education. This is not a surprising results with the rapid improvement in the schooling system in the Kingdom in recent years.

Table 5.15

Educational Status, by Age of Household Heads

Education level	No. of sample	Age group 15-29	30-39	40-49	50 >	Total
		545	551	380	324	1800
Low *	431	8.6	14.3	28.7	60.5	23.9
Medium **	973	68.6	53.9	50.0	34.6	54.1
High ***	396	22.8	31.8	21.3	4.9	22.0
Total	1800	100.00	100.00	100.00	100.00	100.00

* Low: Those who were illiterate, read only or/and able to read and write with no certificate.
** Medium: Those who had completed some schooling at least elementary or/and intermediate and secondary, level.
*** High: Those who completed two years at college or over.
Chi-square = 371.579 D.F. = 6 Significance = 0.0000.
Source: Writer's Field Survey 1989.

When educational levels of the respondents are related to their jobs, a strong relationship occurs between these two variables. **Table 5.16** shows that the majority of those who are working in the educational sector (57.6 per cent) had a higher education level while only 1.8 per cent of the same group had a poor level or no education. This is an expected

result simply because those who are involved in teaching are required to have a better education. The small proportion of those working in the education sector who are poorly educated would include servants and cleaners at educational institutions. The results showed that about two thirds of the respondents who had a civil government job had a middle level of education, and the remaining proportions of this group either had low or high levels of education. This reflects the wide range of job opportunities and skills available in the government sector. A similar patterns was seen for those in army employment where most had a middle education level. Some would have obtained some schooling after they joined the military. The majority of those who work for the private sector, or have their own businesses, have a low or middle level of education. This may reflect the lesser need for educational skills by people working as private employees.

Table 5.16

Educational Status, by Occupation of Household Heads

Education level	No. of sample	Occupation					Total
		Educ.	Civil	Army	Private	Others	
		330	568	181	606	115	1800
Low *	431	1.8	16.0	12.2	40.8	56.5	23.9
Medium **	973	40.6	65.0	75.7	48.0	36.5	54.1
High ***	396	57.6	19.0	12.2	11.2	7.0	22.0
Total	1800	100.00	100.00	100.00	100.00	100.00	100.00

* Low: Those who were illiterate, read only or/and able to read and write with no certificate.
** Medium: Those who had completed some schooling at least elementary or/and intermediate and secondary, level.
*** High: Those who completed two years at college or over.
Chi-square = 509.198 D.F. = 8 Significance = 0.0000.
Source: Writer's Field Survey 1989.

Many run private businesses like small shops which only require a basic knowledge. Those who are retired, not working, or housewives (grouped under others) were mainly

poorly educated, many of them being older persons.

Finally, in this section, **Table 5.17** gives data on respondents' monthly income in relation to education. Over half (52.3 per cent) of the low income respondents had no/low education while a very small proportion of this group (3.9 per cent) had a higher education. These are mainly students still studying for another qualification. Almost the opposite is seen among the higher income group where over half (55.6 per cent) had a higher education level, while only 6.5 per cent had no/low education.

Table 5.17

Educational Status, by Income of Household Heads

Education level	No. of sample	Income < 2000	Income 2001-8000	Income 8001 >	Total
		331	1190	279	1800
Low *	431	52.3	20.2	6.5	23.9
Medium **	973	43.8	60.7	38.0	54.1
High ***	396	3.9	19.2	55.6	22.0
Total	1800	100.00	100.00	100.00	100.00

* Low: Those who were illiterate, read only or/and able to read and write with no certificate.
** Medium: Those who had completed some schooling at least elementary or/and intermediate and secondary, level.
*** High: Those who completed two years at college or over.
Chi-square = 379.307 D.F. = 4 Significance = 0.0000.
Source: Writer's Field Survey 1989.

In brief, the interrelationships between the age, occupation, income and education levels of the respondents are as one would expect. The better educated have the better-paying jobs and are predominantly the younger household heads. This is the group most likely to be involved more in increased holiday-making.

It is clear then that the households sampled in the three cities were, in several ways, characterised by certain similarities. This can be seen in their display of middle class wealth and the generally large household size. Most household heads are male and share other common characteristics. For example, their age distribution and educational levels are so similar across the three cities to suggest the validity of the samples as representative of the wider population. At the same time each of the samples varied considerably in their jobs, educational level and age, and these also show inter-relationships. Overall most household heads are young to middle-aged, work for some branch of the government and had at least a secondary level of schooling. In the following chapters, the further analysis of the data will relate differences in education, jobs and other household characteristics to their holiday behaviour. First it is convenient to consider the form of holidays.

CHAPTER SIX

THE FORM OF HOLIDAYS

There are many reasons why people take holidays, the most common being to escape from daily routine and monotony. As Mercer stated; "*a change is as good as a rest. We all have a different 'environmental personality' and soon learn what will vary the quiet rhythm of our ordinary life*". However, the reasons for taking a holiday can vary according to personal needs. They are also influenced by work regulations which require employers to give holidays to their employees. With time off work required to be given to them, many employees feel they should use their holiday time to take a vacation from home. Otherwise many would believe they have not made the best use of their time off work. The form and duration of holidays can also vary greatly, so this chapter will outline the form of holidays reported by the respondents. The impact of holiday entitlement regulations in Saudi Arabia, the reasons reported by the sample for taking their holidays, the length of yearly leave due to them, the number of days they spent away from home, and the number of days they expected to be spent away are all considered. These and the respondents' concern about their holidays are also related to some of their socio-economic characteristics.

The working week in the Kingdom lasts from Saturday until Wednesday. The two day weekend of Thursday and Friday was officially declared in 1975 to give people more opportunity for leisure time (Umm Al-Qura 1975). Work regulations also limit the length of the working day and ensure a holiday entitlement. A working man/woman shall not be employed for more than eight actual working hours in any one day, or 40 hours per week. In the month of Ramadhan actual working

hours should not exceed six hours a day or 30 hours weekly. (Article 147, Guideline to Vacations). The number of working hours may be raised to nine hours a day for certain categories of workmen or in certain industries and operations where the work is not continuous, such as seasonal establishments, hotels, snack bars, and the like. Similarly, the number of working hours per day may be reduced for certain categories of workers in certain industries or operations of a hazardous or harmful nature, as determined by the Minister of Labour (Jeddah CSD 1989, pp. 48-49).

The holiday entitlement is also defined in many jobs. For the Civil Service two main periods of holiday entitlement are available:

1. Annual Leave. Every person employed in the civil service is allowed 30 days paid holiday a year with a normal right to accumulate this for up to three years. There are some exceptions to this in some fields, such as in the education sector where employees must take the summer school vacation as their yearly holiday. This is generally about 45 days long and cannot be less than 30 days even where teachers are needed to work out of term time. (Royal Ordinance, 49, 1977).

2. Eid Al-Fiter & Eid Al-Adha. The Kingdom's official calendar provides for two holidays of about 10 days each, during which all Government offices and educational institutes are closed. Eid Al-Fiter lasts from the 25th of the month of Ramadhan (the month of fasting) through to about the 5th of the following month of Shawwal, and provides a holiday of between 10 and 14 days depending on how the weekends fall. The feast of Eid Al-Adha lasts approximately 10 days from the 5th day of the month of Thulhijjah. Millions of Muslims obey the Islamic pilgrimage commandment and go to Makkah during this period, most of them also visiting Al-Madinah to pray in the Prophet's Mosque. Every employee, whether in government or the private sector, is entitled to

several days off with full pay on these two festivals. The private sector, however, generally only grants employees between three to five days for each of these festivals[1].

In addition, individuals can claim special leave under several headings but this entitlement is generally less generous in the private sector.

1. Examinations leave is a fully paid leave for the period needed to complete an educational examination. All full time students and persons registered as part-time students are entitled to take this time off as paid leave. Unpaid study leave is available to any working person to complete a degree, who already has a secondary school diploma or above, who has worked three years for his/her employer, and has maintained an average grade evaluation.

2. Compassionate leave. Any worker can take up to 10 days paid leave per year if it is needed for unexpected reasons or emergencies such as any family matter.

3. Exceptional leave. Every working person can claim up to six months unpaid leave from their work in each three year period of service for any reasonable cause.

4. Sick Leave. Every working person has the right to sick leave for up to three months on full pay followed by three months on half, and three months on quarter pay, up to a maximum of three years starting from the first day of sickness. Similarly if a working person has to accompany a relative going for medical treatment, he has the right to accumulate and take all of his normal holiday and can exceed

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(1) Because the Hijra calender is only 354 days long the position of these two holidays varies against the western calendar. In 1990 Eid Al-Fiter was between the 19th of April and 5th of May and Eid Al-Adha was between 28th of June and 8th of July.

this on full pay for as long as is required, provided medical reports are submitted. Every working woman has to have 60 days paid holiday for delivering a baby. In the case of the death of her husband, she has to be given four months and 10 days paid holiday for a period of mourning.

5. Sports holiday. A sportsperson who is selected to represent his country's team in or outside the country must be given from two to 30 days vacation from his job to allow this to happen (GDCS, 1980).

Not all sectors enjoy as generous an entitlement as government employees, although most of the above entitlements are available to a more limited extent to non-government workers. Nor are all government workers as well treated as civil servants. Those in the military sector are less generously treated than the civil servants. For example, the basic annual paid leave for lower rank soldiers is 30 days rising to 45 days for lieutenant and above. Additional entitlements for special purposes for all military personnel rise from 10 days annual leave for lower ranks to one month for higher ranks. All military personnel have the right to accumulate up to three annual holidays. The military also enjoy a field service holiday, which is provided to those who spend some time in the field for training or other services. For lower military grades this is 45 days paid holiday annually rising to 60 days for higher ranks. Unpaid leave of up to 30 days yearly is also available for higher ranks. Higher ranks can also have study leave of up to four years for postgraduate studies (MFNE 1986, pp.51-55 and 1986, pp.33-36).

While holiday entitlement is rather less generous in the private sector, the large independent organisations often base their own arrangements for their workforces on the civil service system. For example, Saudi Arabian Airlines gives its employees 30 days paid holiday yearly and extends

its employees' annual holiday by five more days for every ten years continuous service.

In general labour laws which apply throughout the private sector allow for the following:

(a) The worker who has completed one year in the service of his employer has the right to have 15 days paid vacation. This is increased to 21 days when the worker has spent 10 continuous years in service with the employer.

(b) Every worker has the right to have 10 days paid holiday yearly on holidays designated by the Ministry of Labour. These would include the two Eid festivals.

(c) A worker can also claim 10 days unpaid holiday yearly.

(d) A male worker is entitled to three days of leave to get married and a day's leave on full pay for the birth of his child, or on the death of one of his children, spouse or a parent. (MFNE 1987, pp. 43-44).

It is clear from this that the paid holiday is universal in Saudi Arabia and it is one of the most important elements encouraging travel and tourism in the country. The importance of this to holiday travel was confirmed in the results of the writer's survey of 1800 household heads. 99.3 per cent of the respondents said that their work allows them to have a paid holiday. In contrast, this result is different from Al-Hijji's survey (1989, pp.267-301) in ArRiyadh which revealed that only 42 per cent of his sampled respondents reported that the nature of their work allow them to have a yearly holiday. This variance may be because a high proportion (29 per cent) of his sample were housewives and they do not have an official entitlement to a yearly holiday. The total size of his sample was much smaller compared with this writer's sample.

The length of the annual holiday was between 16-30 days for 48.6 per cent of respondents, and another 41 per cent reported that they had over 31 days off. No less than 315 household heads out of the sample of 1800 (17.6 per cent) reported that they had over 60 days of paid holiday a year. In other words 90.2 per cent of the total sample stated that they had an annual paid holiday of more than 16 days. Only 9.8 per cent have 15 days or less and .6 per cent said they have no paid holiday.

6.1 Holiday Entitlement Patterns by Socio-economic Characteristics

From what has been stated it is to be expected that the level of holiday entitlement, to some extent, will reflect the type of employment of the respondents. One would expect those in education, for example, to have more holiday time and those in the private sector less. To examine the relationship between the length of annual holiday and the type of employment, the occupation of the respondents in the writer's sample have been grouped in **Table 6.1** into those who work in the education sector (including students), the civil service, the army, the private sector, and a miscellaneous (others) group. The private sector group covers those running their own business or working for someone else. Those who are retired, housewives, or were not working at the time of the survey were grouped together as "others".

Figure 6.1 and **Table 6.1** confirm that longer holiday entitlement is characteristic of employees in education where 38.2 per cent of respondents in that field claim to have over 60 days holiday per year. The miscellaneous group including the retired, unemployed persons and housewives also said they had long holidays. More surprisingly, some of those in the private sector said they had long holidays as well, with one third saying they got over 30 days a year. In this respect they often do better than either the civil service employees

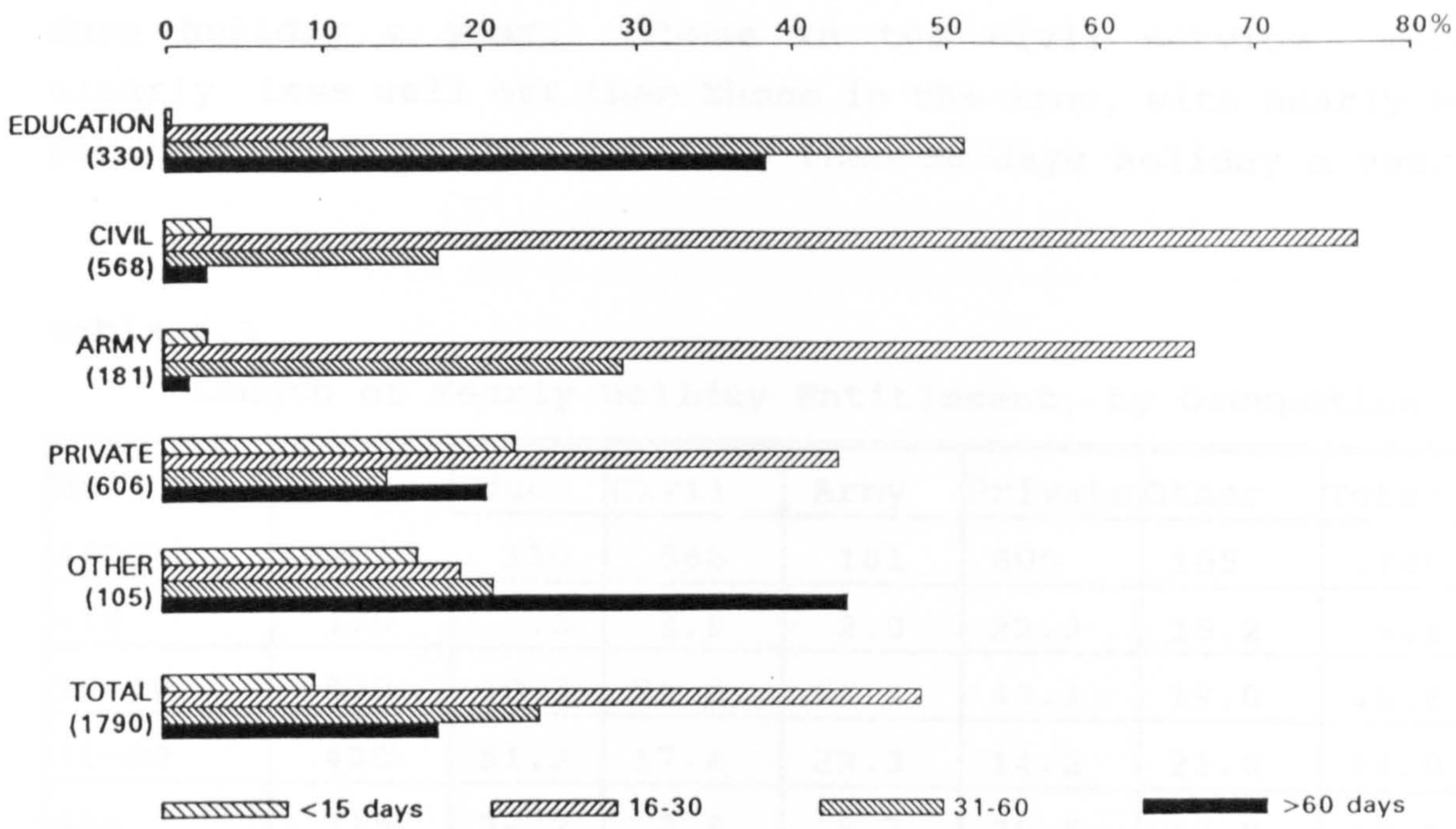


Figure 6.1 Length of yearly holiday entitlement, by percentage of occupation sample

Source: Writer's Field Survey 1989

or the military, whom one might expect to be more generously rewarded with holidays. Both groups show that more than two-thirds of their number reported they received no more than 30 days holiday a year. Those in the civil service were clearly less well off than those in the army, with nearly 80 per cent stating they get less than 30 days holiday a year.

Table 6.1

Length of Yearly Holiday Entitlement, by Occupation

Holiday length	No. of sample	Educ. 330	Civil 568	Army 181	Private 606	Other 105	Total 1790
<15	175	.3	3.0	2.8	22.3	16.2	9.8
16-30	870	10.3	76.6	66.1	43.1	19.0	48.6
31-60	430	51.2	17.6	29.3	14.2	21.0	24.0
60>	315	38.2	2.8	1.7	20.5	43.8	17.6
Total	1790*	100.0	100.0	100.0	100.0	100.0	100.0

* Exclude 10 respondents who claimed they had no holiday.
Chi-square = 750.959 D.F. = 12 Significance = 0.0000.
Source: Writer's Field Survey 1989.

In short, many of the government employees in the sample, with the exception of those in education, reported that they had shorter holidays than those in the private sector, whereas formal holiday entitlement appear to be more generous in the government sector. This can be explained because of those grouped under the "private sector", which accounted for a third of the respondents, the majority of them (about 62 per cent) owned their businesses. That means they normally work for themselves or/and had someone to work for them. This means they are responsible for their own choice of holiday length and are not responding to a written law or regulation. The data would also suggest that the wider range of headings under which government workers can claim leave, compared with those in the private sector, probably caused them to underestimate their total annual leave period in their

responses. This is less likely to happen with those working in the private sector where more of the entitlement is stated as a total number of days which can be taken as and when it suits the employee or the businessman.

The relationship between the length of annual holiday entitlement and the income of respondents was also examined. Because of the problem of getting an accurate assessment of a person's income two questions were asked on this. One asked for the household head's monthly income and the second asked them to assess the whole household's income against a notional average income. As seen in **Table 6.2**, which considers the head of the household's income against length of holiday entitlement, most of the respondents claimed to have an income of 2001-8000 Saudi Riyals monthly. Nearly two thirds of those in that income group have 30 days or less annual holiday and only 12.4 per cent had over 60 days annual holiday. In contrast, those in the higher income groups also often reported a longer holiday entitlement with nearly two thirds reporting over 31 days. The lower income group (under

Table 6.2

Length of Annual Holiday Entitlement, by Household Head's Monthly Income

Holiday length	No. of sample	SR <2000	2001-8000	8000>	Total
		327	1185	278	1790*
<15	175	23.2	7.4	4.0	9.8
16-30	870	30.6	57.8	30.6	48.6
31-60	430	12.5	22.4	44.6	24.0
60>	315	33.6	12.4	20.9	17.6
Total	1790	100.0	100.0	100.0	100.0

* Excludes 10 respondents who claim they had no holiday entitlement.
Chi-square = 274.051 D.F. = 6 Significance = 0.0000.
Source: Writer's Field Survey 1989.

2000 Riyals a month) showed a split distribution with over half reporting under 30 days holiday and a third over 60 days. This probably reflects the large number of unemployed and retired persons in this group at the one extreme and the less skilled employee with less time off at the other extreme.

Table 6.3 gives the results of asking the sample respondents to assess their family income as either average, above or below average and relating these groups to holiday entitlement. This produced a very similar result to the previous question. As reported in the previous chapter, this suggests that the family's income is much related to that of the household head's although the number who saw their families as having an above average income was rather greater than the number who reported their own income as high. The number who saw their household income as below average was also less than those who reported their own income as low. The pattern of holiday length was little different, however, between the two methods of assessing income. It confirms that the bulk of the respondents in the middle income group have less holiday than those in the higher income group, whereas

Table 6.3

Length of Annual Holiday Entitlement, by Family Income

Holiday	No. of	Below average	Average	Above average	Total
length	sample	273	1213	304	1790*
<15	175	16.1	9.9	3.6	9.8
16-30	870	48.4	50.8	40.1	48.6
31-60	430	14.7	24.2	31.9	24.0
60>	315	20.9	15.2	24.3	17.6
Total	1790	100.0	100.0	100.0	100.0

* Excludes 10 respondents who claim they had no holiday entitlement.
Chi-square = 60.164 D.F. = 6 Significance = 0.0000.
Source: Writer's Field Survey 1989.

those in the low income group are more varied in their holiday entitlement.

Because it appears that the length of holiday entitlement relates to income and type of job it was decided also to examine the relationship to educational levels. One might expect those in better paid jobs to have more education, as would those in government employment, so that similar patterns should be revealed. Those with more education might be expected to have longer holidays. To study the relationship between the length of annual holiday entitlement of the sample by their educational status it was decided to use the same grouping of the educational status of respondents as employed in the previous chapter. This divided then into three levels, those with little or no education, those with a middle level, and those with a high level of education.

Table 6.4 shows by the chi-square value that there are significant differences in the respondents' holiday entitlement patterns according to their level of education. Those with a low or medium level of education tended to have less than 30 days of holiday entitlement in contrast to those with a higher level of education. This probably in turn reflects the jobs they are able to obtain. Those with a college education are able to get into teaching and other occupations with better holiday entitlements.

Nevertheless, it seems clear that each group that has been considered, whether by education, income, or job, includes considerable variety in its reported holiday entitlements. This would reflect the wide range of other factors influencing holiday entitlement such as length of service, and skill level in the job, as well as the broad nature of the categories being used at this stage of the analysis.

As one example of one of these other factors that could

Table 6.4

Length of Yearly Holiday Entitlement, by Educational Status

Holiday length	No. of sample	Low * 424	Medium ** 970	High 396	Total 1790*
<15	175	21.7	7.8	1.8	9.8
16-30	870	42.9	57.6	32.6	48.6
31-60	430	12.7	18.0	50.8	24.0
60>	315	22.6	16.5	14.9	17.6
Total	1790	100.0	100.0	100.0	100.0

* Low: Those who are illiterate, read only or able to read and write but with no certificate.
** Medium: Those who had completed some schooling, elementary and/or intermediate and/or secondary level.
*** High: Those who completed two years at college or over.
Chi-square = 294.554 D.F. = 6 Significance = 0.0000.
Source: Writer's Field Survey 1989.

influence the results, the writer decided to enquire of the holiday entitlement of non-Saudis against Saudis in the sample to see if nationality had any influence. This is because non-Saudis made up 20 per cent of the total sample and might be expected to have different job, income and educational characteristics from the Saudis. As can be seen in **Table 6.5** the results show highly significant differences in the holiday entitlement of the two groups. Those who have 15 days or less yearly holiday were more than twice as common among the non-Saudis as among the Saudi respondents. On the other hand those who have 60 days or more annual holiday entitlement were nearly equal in each group. Again this reflects the varied nature of the groups. The non-Saudis would include a considerable number of Arab and expatriate respondents in teaching and other professions where holiday entitlement is high, as well as considerable numbers of other non-Saudis, such as Yemenis and Philippinos, doing menial jobs with only limited holidays.

Table 6.5

Length of Yearly Holiday Entitlement, by Nationality

Holiday length	No. of sample	Saudi 1432	Non Saudi 358	Total 1790*
<15	175	7.3	19.8	9.8
16-30	870	50.6	40.5	48.6
31-60	430	24.4	22.3	24.0
60>	315	17.7	17.3	17.6
Total	1790	100.0	100.0	100.0

* Excludes 10 respondents who claim they had no holiday entitlement.
Chi-square = 52.870 D.F. = 3 Significance = 0.0000.
Source: Writer's Field Survey 1989.

6.2 Link Between Holiday Length and Time Spent Away From Home

While holiday entitlement sets the upper limit on the length of time the person can spend on holiday, it may only have a tenuous link to the actual length of time that a person spends away from home on holiday. Other characteristics of the family, its income and its wishes for relaxation, could play a major part in this. Therefore, the writer examined the length of a person's annual holiday and the number of those days the respondents expected to spend away from home. This is based on a series of questions on the respondents' vacations taken in the year before the survey (1988).

Table 6.6 gives some details on the length of annual holiday entitlement in relation to the actual number of days spent away from home. The largest single group, 592 respondents or 33.1 per cent of the sample, reported they spent two weeks away from home. The majority of them (56.6 per cent) were from those who have a 16-30 days annual holiday entitlement. 17.7 per cent were from those with 31-60 days annual holiday,

14.4 per cent were from those who have over two months (60 days) annual holiday and 11.3 per cent from those who have only 15 days annual holiday.

The second largest group said they spent a month away from home. Most of these said they had 30 days holiday entitlement, and many had more than a month. Those who took a one week holiday - about 19.3 per cent of the sample - and those who took a three week holiday - about 10.6 per cent of the sample - also seemed to have a holiday entitlement ample for these lengths of vacation. The smallest proportion of the sample, or 122 of the 1800, reported they took no holiday away from home. Their holiday entitlement varied from under 15 days to over 60 days so that a lack of entitlement did not seem to explain the failure of this group to go away from home.

Table 6.6

The Length of Annual Holiday Entitlement in Relation to the Actual Number of Weeks Spent Away From Home

Holiday length	No.of sample	None 122	1 week 345	2 weeks 592	3 weeks 190	1 month 366	> 1 month 175	Total 1790
< 15	175	20.5	20.9	11.3	3.2	1.4	.0	9.8
16-30	870	48.4	45.2	56.6	56.3	56.0	4.6	48.6
31-60	430	9.8	19.7	17.7	27.9	28.7	49.7	24.0
> 60	315	21.3	14.2	14.4	12.6	13.9	45.7	17.6
Total	1790	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Chi-square = 362.172 D.F. = 15 Significance = 0.0000.

Source: Writer's Field Survey 1989.

In short, it appears that in most cases respondents spend only part of their holiday entitlement away from home and that a 2-4 week period is the most common period away. This period accounted for 64.1 per cent of the sample. Far fewer

(9.8 per cent) spent more than one month away, and 26.1 per cent spent one week or less away from home. There appears to be only a general relationship between the length of the period spent away and the holiday entitlement of the respondent. Those who have a shorter entitlement tend to take a much shorter holiday away from home, whereas those who get one month or more of holiday entitlement often take a large part of that period away from home. There appears then to be a wide range of lengths of holidays from home preferred by respondents and this range is wider than might be suggested by the length of their holiday entitlements. Clearly other factors must influence the length of time respondents spend away than merely the length of time they are not required to work.

Because these influencing factors could be many and varied they are not explored further at this point. It was decided, however, that the questionnaire should ask respondents to state the length of time they expected to spend away from home regardless of what they did spend. This was intended to help find out how well organized respondents were in terms of planning their vacations. It seems sensible to consider this before looking at factors influencing holiday plans of respondents.

Table 6.7 shows the length of time respondents expected to spend away from home in relation to their holiday entitlement. It can be seen that there is considerable relationship between the two, but with the holiday entitlement often being much longer than the time spent away from home. This is to be expected just as **Table 6.6** revealed the same sort of pattern for entitlement against actual time spent away. There is, in fact, only limited difference between **Tables 6.6** and **6.7** because most respondents spend almost as much time away from home as they had planned to. Thus **Table 6.7** shows that one third of respondents (607) expected to spend two weeks away from home and 592 achieved

this (**Table 6.6**). Only 5.6 per cent, or 100 respondents, expected to spend no days away from home on their annual holiday, and this number only rose to 122 (6.8 per cent) when respondents were asked if they had not been away.

Table 6.7

The Length of Annual Holiday Entitlement in Relation to the Number of Days Expected to be Spent Away From Home

Holiday length	No.of sample	None 100	1 week 288	2 weeks 607	3 weeks 217	1 month 415	> 1 month 163	Total 1790
< 15	175	25.0	25.7	11.0	.5	1.9	.0	9.8
16-30	870	38.0	43.8	59.5	59.4	51.6	1.2	48.6
31-60	430	14.0	13.2	18.5	21.7	31.6	54.2	24.0
> 60	315	23.0	17.4	11.0	18.4	14.9	44.8	17.6
Total	1790	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Chi-square = 444.490 D.F. = 15 Significance = 0.0000.
Source: Writer's Field Survey 1989.

Table 6.8 analyses this relationship, between the number of days respondents expected to spend away from home and the actual number spent away, more closely. As expected it shows clear relationships between the two. For example 60.6 per cent who expected to spend more than a month away from home did spend more than one month away. Similarly. 59.1 per cent of those who expected to spend two weeks away did so. But in general one can see that those who had less holiday time are less likely to spend much of the time away. Thus 82 per cent of those who planned to spend at least one month away did spend a month or more away. In contrast only half of those who expected to spend a week away did so. As has already been stated many factors can affect people's holiday plans other than the length of their holiday entitlement. These could include the cost of holidays away, the disturbance to family life, lack of awareness of the benefits of travel and other

factors. These factors may become more important the shorter the length of time available for a holiday. Clearly one might expect someone who has planned to take a long vacation away from home to take a vacation of approximately the planned length. In contrast some one who has planned a much shorter vacation may well alter those plans and take no vacation or a much shorter one than originally intended. The next section tries to examine the general level of concern of the respondents for their vacations.

Table 6.8

The Expected and Actual Number of Days Spent Away From Home

Expected time away	No.of sample	Actual time spent away						Total
		None	1 week	2 weeks	3 weeks	1 month	> 1 month	
		132	345	592	190	366	175	1800
None	100	31.8	8.1	3.2	1.1	4.1	2.3	6.1
1 week	288	18.9	49.0	10.8	4.7	4.4	2.9	16.0
2 weeks	607	28.0	26.1	59.1	26.8	17.5	8.6	33.7
3 weeks	217	3.0	6.7	12.2	38.9	9.8	4.6	12.1
1 month	415	15.9	8.4	12.2	24.7	57.1	21.1	23.1
>1 month	163	2.3	1.7	2.5	3.7	7.1	60.6	9.1
Total	1800	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Chi-square = 1628.759 D.F. = 25 Significance = 0.0000.
Source: Writer's Field Survey 1989.

6.3 People's Concerns for Their Holiday

It did not seem sensible in the questionnaire survey to try to discover individual reasons why some respondents took longer holidays and why others altered their holiday plans. Those reasons were likely to be too varied from household to household in such a large sample to be classified and to

allow worthwhile conclusions to be drawn. Instead, the writer decided to ask respondents if they had become more (or less) concerned about taking a vacation away from home than they were formerly. As incomes have risen, along with mobility and a recognition of the value of vacation travel, one might expect more households to become more concerned about arranging suitable vacations for themselves than in previous years when the taking of vacations was less commonly done. An attempt was also made to pinpoint any relationship between people's concern for their holidays and some other variables.

In brief the data shows an increasing level of concern for holidays by the respondents. First, the concern of respondents about their holidays at the present time was compared with their perception of their past concern in relation to a number of variables. In the questionnaire respondents were asked to compare their concern for their holidays plans now with their past concerns of five years ago. As can be seen in **Table 6.9**, 51.3 per cent said that they were now more concerned about their holidays, compared with 22.9 per cent who were less concerned. The rest - about a quarter - said that there was no change in their level of concern.

Table 6.9

Respondents' Concern for their Holidays, by their Nationality

Level of concern	No. of sample	Saudi	Non-Saudi	Total
	1440		360	1800
More concerned	923	51.7	49.7	51.3
Less concerned	413	23.0	22.8	22.9
No change	464	25.3	27.5	25.8
Total	1800	100.0	100.0	100.0

Chi-square = 0.735 D.F. = 2 Significance = 0.6923.
Source: Writer's Field Survey 1989.

There was no statistically significant difference in these changed levels of concern between the Saudi and non-Saudi respondents (**Table 6.9**), but when concern was related to the age of respondents it did seem that the youngest respondents were commonly the ones who had become more concerned about their holidays. This is shown in **Table 6.10.** 56 per cent of those in the age groups 15-29 years and 30-39 years said they were more concerned about their holiday plans than previously. Those who said they were less concerned in this age group were much fewer. In each age group those who said their level of concern was unchanged made up less than 33 per cent of the sample. But in the older age groups the proportion who showed more concern fell, so that in the age groups over 50 almost as many said they were less concerned as said they were more concerned. This relationship between concern over holiday plans in relation to age of respondents suggests that all age levels in the population are now taking their holiday activities more seriously than in the past but that the younger and often more affluent Saudis are leading the rest of society in this.

Table 6.10

Respondents' Concern for their Holidays, by their Age Groups

Level of concern	No. of sample	Age group				Total
		15-29	30-39	40-49	50 >	
	545		551	380	324	1800
More concerned	923	56.0	56.4	48.2	38.3	51.3
Less concerned	413	18.7	21.1	23.9	32.1	22.9
No change	464	25.3	22.5	27.9	29.6	25.8
Total	1800	100.0	100.0	100.0	100.0	100.0

Chi-square = 38.577 D.F. = 6 Significance = 0.0000.
Source: Writer's Field Survey 1989.

That this concern is highest amongst the younger adults could also relate to their often better level of education, because the data also showed the strong relationship between people's concern for their holidays and their educational status. Those who have a high degree of education seem to be more concerned about their holidays than those who are less educated. **Table 6.11** makes this clear. 60.6 per cent of the respondents with a high level of education said they were more concerned about their holidays than five years before, compared with 18.2 per cent who were less concerned. In contrast amongst those with a very limited level of education only 38.1 per cent were more concerned, not many more than expressed less concern. More of those also expressed no change in their level of concern. This high level of concern among the better educated could be because they have the type of jobs and longer holiday entitlements to allow them to take longer and more complex holidays. These need more planning

Table 6.11

Respondents' Concern for their Holidays, by their Educational Status

Level of concern	No. of sample	* Educational status			Total
		No/Low	Medium	High	
		431	973	396	1800
More concerned	923	38.1	53.3	60.6	51.3
Less concerned	413	29.7	21.9	18.2	22.9
No change	464	32.3	24.8	21.2	25.8
Total	1800	100.0	100.0	100.0	100.0

* The educational status of the respondents has been grouped into three categories for analysis purposes; those with no or little education covers those who are illiterate, read only, able to read and write with no certificate; Middle education level covers those who had completed elementary and/or intermediate and/or secondary school; High education covers those who have completed a minimum of 2 years at college.

Chi-square = 45.777 D.F. = 4 Significance = 0.0000.

Source: Writer's Field Survey 1989.

than the holidays taken by the less educated. The less educated are also less likely to travel as much on their holidays and therefore do not have to concern themselves as much with travel plans and similar matters.

While a rising concern for holidays shows clear relationships to the age and educational status of respondents, the link to income appears more tenuous. When the household heads' income levels were tested against changed levels of concern for holidays, there appeared to be a relationship of more limited statistical significance. Those who were more concerned were rather more common among the higher income group where over half expressed an increased concern, but concern was quite high also (43.2 per cent) among the lower income sample as seen in **Table 6.12.**

Table 6.12

Respondents' Concern about their Holidays, by their Personal Income

Level of concern	No. of sample	Householder income			Total
		< 2000 SR	2001-8000	8001>	
	431		1190	279	1800
More concerned	923	43.2	52.5	55.6	51.3
Less concerned	413	24.8	22.6	22.2	22.9
No change	464	32.0	24.9	22.2	25.8
Total	1800	100.0	100.0	100.0	100.0

Chi-square = 12.924 D.F. = 4 Significance = 0.0116.
Source: Writer's Field Survey 1989.

When holiday concern was tested against total perceived household income the differences between the three income groups was rather stronger, with those in the above average income group expressing rather more concern (**Table 6.13**). This could be because these households, sometimes with more than one income, also feel a stronger need to plan their main

vacation as a switch from the normal family routine. These groups also tend to be the ones more able to consider the longer and well planned vacation which leads to concern about how best to spend it. For those in lower household incomes fewer will take longer or expensive holidays needing as much pre-planning and concern.

Table 6.13

Respondents' Concern for their Holidays,
by their Perceived Family Income

Level of concern	No. of sample	Family income			Total
		Below	Average	Above	
		280	1216	304	1800
More concerned	923	46.1	50.0	61.2	51.3
Less concerned	413	27.1	23.8	15.8	22.9
No change	464	26.8	26.2	23.0	25.8
Total	1800	100.0	100.0	100.0	100.0

Chi-square = 18.078 D.F. = 4 Significance = 0.0012.
Source: Writer's Field Survey 1989.

In testing the relationships between the respondents' holiday concerns and other variables such as the existence of dependants in the household, and the total number of persons in the household, the results showed a low level of significance and are not further reported here.

6.4 Holiday Patterns and Concerns in the Three Cities of the Study Area

So far the sample has been treated as a whole but the 1800 respondents were obtained in surveys of 600 in each of the three main cities in the western province. The previous chapter revealed some household differences in those samples so that it is worth considering the holiday characteristics of these group individually. **Table 6.14** shows that there was a significant difference in the length of holidays reported

by respondents in each of the three cities. Holidays of less than 30 days were more common in the Jeddah sample whereas respondents in the other two cities of Makkah and AtTaif were often able to take longer holidays. This may reflect the type of employment as shown in **Table 5.14** in Chapter Five. The Jeddah sample included fewer government employees who - at least in the case of teachers - tend to have the longer holiday entitlements.

Table 6.14

The Length of Holiday Entitlements, by the Cities of the Study Area

Holiday length	No. of sample	Makkah	Jeddah	AtTaif	Total
		593	599	598	1790
< 15	175	11.3	10.7	7.4	9.8
16-30	870	43.5	54.3	48.0	48.6
31-60	430	25.0	19.5	27.6	24.0
> 60	315	20.9	15.2	17.1	17.6
Total	1790*	100.0	100.0	100.0	100.0

Chi-square = 24.962 D.F.= 6 Significance = 0.0003.
*10 Respondents have no annual holiday.
Source: Writer's Field Survey 1989.

Yet when the actual length of holidays spent away from home are examined, respondents in Jeddah tended to report longer holidays away (**Table 6.15**). Nearly 50 per cent spent three or more weeks away compared with under 40 per cent in the other two cities. This may reflect the commercial environment of Jeddah where, as was mentioned in the previous chapter, 42.5 per cent of the sample work in private business. These employees and employers may be more keen to travel away from home on their holidays. The data shows that the respondents in Jeddah are more involved in travel in their work and this may have given some of them a taste for more holiday travel.

The greater pressure of work in the commercial sector may also lead respondents to seek a holiday away from home.

Table 6.15

The Actual Number of Days Spent Away, by the Cities of the Study Area

Actual no. of days away	No. of sample	Makkah	Jeddah	AtTaif	Total
		600	600	600	1800
None	132	7.7	8.3	6.0	7.3
One week	345	24.5	14.3	18.7	19.2
Two weeks	592	33.0	28.7	37.0	32.9
Three weeks	190	9.5	13.7	8.5	10.6
One month	366	18.8	22.8	19.3	20.3
> one month	175	6.5	12.2	10.5	9.7
Total	1800	100.0	100.0	100.0	100.0

Chi-square = 46.805 D.F. = 10 Significance = 0.0000.
Source: Writer's Field Survey 1989.

6.5 Reasons for Holidays Away from Home

This chapter began by suggesting that people take holidays for many reasons but these have not yet been considered. In this survey it was not practical to itemise every single reason that was mentioned by the respondents. In order to classify them for analysis six main reasons were listed with a miscellaneous set grouped as "others". The main reasons ranged from "a rest from work", through to a need or desire to visit relatives. These reasons are listed in **Table 6.16.**

The results in that table show that more than one third (37.3 per cent) of the sample said that the main reason for their holiday travel was to escape from daily routine and to rest from work. The second most common reason (16.9 per cent) for

going away was because the holiday time was prearranged and travel was a way of using it. The third most common reason given to have a holiday was for recreation, travel and tourism purposes. The fourth main reason was to visit relatives in their home area. It is worth comparing these results with those in Al-Hijji's study (1989, p.302) where he asked the reasons for taking holiday by his sampled respondents. His analysis revealed that over 35 per cent took their holiday for relaxation from work. The second most common reason (22 per cent) for taking a holiday was because it was a fixed. Also 17 per cent wanted to match their holiday with others, and a further 17 per cent took their holidays to finish duties unconnected with their work. Another 8 per cent took their holidays for other reasons. The differences in the proportions of the reasons stated in Al-Hijji's study and in this study are not great and may reflect the nature of the two surveys. His study was based on interviews with several persons in each household, while this study is based on household heads alone.

Table 6.16
The Main Reason for Taking a Holiday, by the Cities of the Study Area

The reason	No. of sample	Makkah	Jeddah	AtTaif	Total
		576	595	595	1766
Rest from work	659	31.1	47.2	33.4	37.3
Finished Duty	148	7.3	7.7	10.1	8.4
Match it **	110	6.7	5.5	6.4	6.2
Fixed holiday	299	22.0	11.1	17.8	16.9
Visit relative	232	12.0	16.3	11.1	13.1
Travelling	262	17.7	8.2	18.7	14.8
Others	56	3.1	3.9	2.5	3.2
Total	1766*	100.0	100.0	100.0	100.0

* 34 did not answer or had no holiday.
** To match holiday with other family members.
Chi-square = 84.389 D.F. = 12 Significance = 0.0000.
Source: Writer's Field Survey 1989.

Reasons for taking a holiday, such as to fit in with the travel plans of other members of the household and to take a holiday at the end of a particular piece of work were less common in the present survey. It is realised that these reasons also overlap with each other but this is inevitable in that each person has a particular reason, or set of reasons, for a vacation. Also each will express those reasons in an individual manner and a clearly defined set of reasons is often impossible to achieve.

It is only possible, at this stage, to explain some of the various reasons given for holidays and the frequency with which they were given in each city. Of the 37.3 per cent who said they took their holiday because of the daily pressure and monotony of their work, the single largest group (42.6 per cent) came from Jeddah, with 30.2 per cent from AtTaif and 27.2 per cent from Makkah. The reason for this is probably because the largest proportion of the sample working in the private sector and private business in the study area are found in Jeddah city. Similarly more of the sample who have said they took a holiday because they had a fixed holiday period were found in Makkah (42.5 per cent) with rather less in AtTaif (35.5 per cent) and only 22.1 per cent in Jeddah. This could relate to the survey results already given in Chapter Five, which indicated that a larger share of the sample working in the education sector are in Makkah. Teachers and students are the main group with long fixed holiday periods encouraging the taking of a vacation in at least part of that idle time. The part of the sample which mentioned that the main reason for them to take their holiday was to visit relatives was more common in the Jeddah sample (41.8 per cent) than from Makkah (29.7 per cent) or AtTaif (28.4 per cent). This pattern could be the result of the higher percentage of non-Saudis in the Jeddah sample than in Makkah and AtTaif. These respondents may be more likely to visit their relatives abroad on their annual leave than travel within Saudi Arabia. However, more investigation will

follow later in the thesis in order to better identify the inter-relationships between these variables.

A notable feature of most holiday making is its family basis. The samples interviewed showed that more than two thirds of them (71.3 per cent) usually travel with their family and another 8.2 per cent travel with family and friends. Only 8.9 per cent were usually travelling only with friends and 11.6 per cent were travelling alone. Thus most holidays in Saudi society are family-based. **Table 6.17** showed some significant variations in the city samples in the make-up of the holiday parties of respondents but reasons cannot be given for these. One may be that more respondents in Jeddah and Makkah are committed to business travel than the respondents in AtTaif, so that more prefer to travel alone.

Table 6.17

The Make up of the Holiday Party, by the Cities of the Study Area

Travel with	No. of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
Family	1283	65.2	74.0	74.7	71.3
Fam.& friend	148	8.8	6.8	9.0	8.2
Friends	160	11.7	6.7	8.3	8.9
Alone	209	14.3	12.5	8.0	11.6
Total	1800	100.0	100.0	100.0	100.0

Chi-square = 26.581 D.F. = 6 Significance = 0.0002.
Source: Writer's Field Survey 1989.

6.6 The Holiday Seasons

Holiday making throughout the world is seasonal in order to make the best use of the available holiday time, so the popular holiday seasons were inquired into in this survey. Because of the seasonality of tourism the sample was asked

about the main season when they prefer to take their annual holiday, or part of it. They were also asked to name the second season they would chose if they get a chance to have two holidays. As shown in **Table 6.18** about three-fourths (74.5 per cent) of the sample like to take their annual holiday in the summer season. 19.4 per cent usually take their holiday in the spring, leaving a few who prefer to take an autumn or winter holiday. Choosing to take a summer holiday reflects the hot weather at that time in Saudi Arabia. No significant differences were revealed in the choices made by the samples in the three cities.

Table 6.18

The Main Annual Holiday Season Chosen, by the Cities of the Study Area

Season	No. of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
Spring	349	20.3	17.5	20.3	19.4
Summer	1341	74.2	76.0	73.3	74.5
Others	110	5.5	6.5	6.4	6.1
Total	1800	100.0	100.0	100.0	100.0

Chi-square = 2.519 D.F. = 4 Significance = 0.6411.
Source: Writer's Field Survey 1989.

The sample was also asked to name a second season for their annual holiday if they have a chance to divide their yearly holiday in different seasons. **Table 6.19** shows that 52.6 per cent think spring is the preferable season for a second holiday, but 25.8 per cent prefer summer. These were mainly those who chose the spring for their first holiday. In short the preferred holiday seasons are the summer and the spring, either to escape the summer heat by travel or relaxation, or to enjoy the spring weather. Winter and autumn are not widely favoured for holidays.

Table 6.19

The Second Annual Holiday Season Chosen, by the Cities of the Study Area

Season	No. of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
Spring	946	52.7	48.2	56.8	52.6
Summer	465	26.3	29.2	22.0	25.8
Others	389	21.0	22.7	21.0	21.6
Total	1800	100.0	100.0	100.0	100.0

Chi-square = 10.809 D.F. = 4 Significance = 0.0288.
Source: Writer's Field Survey 1989.

In summary, the sampled respondents have shown that the mainly generous holiday entitlement many people enjoy in Saudi Arabia lead to considerable amounts of holiday travel away from home. A relationship was found between a greater tendency for longer vacations away from home amongst those with a longer holiday entitlements and having other inducements to travel, notably a higher income and more education. Some attempt was made to analyse the main reasons given for holiday travel, where the need for a change from the work routine was the most commonly stated. The survey suggests that the summer and spring seasons are most popular for vacations. All of this would suggest patterns of holiday travel in and from Saudi Arabia are unevenly spread both in time and space. The spatial patterns will be considered further in the next chapters.

CHAPTER SEVEN

HOLIDAYS OUTSIDE SAUDI ARABIA

In order to consider the spatial patterns of Saudi tourism it is convenient to first examine travel abroad. Saudi Arabia is known to be a generating area in the international tourism market with many Saudis, like others from the Gulf, going abroad for holidays. Far fewer come into Saudi Arabia from elsewhere for holidays. The purpose of this chapter is to analyse answers received in the sample survey on the travel of respondents outside the Kingdom for holiday purposes. This is done partly in order to pinpoint where people go and the reasons for their choices. Equally important, these results can help to indicate the nature and potential scale of the market for holiday development inside the Kingdom if one assumes that some of those that currently go abroad could be encouraged in future to take vacations within Saudi Arabia once facilities and attractions are provided to meet their needs.

It should be immediately pointed out that the data showed that less than one third of the sampled heads of households (29.2 per cent) actually spent the majority or all of their holidays outside Saudi Arabia during the previous year. Yet only 37.2 per cent of the total sample had never been abroad for a holiday so that travel outside of Saudi Arabia is quite common. But with 71 per cent saying that they spent their last holiday inside the country, this represent a considerable pool of holiday makers for further tourism development already in existence. As tourism opportunities increase within Saudi Arabia not only might some of those who now travel outside for holidays stay within the country. Increased holiday making by Saudis and others coming in from

other countries could add to this potential for tourism development within the Kingdom.

Foreign holiday visits by the sample were examined in relation to various characteristics of the respondents. These are reported first, beginning with the age characteristics of Saudis who went abroad on holiday.

7.1 Outside Visits in Relation to Various Socio-Economic Characteristics of the Household Head

As shown in **Table 7.1** respondents in the age group 30-39 were more likely to travel abroad for their holiday. They travelled abroad more than the household heads both younger and older than them. This is probably because they have more money to do this than the younger household heads while the older heads are less attracted to travel outside the Kingdom. 66.3 per cent of those who spent their vacation abroad in the previous year were under the age of 39 but these made up only 60.9 per cent of the total sample.

Table 7.1

Holidays in and outside Saudi Arabia, by the Age of the Household Head

Holiday destination	No.of sample	Age group				Total
		15-29	30-39	40-49	50 >	
	545		551	380	324	1800
Row total	1800	30.3	30.6	21.1	18.0	100.0
Inside SA	1274	72.5	63.9	71.1	79.3	70.8
Outside SA	526	27.5	36.1	28.9	20.7	29.2
Total	1800	100.0	100.0	100.0	100.0	100.0

Chi-square = 24.869 D.F. 3 Significance = 0.0000.
Source: Writers Field Survey 1989.

Older household heads, and particularly those over 50 years old, travelled abroad rather less for their holidays, probably because they have had less education, cannot speak another language, and may have less money. The analysis of outside visits by the marital status of the household heads results showed no significant variations. This is probably because 96.8 per cent of the respondents were male. The results can be seen in **Table 7.2.**

Table 7.2

Holidays in and outside of Saudi Arabia, by Marital Status of the Household Head

Holiday destination	No. of sample	Single	Married	Others	Total
		270	1501	29	1800
Row total	1800	15.0	83.4	1.6	100.0
Inside SA	1274	71.5	70.6	75.9	70.8
Outside SA	526	28.5	29.4	24.1	29.2
Total	1800	100.0	100.0	100.0	100.0

Chi-square = 0.463 D.F. = 2 Significance = 0.7930.
Source: Writer's Field Survey 1989.

Statistical analysis, as seen **Table 7.3**, revealed a highly significant relationship between those who travel abroad and their level of education. Those who have very limited education or no education at all form 23.9 per cent of the total sample and these are also least often seen to holiday abroad. Only 18 per cent of this group said they had been abroad for a holiday in the last year. In contrast the highly educated group reported a much greater tendency to holiday abroad at more than two times the rate of the least educated.

Significant differences were found in the sample by analysing the relationship between holiday visits outside Saudi Arabia and occupation. These results are seen in **Table 7.4.** Many more of those who work in the private sector

Table 7.3

Holidays in and outside Saudi Arabia, by Educational Status of the Household Head

Holiday destination	No. of sample	Low/No educ.	Middle educ.	High educ.	Total
		431	973	396	1800
Row total	1800	23.9	54.1	22.6	100.0
Inside SA	1274	82.1	71.7	56.1	70.8
Outside SA	526	17.9	28.3	43.9	29.2
Total	1800	100.0	100.0	100.0	100.0

Chi-square = 68.779 D.F. = 2 Significance = 0.0000.
Source: Writer's Field Survey 1989.

Table 7.4

Holidays in and outside Saudi Arabia, by Occupation of the Household Head

Holiday destination	No.of sample	Educ.	Civil	Army	Private	Others	Total
		330	568	181	606	115	1800
Row total	1800	18.3	31.6	10.1	33.7	6.4	100.0
Inside SA	1274	75.2	73.2	82.9	60.1	83.5	70.8
Outside SA	526	24.8	26.8	17.1	39.9	16.5	29.2
Total	1800	100.0	100.0	100.0	100.0	100.0	100.0

Chi-square = 60.106 D.F. = 4 Significance = 0.0000.
Source: Writer's Field Survey 1989.

spent their holidays outside the country. This probably results because the respondents who have their own businesses are more likely to travel than those working for the Government. In addition those in the private sector often have others to run their business for them so they can travel on pleasure more. The Table also shows that many in the

private sector are non-Saudis with relatives in the outside world or their business activities may take them abroad more. Those who have army employment are least likely to spend their vacation outside the country. This results from the restrictions on foreign holidays for army personnel. Those in the miscellaneous category are also less likely to travel abroad probably because this group includes the retired, the unemployed and those with the least opportunities or desire to travel.

The statistical analysis of the variables showed a strong relationship between those who travel abroad and their monthly income. As is seen in **Table 7.5**, those with higher incomes (over 8000 Saudi Riyal per month) more often travelled abroad for holidays. 41.2 per cent of them reported an overseas visit in the previous year. Yet, quite surprisingly, over a quarter of those who reported their income as only medium or low also said they had been abroad. 29.3 per cent of the lower income group had travelled abroad but this may result from the greater number of non-Saudis in this group who would have links outside the country. They might save up money all the year in order to get home to see their families on their main holiday.

Table 7.5

Holidays in and outside Saudi Arabia, by Monthly Income of the Household Head

Holiday destination	No. of sample	< 2000 SR	2001-8000	8001 >	Total
		331	1190	279	1800
Row total	1800	18.4	66.1	15.5	100.0
Inside SA	1274	70.7	73.6	58.8	70.8
Outside SA	526	29.3	26.4	41.2	29.2
Total	1800	100.0	100.0	100.0	100.0

Chi-square = 24.040 D.F. = 2 Significance = 0.0000.
Source: Writer's Field Survey 1989.

Part of the reason for this tendency for those on lower incomes to make visits abroad for holidays, almost as often as those with bigger incomes, is that the poorer families may not rely only on the income of the household head for these journeys. Thus, when overseas visits are related to perceived family income, rather than the household head's income, the distinction between the behaviour of those in the above average income group and the other groups is even less clear (**Table 7.6**). Whereas 37.8 per cent of those reporting an above average income had holidayed abroad in the previous year, the figure for the below average and average income groups was not much lower at 27.5 per cent.

Table 7.6.

Holidays in and outside Saudi Arabia, by the Perceived Household Monthly Income

Holiday destination	No. of sample	Below average	Average	Above average	Total
		280	1216	304	1800
Row total	1800	15.9	69.2	14.8	100.0
Inside SA	1274	72.5	72.5	62.2	70.8
Outside SA	526	27.5	27.5	37.8	29.2
Total	1800	100.0	100.0	100.0	100.0

Chi-square = 13.100 D.F. = 2 Significance = 0.0014.
Source: Writer's Field Survey 1989.

Table 7.7 shows the results from the survey on the relationship between those who spend their holidays in and outside Saudi Arabia in relation to the size of the household. It can be seen that those with large families are less likely to travel outside the country. This is obviously because of the much greater cost of taking a larger family abroad than a smaller family. Whereas more than 30 per cent of small or medium size families went abroad for holidays in the year before the survey this percentage fell to 25 per cent of large families.

Table 7.7
Holidays in and outside Saudi Arabia, by Total Number in the Households

Holiday destination	No. of sample	Small	Medium	Large	Total
		220	758	822	1800
Row total	1800	12.2	42.1	45.7	100.0
Inside SA	1274	64.1	68.2	74.9	70.8
Outside SA	526	35.9	31.8	25.1	29.2
Total	1800	100.0	100.0	100.0	100.0

* Small covers 1-3 persons in the household.
** Medium covers 4-7 persons.
*** Large covers 8> persons.
Chi-square = 14.062 D.F. = 2 Significance = 0.0009.
Source: Writers Field Survey 1989.

Most who went abroad travelled with their families. 59.3 per cent travelled with their families and another 10.5 per cent of the sample normally travelled abroad with their families and friends. This left some 30 per cent who travel alone or travel only with friends. As was mentioned in the previous chapter family travel is even more common on holidays taken within Saudi Arabia where over 80 per cent reported they travel with their families, or with families and friends **(Table 7.8)**.

Table 7.8
Holidays Inside and Outside Saudi Arabia, by Make-up of Holiday Party

Travel party	No. of sample	Inside S.A.	Outside S.A.	Total
		1274	526	1800
With family	1283	76.2	59.3	71.3
With friend	160	7.7	11.8	8.9
With family & friend	148	7.3	10.5	8.2
Alone	209	8.8	18.4	11.6
Total	1800	100.0	100.0	100.0

Chi-square = 56.310 D.F. = 3 Significance = 0.0000.
Source: Writer's Field Survey.

7.2 The Reasons for Holiday Visits Abroad

Because people travel on holiday for many varied reasons one of the questions in the survey aimed to identify the main reasons respondents gave for their overseas visits. 37.2 per cent of the sample had to be excluded because they said that they had never travelled outside Saudi Arabia. Of the 62.8 per cent who had done so the most common reasons given was a family link in the country visited (16.1 per cent). Secondly, many others said they were attracted abroad because there were more facilities and services for tourism outside the country (9.9 per cent). Equally important were the 9.9 per cent who said they wished to see a new environment. Another 8.8 per cent said they could find more enjoyment in holidays outside Saudi Arabia.

In brief, respondents in these three groups saw positive benefits from overseas holidays because Saudi Arabia lacked what they wanted. These accounted for three-quarters of the sample who reported that they had at some times holidayed abroad.

Much smaller numbers of respondents gave more specific reasons for their overseas travel. These included 6.8 per cent who had combined a holiday with business, 6.4 per cent who went for medical treatment and on holiday at the same time, and 1.1 per cent who went to study.

A miscellaneous group, accounting for 5 per cent of the total, gave varied reasons including the joy of travelling, seeking more pleasant weather than can be found in Saudi Arabia, and cheaper holidays abroad.

A total of fourteen different reasons were given by respondents and have been summarised here. These can be narrowed down to three main categories:

1. Those who said there were more facilities and more holiday opportunities in new environments outside Saudi Arabia.
2. Those who were combining an overseas visit on business with a holiday, or were going to study, or for medical treatment.
3. Those with family links abroad.

Table 7.9 reports on the 526 respondents (29.2 per cent) who went abroad for their last holiday. Their reasons for that holiday are grouped under three headings - available facilities, family links and other reasons - in order to discover what those who travelled abroad were seeking. It is not possible to compare these reasons with the behaviour of the 70 per cent of the sample which had their vacations in Saudi Arabia simply because the question which considered the reasons for outside visits was designed to be answered only by those who travelled abroad at least once during their lifetime. Beside the 526 respondents who had holidayed abroad in the previous year there were another 605 who had travelled abroad in a previous year. This left 669 respondents were had never travelled outside Saudi Arabia but these two groups are combined in **Table 7.9**. It can be seen that the availability of suitable facilities for an enjoyable holiday was the main reason given by 46.4 per cent of those 526 respondents who holidayed abroad in the last year. Another 35.4 per cent went abroad because they had family links and 18.3 per cent went for other varied reasons.

It is worth noting that few respondents said they holidayed abroad in order to escape the oppressive heat of Saudi Arabia in the summer. This is in spite of the fact that the survey shows most prefer to take summer or spring holidays. Only 14 respondents mentioned better weather conditions would attract them abroad. This low response could be because of the existence of several upland areas within Saudi Arabia, including the AtTaif area, with pleasant weather to which families can escape.

Table 7.9

Holidays Inside and Outside Saudi Arabia, by Reasons Given

Holiday destination	No.of sample	The reasons				Total
		More facil.	Family links	Others	Never travel abroad	
	515		289	327	669	1800
Row total	1274	21.3	8.1	18.1	52.5	100.0
Row total	526	46.4	35.4	18.3	0.0	100.0
Inside SA	1274	52.6	35.6	70.6	100.0	70.8
Outside SA	526	47.4	64.4	29.4	0.0	29.2
Total	1800	100.0	100.0	100.0	100.0	100.0

Chi-square = 530.816 D.F. = 3 Significance = 0.0000.
Source: Writer's Field Survey 1989.

Table 7.10 breaks down the level of visits overseas by the samples taken in the three cities. This reveals that the proportion of overseas visits did vary somewhat from city to city. In particular more respondents in Jeddah reported overseas visits than from either Makkah or AtTaif. 70.5 per cent of the respondents in Makkah spent their holiday inside while 29.5 per cent spent their holiday outside, 60 per cent of Jeddah's respondents spent their holiday inside while 40 per cent went outside and 81.8 per cent of AtTaif's respondents spent their vacation inside the country while 18.2 per cent travelled abroad. In other words of the 29.2 per cent of the total sample who spent their previous holiday outside the country 45.6 per cent were from Jeddah, 33.7 per cent were from Makkah and 20.7 per cent were from AtTaif. This variance between travel patterns from the three cities of the study area could be partly related to the difference in the weather of these locations. AtTaif is cooler than Makkah and Jeddah so there is less need to escape the summer heat. Also the percentage of non-Saudis in Jeddah and Makkah

is higher than in AtTaif so more go abroad because of their family links outside the country. Also the location of Jeddah as the major centre of business in the country promotes a great deal in travel and tourism from there.

Table 7.10

Holidays Inside and Outside Saudi Arabia, by Cities in the Study Area

Holiday destination	No. of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
Row total	526	33.7	45.6	20.7	100.0
Inside SA	1274	70.5	60.0	81.8	70.8
Outside SA	526	29.5	40.0	18.2	29.2
Total	1800	100.0	100.0	100.0	100.0

Chi-square = 69.177 D.F. = 2 Significance = 0.0000.
Source: Writer's Field Survey 1989.

Table 7.11 again breaks the reasons for these visits from each city down under four headings. Those who travel outside because they have a family link were more common in Jeddah than in either Makkah or AtTaif. 49.1 per cent of all respondents who said they went for family links were from Jeddah compared with only 29.4 per cent from Makkah and 21.5 per cent from AtTaif. This probably reflects the more cosmopolitan population in Jeddah. Certainly there were more non-Saudis in the Jeddah sample than in the other cities' samples. On the other hand 42.8 per cent of respondents who said they never travelled outside the country on holiday came from AtTaif compared with 32 per cent from Makkah, and 24.8 per cent from Jeddah. This is because AtTaif is a tourist location and people feel less need to leave it. It could also be that there is more wealth in Jeddah and Makkah for respondents to be able to afford foreign travel.

Table 7.11

The Reasons for Outside Visits, by the Cities in the Study Area

Reason	No. of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
Never travel abroad	669	36.2	27.7	47.7	37.2
More facilities	515	31.2	31.0	23.7	28.6
Family links	289	14.2	23.7	10.3	16.1
Others	327	18.5	17.7	18.3	18.2
Total	1800	100.0	100.0	100.0	100.0

Chi-square = 75.568 D.F. = 6 Significance = 0.0000.
Source: Writer's Field Survey 1989.

7.3 Holiday Destinations Abroad

After dealing with the level of overseas visits and reasons for them, it is sensible to find out the most attractive areas to Saudi tourists outside the Kingdom. As has been mentioned earlier, 29.2 per cent of the sample said they had spent one or more holidays outside the country during the previous year. A wide variety of locations where these holidays took place were mentioned and the writer has grouped them into 10 main areas shown in **Table 7.12.**

As shown in **Table 7.12,** North African countries were the most popular attracting 42.4 per cent of the sample. Countries most commonly mentioned were Egypt, Tunis and Morocco. European countries were the second most popular, attracting 23.8 per cent, mainly the United Kingdom, France and Spain. The most popular Asian countries included Turkey, Pakistan and India. Asia was even more popular if one includes the southeast Asian countries such as, Thailand, Philippines, Indonesia, Singapore and Malaysia. The popularity of these destinations partly reflects the presence of nationals from those countries in the writer's sample.

Table 7.12

The Main Holiday Destinations Outside Saudi Arabia Attracting Respondents

Area	No. of sample	Per cent
Gulf & Arabian Peninsula States	296	16.4
North Africa	764	42.4
The rest of Arab states	316	17.6
Europe	429	23.8
North America	139	7.7
South America	8	.4
Southeast Asia	157	8.7
The rest of Asia	385	21.4
Africa	35	1.9
Australia	3	.2
Total		140.5*

* The accumulated per cent exceeds 100 because some of the sample respondents stated more than one area visited.

Source: Writer's field survey.

The main Arab culture regions were also popular, as one would expect. Not only are they destinations close to Saudi Arabia but they offer the familiar language and cultural advantages for the Saudi person travelling abroad. The Gulf states and Arabian peninsula attracted 16.4 per cent of the respondents who had visited areas abroad and the rest of the Arab States attracted 17.6 per cent. On the other hand destinations further from Saudi Arabia were much less visited. These included the more distant parts of Asia, North and South America and the non-Arabian parts of Africa. Not only are these mainly areas with very different cultures but they are mainly long haul flight destinations little served by the national airlines, Saudia, and the cost of reaching these places is often much greater than from European airports.

The popularity of some common destinations was examined against variables such as the educational status and monthly income of respondents by chi-square. These results are shown in **Table 7.13, Table 7.14, Figure 7.1** and **Figure 7.2**. The least popular destinations were ignored for this analysis. Statistically significant results for destinations against the educational status of respondents were revealed as seen in **Table 7.13** and **Figure 7.1**. It is clear from this that, with the exception of visits to other states within the Arabian Peninsula, those with a higher educational status had tended to visit more overseas destinations than those with less education. This is most clearly seen in the visit rates for Europe where 42.4 per cent of those respondents with a higher education had paid a visit compared with only 8.1 per cent of those with little education. Similar were visit rates to North America where 15.9 per cent of those with a higher education had paid a visit compared with only 2.3 per cent of those with little education. In contrast the less educated were more likely to have visited other Gulf states. 20.6 per cent of those with little education reported a visit to another Gulf states compared with 15.9 per cent of the higher education group. This probably reflects the considerable numbers of Yemenis in the sample and the role of family connections of some Saudi families with families in other Gulf states.

The same pattern is seen when destinations for overseas visits are examined in relation to the income level of respondents. **Table 7.14** and **Figure 7.2** show that for all groups of destinations, with the exception of the Gulf area, those with a higher income have visited more overseas destinations than those with a low income. Again this is most clearly seen for the more distant, more culturally different destinations, like Europe where over half of those in the high income group had visited compared with only 8.2 per cent of those in the low income group. The visit levels of those in the middle income group lay in between the visit rates of

Table 7.13 Overseas Destinations Visited by Respondents, by Educational Status

A: Gulf and Peninsula states

Overseas destination	No. of sample & per cent	Low/No educ.	Med. educ.	High educ.	Total
		431 23.9	973 54.1	396 22.0	1800 100.0
Row total	296	30.1	48.6	21.3	100.0
% of total	*	20.6	14.8	15.9	16.4

B: North African countries

Row total	764	13.5	56.8	29.7	100.0
% of total	*	23.9	44.6	57.3	42.4

C: The rest of Arab countries.

Row total	316	12.3	54.4	33.2	100.0
% of total	*	9.0	17.7	26.5	17.6

D: European countries

Row total	429	8.2	52.7	39.2	100.0
% of total	*	8.1	23.2	42.4	23.8

E: Asian countries

Row total	385	13.0	55.1	31.9	100.0
% of total	*	11.6	21.8	31.1	21.4

F: North America

Row total	139	7.2	47.5	45.3	100.0
% of total	*	2.3	6.8	15.9	7.7

G: Southeast Asia

Row total	157	9.6	56.7	33.8	100.0
% of total	*	3.5	9.1	13.4	8.7

H: The rest of Africa

Row total	35	22.9	62.9	14.3	100.0
% of total	*	1.9	2.3	1.3	1.9

*:The rest of the sample did not visit the named destination.

A: Chi-square = 7.545 D.F.= 2 Significance = 0.0230.
B: Chi-square = 98.430 D.F.= 2 Significance = 0.0000.
C: Chi-square = 43.522 D.F.= 2 Significance = 0.0000.
D: Chi-square = 134.210 D.F.= 2 Significance = 0.0000.
E: Chi-square = 46.680 D.F.= 2 Significance = 0.0000.
F: Chi-square = 54.102 D.F.= 2 Significance = 0.0000.
G: Chi-square = 25.904 D.F.= 2 Significance = 0.0000.
H: Chi-square = 1.494 D.F.= 2 Significance = 0.4736.

Source: Writer's field survey 1989.

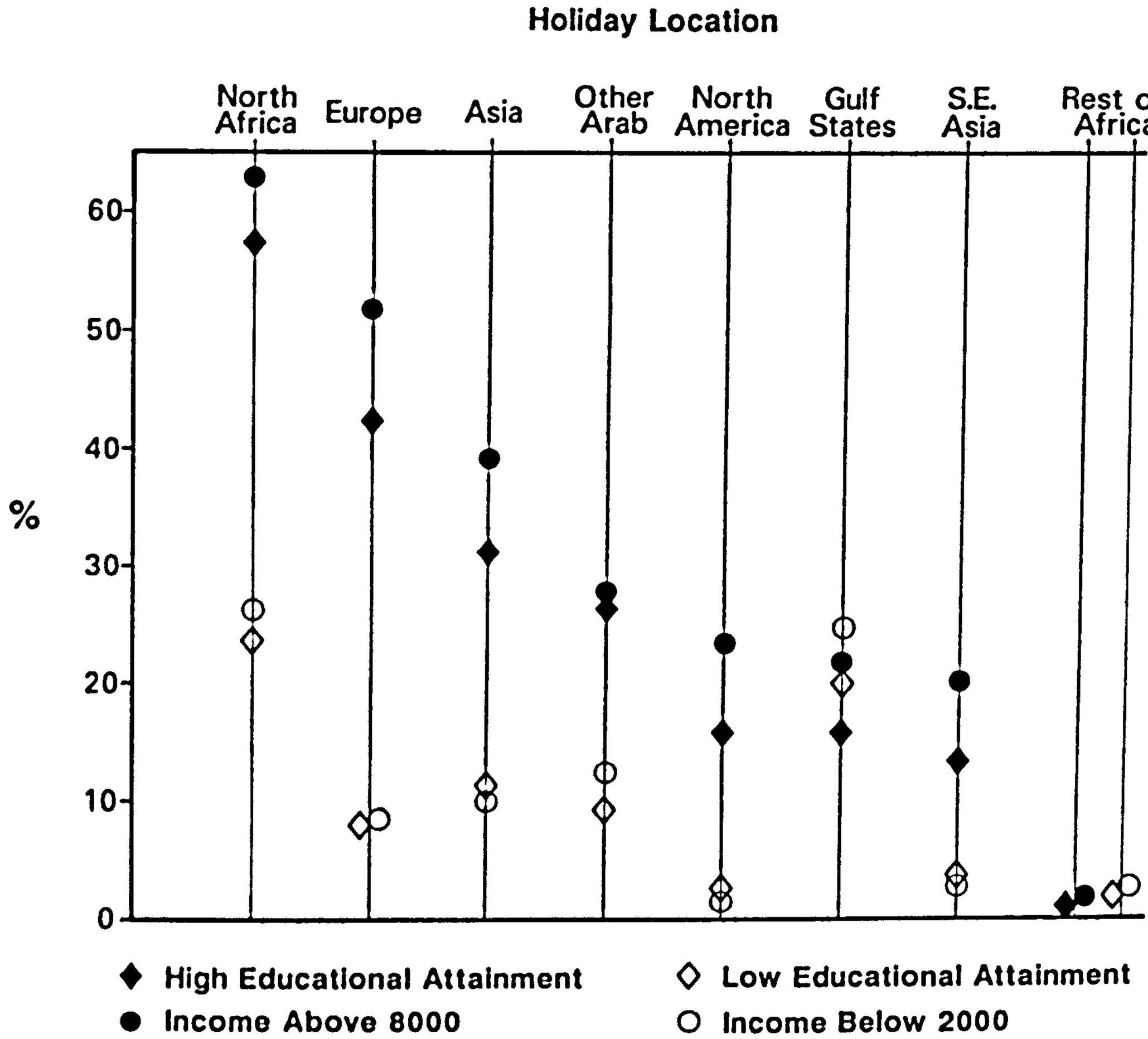


Figure 7.1 Overseas destinations visited by respondents, by education and monthly income groups
Source: Writer's Field Survey 1989

Table 7.14 Overseas Destinations Visited by Respondents, by Household Heads Monthly Income

A: Gulf and Peninsula states

Overseas destination	No. of sample & per cent	< 2000SR 331 18.4	2001-8000 1190 66.1	8001> 279 15.5	Total 1800 100.0%
Row total	296	27.4	52.7	19.9	100.0
% of total	*	24.5	13.1	21.1	16.4

B: North African countries

Row total	764	11.4	65.7	22.9	100.0
% of total	*	26.3	42.2	62.7	42.4

C: The rest of Arab countries.

Row total	316	12.7	63.0	24.4	100.0
% of total	*	12.1	16.7	27.6	17.6

D: European countries

Row total	429	6.3	60.1	33.6	100.0
% of total	*	8.2	21.7	51.6	23.8

E: Asian countries

Row total	385	9.1	62.6	28.3	100.0
% of total	*	10.6	20.3	39.1	21.4

F: North America

Row total	139	4.3	48.9	46.8	100.0
% of total	*	1.8	5.7	23.3	7.7

G: Southeast Asia

Row total	157	5.7	58.6	35.7	100.0
% of total	*	2.7	7.7	20.1	8.7

H: The rest of Africa

Row total	35	20.0	65.7	14.3	100.0
% of total	*	2.1	1.9	1.8	1.9

*:The rest of the sample did not visit the named destination.

A: Chi-square = 29.645 D.F.= 2 Significance = 0.0000.
B: Chi-square = 82.387 D.F.= 2 Significance = 0.0000.
C: Chi-square = 26.858 D.F.= 2 Significance = 0.0000.
D: Chi-square = 166.451 D.F.= 2 Significance = 0.0000.
E: Chi-square = 75.802 D.F.= 2 Significance = 0.0000.
F: Chi-square = 117.935 D.F.= 2 Significance = 0.0000.
G: Chi-square = 61.591 D.F.= 2 Significance = 0.0000.
H: Chi-square = 0.085 D.F.= 2 Significance = 0.9583.

Source: Writer's Field Survey 1989.

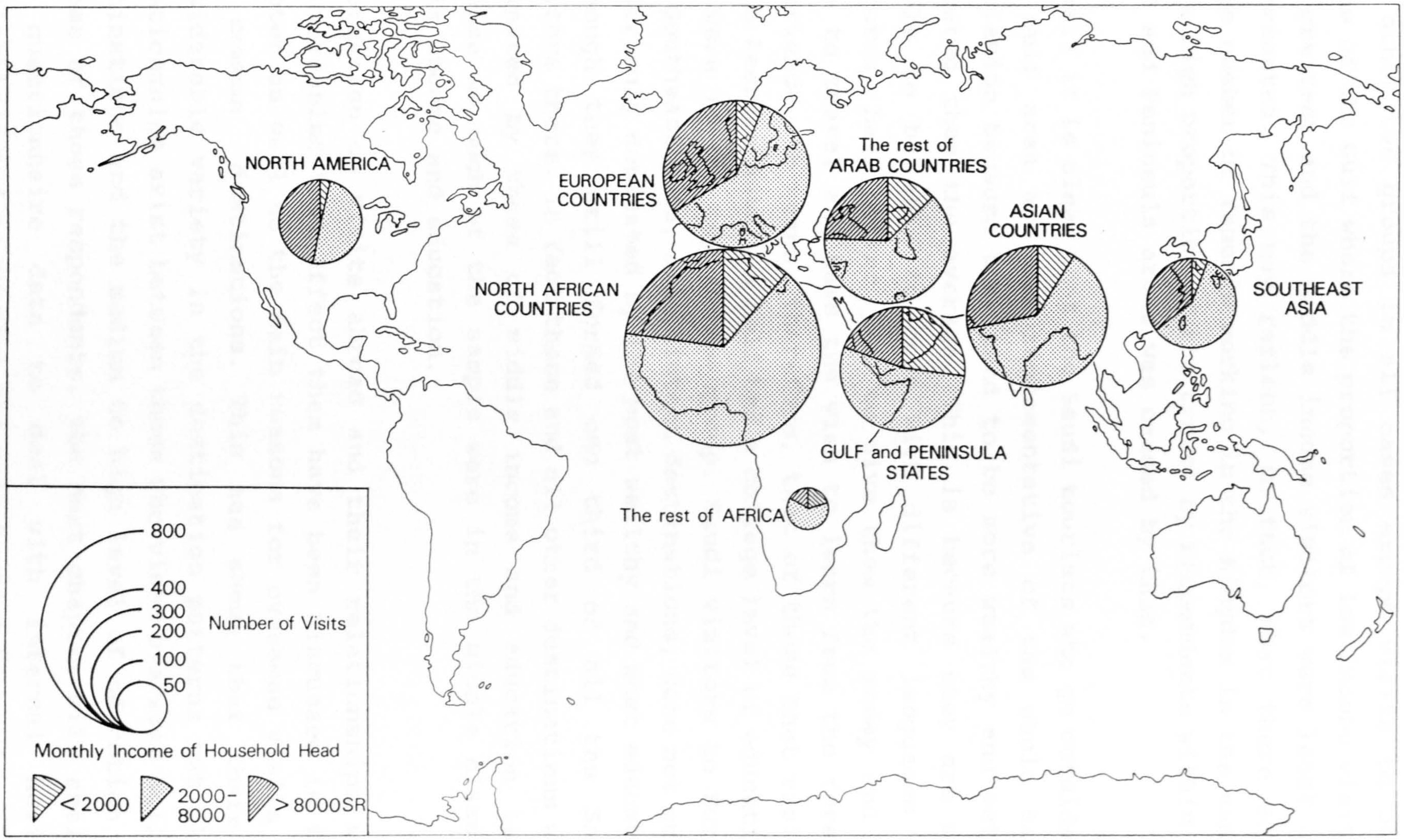


Figure 7.2 Overseas destinations visited by respondents, by monthly income
Source: Writer's Field Survey 1989

the other two groups in all cases except visits to other areas of the Gulf where the proportion of low income visitors was greatest and the middle income visitors were least well represented. This may reflect, in fact, that there was a large number of Yemenis working in the Kingdom in the sample and a high proportion of the travel by respondents within the Gulf and Peninsula areas was caused by them.

Overall it is clear that the Saudi tourists who go outside of the Gulf area are not representative of the whole Saudi population because they tend to be more wealthy and better educated than the average. This is because they are more likely to be able to cope with different languages and cultures, have better jobs to give them the money and the time to travel and have the wish to learn from the foreign experience. It means, therefore, that of those that visited North America nearly a half had a college level of education and were in the top income group. Saudi visitors to Europe and Southeast Asia, also distant destinations, were not quite so strongly dominated by the most wealthy and most educated, although they still formed one third of all the Saudi visitors there. In fact these and all other destinations were dominated by those of middle income and education level because so much of the sample were in the middle class in their income and education.

Information on visits abroad and their relationships with the variables that affect them have been discussed in this chapter as well as the main reasons for overseas visits and the common destinations. This has shown that there is considerable variety in the destination patterns but clear relationships exist between those who visit overseas holiday destinations and the medium to high level of education and income of those respondents. The next chapter will analyse the questionnaire data to deal with internal holiday destinations and to examine the main tourist receiving areas within Saudi Arabia.

CHAPTER EIGHT

THE AREAS WITHIN SAUDI ARABIA RECEIVING TOURIST FLOWS

The questionnaire contained two questions in order to gain more information about the holiday destinations within Saudi Arabia that attracted the sample population. The first one asked the respondents to list the areas that he/she had visited on holiday during the previous five years. The second one asked about the area where the respondents had spent their holidays during the last year. This second question was asked in association with other questions on the use of accommodation, transport, and other facilities on that holiday. It seemed sensible to relate these questions only to the most recent holiday which would be clearest in the respondent's mind.

The results of this second set of questions are given in the next chapter. In dealing with the first question Saudi Arabia has been divided into fourteen large divisions based on the Kingdom's provinces, according to their similarity, function and level of attraction, as shown in **Table 8.1** and **Figure 8.1.** Also The Emirate of Makkah Al-Mukarramah Province has been subdivided into three subprovinces (Makkah, Jeddah and AtTaif) to reflect the importance of the three cities in the province. In the table and the figure it can be seen that Al-Madinah, Jeddah, Makkah, ArRiyadh, Asir, AtTaif and Al-Baha provinces are the most attractive areas to the 1800 persons interviewed.

In some cases respondents were unable to name the main provinces they had holidayed in on each vacation they had in the last five years. In other cases respondents listed places they had visited and it is not practical to analyze every

single location they named. To meet this need six other "area" categories were set up: large towns, countryside areas, the Tehama, (the coastal area of Makkah Al-Mukarramah, Al-Baha, Asir, and Jizan provinces in southwest Saudi Arabia), desert areas, historical locations and other miscellaneous areas. It must be recognised that these locations overlap with the provincial areas listed in the rest of the Table, since the towns, the desert, countryside and other places must lie within the provinces listed. In **Table 8.1** and **Figure 8.1**, however, it can be seen that the last four of those locational types accounted for only small

Table 8.1

The Main Areas Visited for Holidays in Saudi Arabia, Based on all Visits in the Last Five Years

The area	No. of sample	Percentage
Al-Madinah	1237	68.7
Jeddah	1032	57.3
Makkah	952	52.9
ArRiyadh	870	48.3
Asir	816	45.3
AtTaif	813	45.2
Al-Baha	554	30.8
Large towns	508	28.2
Eastern Province	456	25.3
Countryside areas	190	10.6
The Tehama	72	4.0
Desert areas	28	1.6
Historical locations	14	.8
Other areas	14	.8
		*

* The accumulated percentages far exceeds 100 because many of the sample stated that they visited more than one area.
Source: Writer's Field Survey 1989.

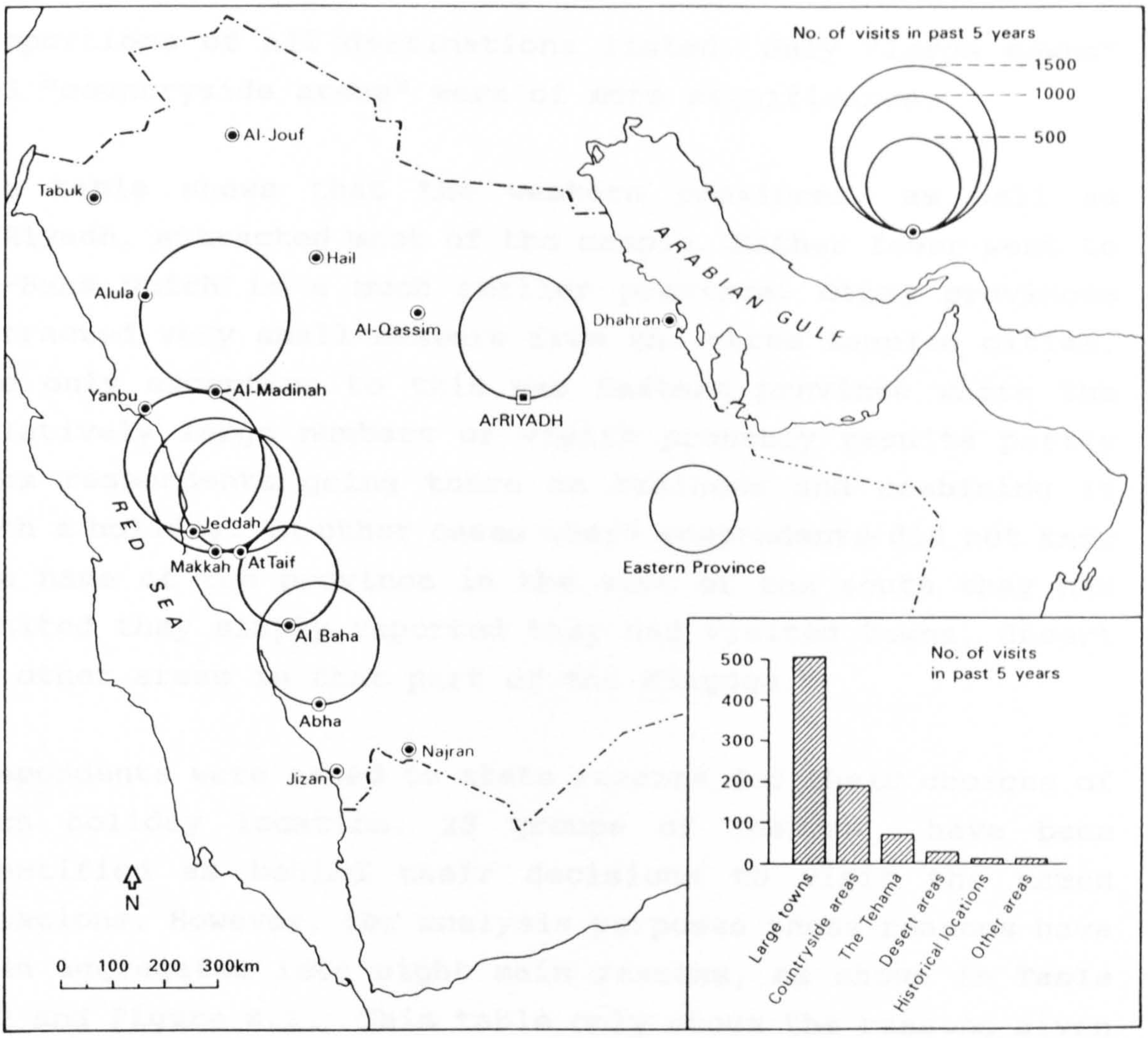


Figure 8.1 The main areas visited for holidays in Saudi Arabia based on all visits in the last five years
Source: Writer's Field Survey 1989

proportions of all destinations listed. Only "large towns" and "countryside areas" were of more significance.

The table shows that the western provinces, as well as ArRiyadh, attracted most of the sample. Rather fewer went to Al-Baha which is a much smaller province. Other provinces attracted very small numbers from the three sampled cities. The only exception to this was Eastern province where the relatively large numbers of visits probably results partly from respondents going there on business and combining it with a holiday. In other cases where respondents did not know the name of the province in the east or the south they had visited they simply reported they had visited towns, desert or other areas in that part of the Kingdom.

Respondents were asked to state reasons for their choices of each holiday location. 28 groups of reasons have been identified as behind their decisions to visit the named locations. However, for analysis purposes those reasons have been aggregated into eight main reasons, as shown in **Table 8.2** and **Figure 8.2.** This table only shows the reasons given by the respondents who said they had visited that area. It excludes those who said they had not visited that area and only knew of its main attractions by reputation or hearsay.

Major variations can be seen in the reasons given by respondents who were attracted to different areas. Most commonly, respondents said they chose an area because it was suitable for recreational purposes, or because it was known for its leisure facilities. In some cases respondents could be more specific about this, as in the case of visits to Asir, Al-Baha and AtTaif where many noted they are physically attractive areas. This is not surprising because these areas are the most naturally green parts of the country with varied topography and with pleasant weather most of the year, especially in the summer time. Other areas, like Makkah and Al-Madinah, are noted as religious centres and this was the

reason given by nearly all who said they had visited these places.

Table 8.2

Reasons Given by the Respondents for Their Choice of Areas Visited on Holiday

The area	* The reasons								Row total
	1	2	3	4	5	6	7	8	
Al-Madinah	.1	0.0	2.2	2.3	94.0	1.2	0.0	.2	100.0
Jeddah	1.4	7.7	20.2	17.9	0.0	42.5	7.7	2.7	100.0
Makkah	.2	0.0	3.8	4.7	90.4	.7	0.0	.1	100.0
ArRiyadh	.3	.1	35.5	51.7	0.0	9.2	.1	3.0	100.0
Asir	18.5	.9	11.6	7.2	.1	36.6	23.4	1.6	100.0
AtTaif	15.0	2.1	19.9	8.0	0.0	37.9	16.1	1.0	100.0
Al-Baha	17.9	.2	19.0	6.5	0.0	35.6	18.2	2.7	100.0
Large towns	.4	0.0	36.8	24.2	1.6	26.8	3.1	7.1	100.0
East. Prov.	.4	.7	39.9	26.3	0.0	24.1	3.3	5.3	100.0
Count.areas	13.2	2.1	31.6	5.8	0.0	41.1	4.2	2.1	100.0
The Tehama	11.1	0.0	20.8	2.8	0.0	56.9	2.8	5.6	100.0
Desert area	0.0	0.0	25.0	0.0	0.0	71.4	0.0	3.6	100.0
Hist.locat.	0.0	0.0	0.0	7.1	71.4	14.3	0.0	7.1	100.0
Other areas	0.0	0.0	21.4	0.0	0.0	64.3	14.3	0.0	100.0

* The reasons: 1. physical scenery, green area, good weather. 2. Availability of services. 3. Family link. 4. Possible to combine holiday with business. 5. Religious purposes. 6. Recreation purposes. 7. Because it is a tourist location. 8. Others.

Source: Writer's Field Survey 1989.

It seems possible to divide the named locations into four groups on the basis of the stated reasons for their attractions. In one group are Asir, Al-Baha, AtTaif, the Tehama and the countryside. Most of these last two "landscape" types would have been within the three provinces

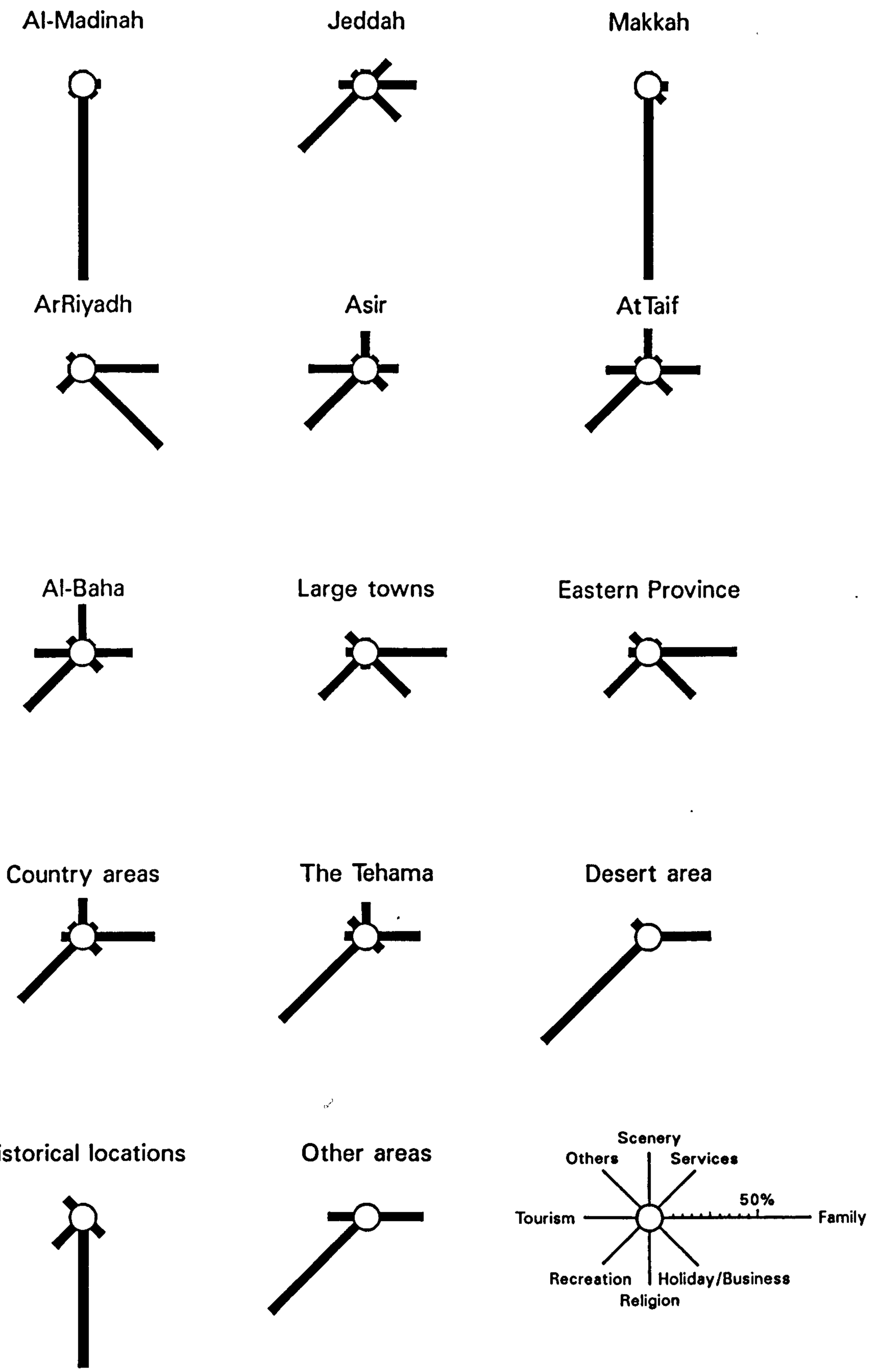


Figure 8.2 Reasons given by the respondents for their choice of areas visited on holiday

Source: Writer's Field Survey 1989

named. A variety of reasons were given by respondents who visited these areas, most important being their suitability for recreation, often seen in their physically attractive environments. In many cases, however, those who visited these areas gave the reason that they had family links in those areas. Those who stated that they have been to the Tehama or countryside areas did not see those areas as tourist locations, however. Yet those who said they had been to the three named provinces, much of which is countryside, did see them as tourist locations. It would appear that the tourists going to a holiday locations are more aware of the province they are visiting than some of those who simply go to the countryside, possibly to visit their families.

The urban area provinces of ArRiyadh, Jeddah, the Eastern Province and other large towns formed a second group of holiday locations. Again family links were a major reason why respondents said they visited these places, often accounting for one third of all reasons given, but their recreational value and the ability to mix business with pleasure were also reasons commonly given for holiday choices in these locations. One half of all visitors to ArRiyadh gave this last reason for their choice. Few saw these areas as having physically attractive environments, even in the case of Jeddah with its coastal location.

A third group of locations was made up of Makkah and Al-Madinah where their religious significance was the reason given for the holiday visit. Many who visited historical sites gave religious and historical reasons for those visits. Few considered their visits to these places were for recreational reasons even though respondents stated that this was their holiday time. Finally the few who said they holidayed in the desert or at other unspecified locations went there mainly because of family links but also because they saw recreational opportunities there.

8.1 The Receiving Areas by the Study Areas

This section provides some data on the flows towards the holiday destinations by the sample from each of the three cities of the study area in the previous five years. This can help to indicate the variety and scale of tourist flows from each city. For the moment the three home subprovinces of Makkah, Jeddah and AtTaif will be excluded from consideration because their popularity is affected by the fact that the three sample cities are located within them.

The data in **Table 8.1** and **Figure 8.1** showed that Al-Madinah was the area receiving the largest proportion of tourist flows during the last five years. 68.7 per cent of the sample stated that they had been there on holiday in the last five years and **Table 8.3** and **Figure 8.3** showed that this figure varied little between the three cities. This could be explained by the religious significance of Al-Madinah and its location close to the study area. Because Al-Madinah is close to all three cites and access is easy by land or air, many would even have been on day excursions, while others stayed longer.

ArRiyadh was the second most popular destination, outside the study area, with nearly half (48.3 per cent) of the total sample saying they had visited the capital in the previous five years. But it should be noted that there were significant variations in the visit rates to ArRiyadh from the three cities in the study area, with Jeddah respondents reporting considerably lower visits than respondents from the other two cities as seen in **Table 8.3** and **Figure 8.3.** These results were a little surprising. ArRiyadh and Jeddah are the largest two cities in the Kingdom and they have easy accessability especially by air. Most of the sample who visited ArRiyadh said it allows them to combine business with a holiday, so one would expect visitors from Jeddah to be as common as from the other two cities sampled. An explanation

could be that flights are available around the clock between ArRiyadh and Jeddah which allows people from Jeddah to travel to ArRiyadh and return on the same day especially for business purposes. They are therefore less inclined to stay on for holiday purposes.

Table 8.3
Al-Madinah and ArRiyadh as Receiving Areas, by the Study Areas

A: To Al-Madinah

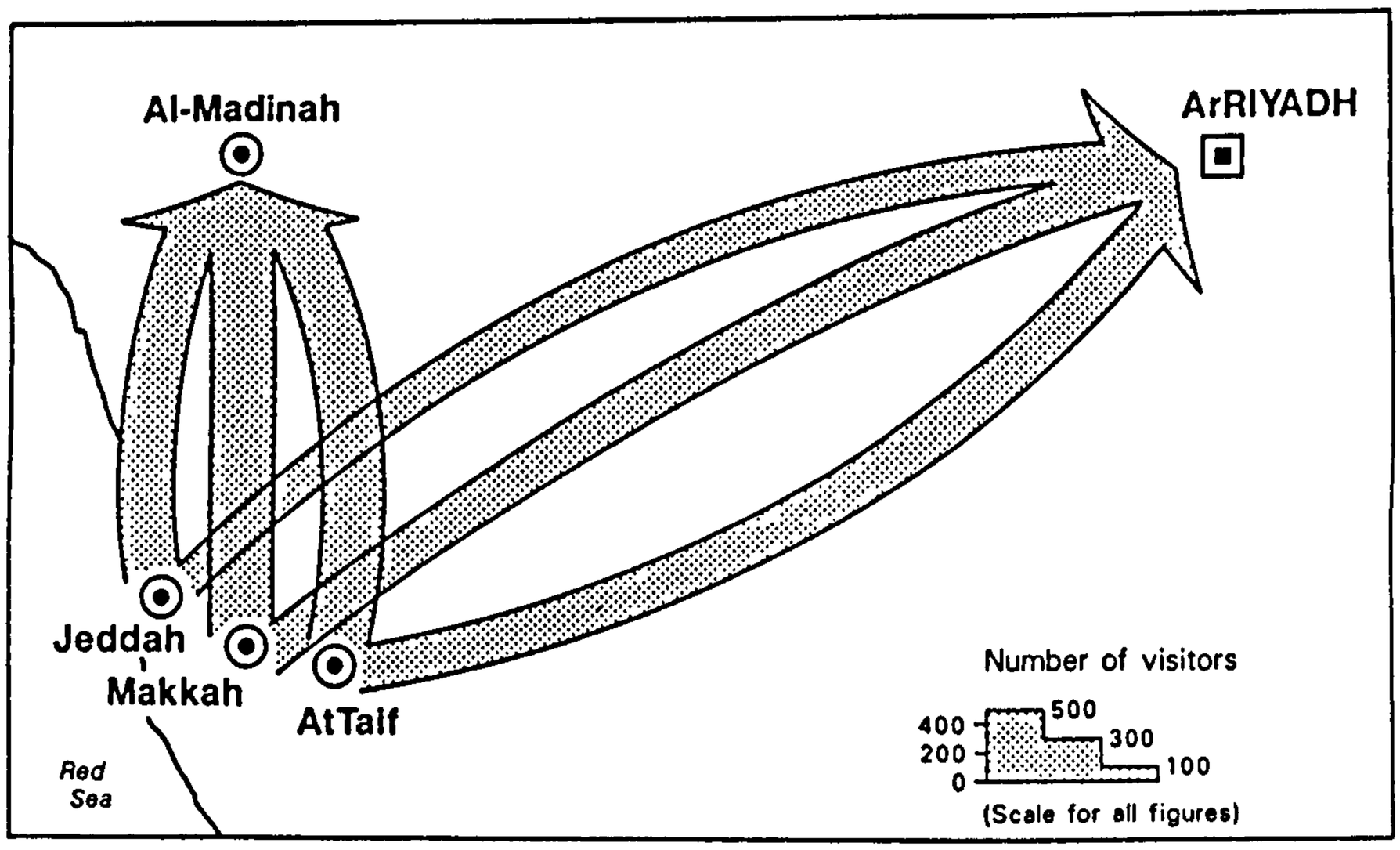
Response yes	No. of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
Row total	1237	34.9	31.6	33.5	100.0
% of total	*	72.0	65.2	69.0	68.7

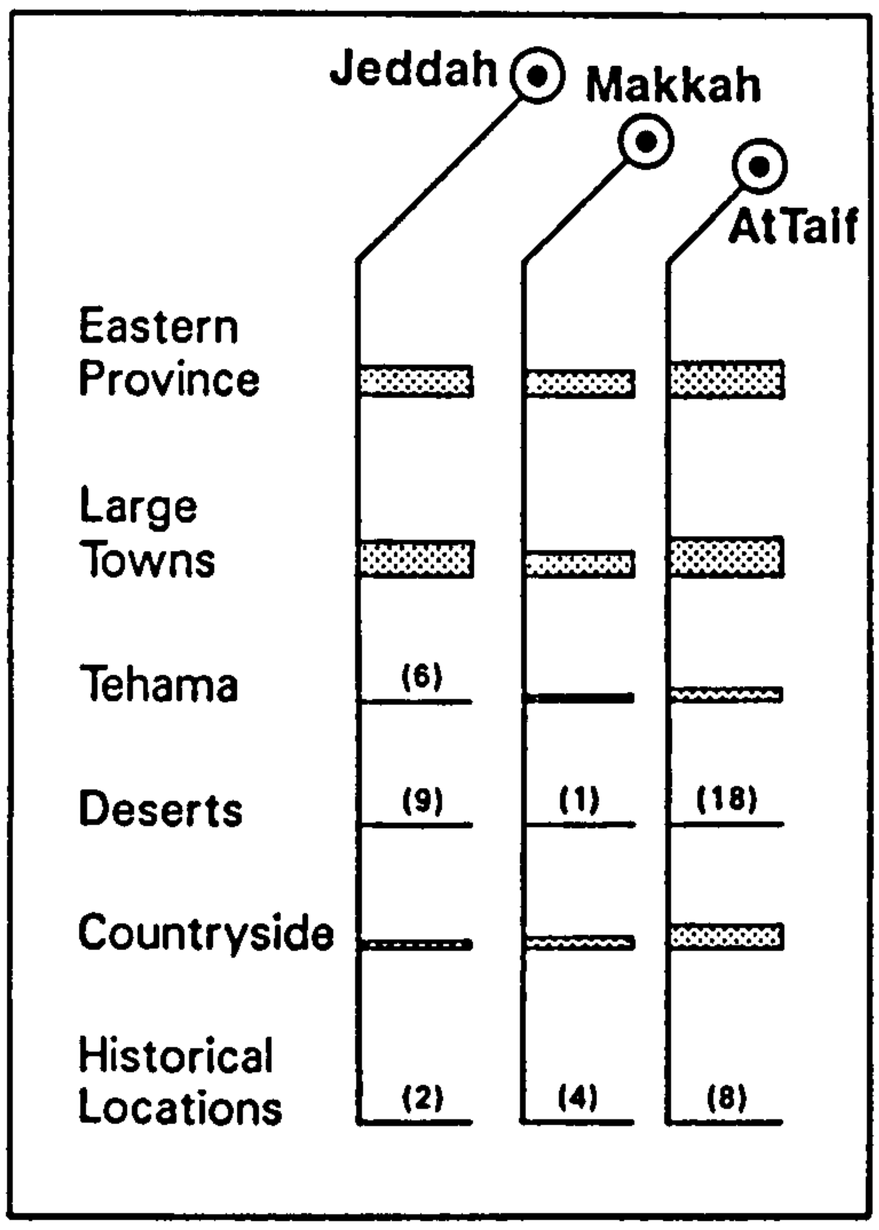
B: To ArRiyadh

Row total	870	34.7	28.0	37.2	100.0
% of total	*	50.3	40.7	54.0	48.3

* The rest of the sample did not visit those areas.
A: Chi-square = 6.439 D.F. = 2 Significance = 0.0378.
B: Chi-square = 22.798 D.F. = 2 Significance = 0.0000.
Source: Writer' Field Survey 1989.

816 of the respondents, or 42.3 per cent of the sample, had visited Asir but it is clear from **Table 8.4** and **Figure 8.3** that AtTaif provided a larger proportion of that flow than the other two cities. Much the same was seen in the flows to Al-Baha where 43.9 per cent were from AtTaif, 30.5 per cent from Makkah and only 25.6 per cent were from Jeddah. Al-Baha attracted fewer tourists overall than Asir because it is a much smaller province with fewer holiday facilities. The strong tourist flows to Asir and Al-Baha from AtTaif, shown by the data, is not what the writer expected because of the great similarity between Asir, Al-Baha and AtTaif in terms of weather conditions and physical scenery. His expectation was that the majority of tourist flows to Asir and Al-Baha would





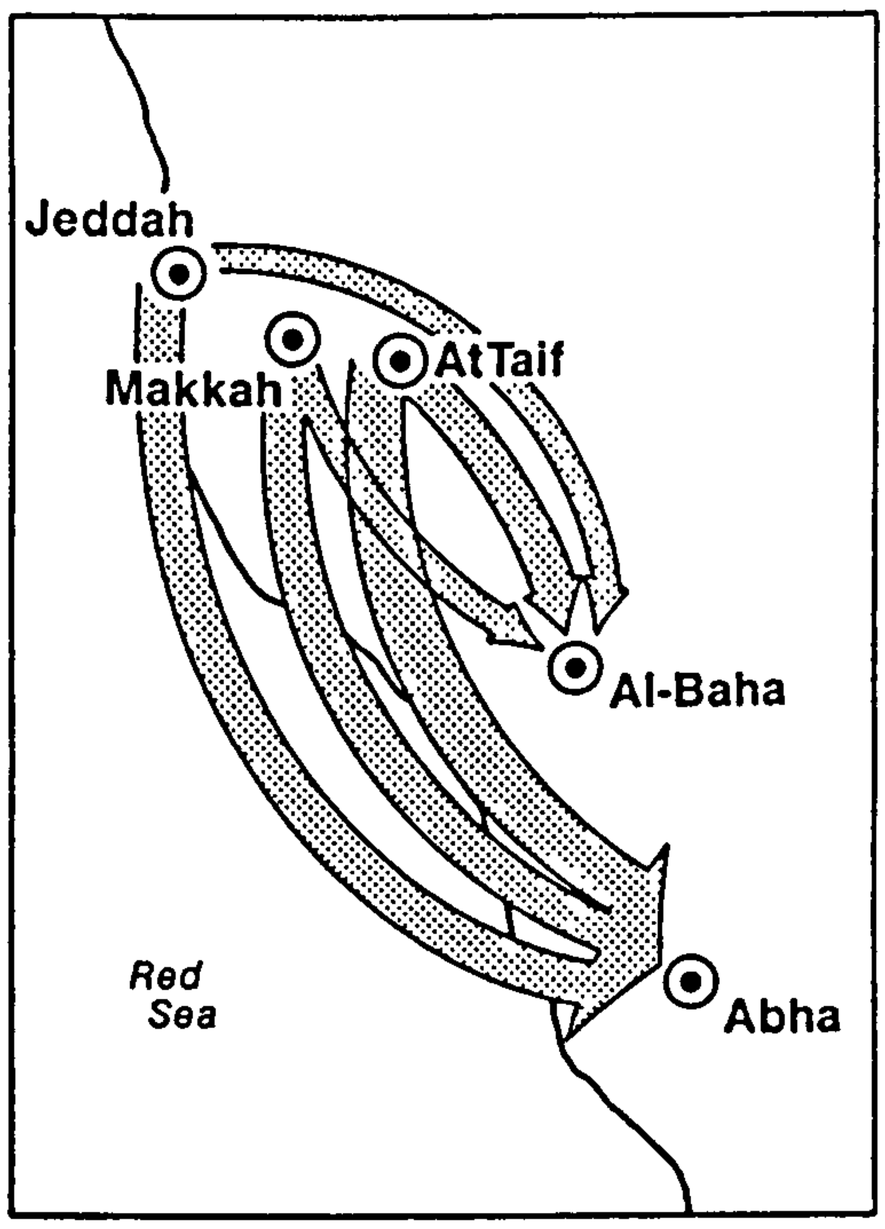


Figure 8.3 All receiving areas, by the study area

Source: Writer's Field Study 1989

be from Makkah and Jeddah which do not lie in areas similar to Asir and Al-Baha. That AtTaif produced such strong flows probably results from the location of AtTaif closer to Al-Baha and Asir than either Makkah or Jeddah. Also a large number of AtTaif residents, as the writer knows, originally came from these areas and they have family links in the areas or own properties there.

Table 8.4

Asir and Al-Baha as Receiving Areas, by the Study Areas

A: To Asir

Response yes	No. of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
Row total	816	28.6	29.2	42.3	100.0
% of total	*	38.8	39.7	57.5	45.3

B: To Al-Baha

Row total	554	30.5	25.6	43.9	100.0
% of total	*	28.2	23.7	40.5	30.8

* The rest of the sample did not visit those areas.
A: Chi-square = 53.842 D.F. = 2 Significance = 0.0000.
B: Chi-square = 42.780 D.F. = 2 Significance = 0.0000.
Source: Writer's Field Survey 1989.

About a quarter of the sample (25.3 per cent) had visited the Eastern Province. **Table 8.5** and **Figure 8.3** show that rather more of these came from AtTaif compared with Jeddah and Makkah. This could be explained because the Eastern Province, as a centre of oil industry and production, seems to provide more job opportunities. AtTaif provides less job opportunities than Makkah and Jeddah, so that the Eastern Province has attracted some of AtTaif's population to settle and work there. In supporting this argument, it was reported earlier that about 40 per cent of those who visited the Eastern Province did so because of family links.

Table 8.5

Other Receiving Areas, by the Study Areas

A: To Eastern Province

Response yes	No. of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
Row total	456	28.3	31.1	40.6	100.0
% of total	*	21.5	23.7	30.8	25.3

B: To Large Towns

Row total	508	26.6	34.1	39.4	100.0
% of total	*	22.5	28.8	33.3	28.2

C: To Tehama

Row total	72	29.2	8.3	62.5	100.0
% of total	*	3.5	1.0	7.5	4.0

D: To Deserts

Row total	28	3.6	32.1	64.3	100.0
% of total	*	.2	1.5	3.0	1.6

E: To Countryside

Row total	190	24.7	17.9	57.4	100.0
% of total	*	7.8	5.7	18.2	10.6

F: To Historical Locations

Row total	14	28.6	14.3	57.1	100.0
% of total	*	.7	.3	1.3	.8

* The rest of the sample did not visit that area.
A: Chi-square = 15.137 D.F. = 2 Significance = 0.0005.
B: Chi-square = 17.546 D.F. = 2 Significance = 0.0002.
C: Chi-square = 33.593 D.F. = 2 Significance = 0.0000.
D: Chi-square = 15.744 D.F. = 2 Significance = 0.0004.
E: Chi-square = 56.712 D.F. = 2 Significance = 0.0000.
F: Chi-square = 4. 031 D.F. = 2 Significance = 0.1332.
Source: Writer's Field Survey 1989.

The rest of the areas chosen by the sample as holiday destinations during the last five years, including large towns, the Tehama, the deserts and countryside areas and historical locations seem to be less popular places for the samples surveyed. With the exception of large towns, only a small percentage of the samples had visited these areas. Again **Table 8.5** and **Figure 8.3** show that there were significant variations in rates at which these locations were visited by respondents in the three sample cities, except for visits to historical locations where rates of visits from all three cities were very low. In the case of these other locations the respondents in AtTaif seemed more common visitors than respondents in the other two towns. This was particularly clear in visits to the countryside where a half of all those visits were made by the AtTaif sample. This reflects the much more attractive countryside areas close to AtTaif to which many of the people went for vacations. The AtTaif sample also provided more visitors to the deserts and the Tehama but the numbers involved were not large.

8.2 The Sample Cities as Receiving Areas

While the cities of Makkah, Jeddah and AtTaif can be seen as major generating areas for tourist flows, they are also receiving areas of tourist flows. Little information is available on the scale and sources of these flows and they are difficult to measure because their patterns vary through the seasons. This is clear from the writer's own previous observations of the peak seasons for visitors which differ from one city to another. Although visitors go to Makkah all year long the peak flow is reached in the Al-Hajj period, the Ramadhan month, and other dates throughout the year, according to the Arabic calendar, such as 10th of Muharram, 27th and 28th of Rajab, 14 and 15th of Shaaban and 12th of Rabi Alawal. In Jeddah the peak season is the springtime, mainly a 15 day period. This peak began noticeably in the mid 1980s and has gradually increased since then. Official

records suggest that around half a million visitors went to Jeddah during the spring break of 1986, about one million in the same period of 1987, and over 1.5 million in 1989. Because no data was collected on the nature of these movements, it is, however, difficult to distinguish between a tourist and a daytripper. But some observations suggest that the average stay of domestic tourists in Jeddah is about 10 days, so that Jeddah derives a considerable income from this springtime flow of tourists. In the AtTaif area the peak tourist season occurs during the summer months when the area stays relatively cool while other areas suffer extreme heat. Because the government used to move to AtTaif in this period the number of tourists has exceeded 200,000 annually according to some official estimates. However, in recent years the number of tourists going to AtTaif has fallen because the government offices have moved to Jeddah during the summer. Also as other resorts have grown up and become more accessible, fewer tourists have been attracted to AtTaif.

To provide some further data on tourist flows into the three sample cities the writer has analysed their scale into each city from the other two cities. **Table 8.6** and **Figure 8.4** show the percentage of the sample interviewed in two of the cities who had visited the third city on vacation during the previous five years. Thus 71.8 per cent of Makkah's sample had visited AtTaif compared with 63.7 per cent of Jeddah's sample. Makkah received rather more visitors from the other two cities than AtTaif. 72.7 per cent of the respondents in Jeddah and 86.0 per cent of those in AtTaif had visited Makkah in the previous five years. Jeddah received even more tourists than either Makkah or AtTaif from the other cities. This is because Jeddah is the biggest commercial centre with many recreational facilities and attractive beaches and is being developed as a main spring holiday destination for the region. In short, there is much interchange of tourists between the three cities with Jeddah attracting many from

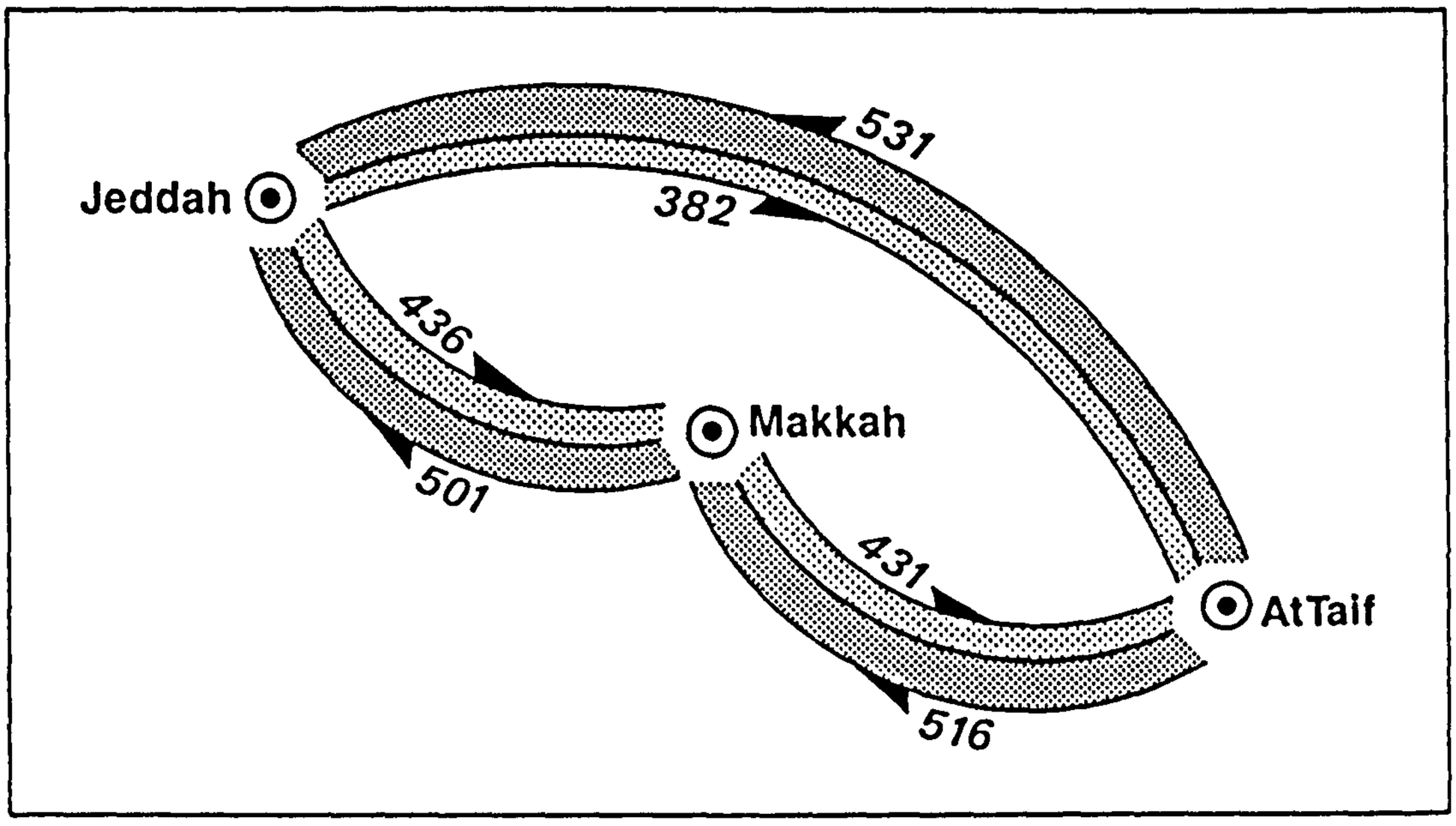


Figure 8.4 AtTaif,Makkah and Jeddah as receiving areas
Source: Writer's Field Survey 1989

both of the other cities and Makkah and AtTaif attractive to each other. AtTaif is a little less attractive to those from Jeddah.

Table 8.6

AtTaif, Makkah, and Jeddah as Receiving Areas

A: To AtTaif

Response yes	No. of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
Row total	813	53.0	47.0	0.0	100.0
% of total	*	71.8	63.7	0.0	45.2

B: To Makkah

Row total	952	0.0	45.8	54.2	100.0
% of total	*	0.0	72.7	86.0	52.9

C: To Jeddah

Row total	1032	48.5	0.0	51.5	100.0
% of total	*	83.5	0.0	88.5	57.3

* The rest of the sample did not visit the area or resident of it.
A: Chi-square = 1813.736 D.F. = 4 Significance = 0.0000.
B: Chi-square = 1848.793 D.F. = 4 Significance = 0.0000.
C: Chi-square = 1809.343 D.F. = 4 Significance = 0.0000.
Source: Writer's Field Survey 1989.

This chapter has shown that the respondents who took holidays within Saudi Arabia in the five years prior to the survey tended to go to other areas in western Saudi Arabia, and particularly to other places within their own province, or adjacent provinces. Only ArRiyadh and the Eastern Province were major exception to this. Reasons for these choices of holiday locations varied according to the chosen places, but they commonly included the physical and recreational attraction of the areas, family links, and - in the case of Makkah and Al-Madinah - their religious significance.

ArRiyadh and the Eastern Province also attracted because they offered the opportunity to combine business with pleasure. The three cities from which the questionnaire samples were drawn are also major receiving areas, including many attracted from the three cities themselves.

It is now possible to consider the sample tourists' use of facilities and their satisfaction with them in the areas they chose within Saudi Arabia for their last holiday. This is examined in the next three chapters.

CHAPTER NINE

TOURISTS' DESTINATIONS, AND THE USE OF ACCOMMODATION AND TRANSPORT FACILITIES

The previous chapter dealt with the holiday destinations within Saudi Arabia of the sampled respondents during the last five years. In order to examine the pattern of destinations in more detail and to relate these choices to the use of tourist facilities in these areas, this chapter focuses on the areas that were selected by the sample for vacations during the 12 months previous to the survey. For that most recent holiday, the questionnaire included some questions on the use of accommodation and other facilities, and these are also analysed here. The respondents were free to name any place or area in the Kingdom where they spent their last vacation, whether that place is a small village, a district or a well known city. As a result 311 locations were named, and the writer had to decide how to handle these. It was decided to divide the whole country into 16 major divisions following the administrative divisions of the Kingdom. The Emirate of Makkah Al-Mukarramah Province was further divided into three sub-regions because of its size and because it is the focus of this study, including the three large cities where the population was sampled.

The distribution of locations chosen by the sample for their last holiday, grouped within the 16 main regions of the Kingdom, are shown in **Table 9.1** and **Figure 9.1.** The survey shows that Jeddah was the most popular holiday destination in Saudi Arabia for the sample's most recent vacation. It attracted 20.7 per cent of the respondents. It was followed by AtTaif (14.9 per cent) and Asir (12.2 per cent) and Al-

Madinah which was named by 10 per cent of the sample as their holiday destination for their last holiday. Makkah, Al-Baha, ArRiyadh and Eastern Province were rather less popular while only 4.1 per cent of the sample spent their last holiday in the eight other Emirates of the country which have been grouped together in **Table 9.1** and **Figure 9.1** as "others". In fact Al-Quraiyyat, Hail, and Al-Jawf provinces received no visitors from the sampled respondents in the previous year. In brief, the destinations most favoured by the respondents for their previous holiday were all in the Emirate of Makkah Al-Mukarramah Province, the study area, where 42.4 per cent went. Most of those went to the Jeddah area. The popularity of the province for vacations was already noted in Chapter Eight. 17.7 per cent (319 respondents) of the sampled population excluded themselves either because they went abroad or did not go away on vacation. It must be noted that this part of the sample of respondents is also excluded in subsequent tables when relating tourists' use of facilities at their last holiday destination.

The data also shows that most visitors to particular provinces tended to focus on the main city in that province. Of those who visited the AtTaif area (14.9 per cent) not all of them spent their holiday in AtTaif City but only 40 of the 269 sampled visitors to the area said they had visited other locations such as Al-Hada, AshShafa, Al-Khurmah, Turubah, Bani-Saad Blharith, Thagif and Bani-Malik. Similarly, of those who reported the Makkah area as their holiday destination (6.8 per cent of the total) only 10 sampled respondents had gone outside the city, and they went to AshShuaibah. This is a coastal area in the Tehamah. Again only 10 respondents of those who visited the Jeddah area (the 20.7 per cent) had visited other locations within Jeddah outside the city such as the corniche, Abhor, Rabigh, various islands, the desert and other villages around Jeddah. It must be noted, however, that the survey was only conducted among households in the three cities, and it could be that more of

the other residents of those other areas, for example those in the villages, might have visited other non-urban locations during their holidays than the sampled urban respondents did.

The numbers who went a greater distance to other provinces like Asir, Al-Madinah, Al-Baha and ArRiyadh Emirates were much smaller than those that holidayed in or near to Makkah Province. This result could be expected and explained simply because the study area has all the assets that make it a tourist region including its physical features, its religious and historical heritage, and a range of tourist services. Most importantly, these attractions are close to the main population centres. Many people will not travel far on holiday if their needs can be met closer to home.

It should be noted that the proportions in **Table 9.1** and **Figure 9.1** of the sampled respondents reporting the locations of their last holiday, during the previous 12 months to the survey, were considerably smaller than those reported in Chapter Eight where the accumulated pattern for the past five years was given. In that case the percentages were much higher because many respondents reported several different holiday destinations. Further, the rank order of the most popular destinations for the most recent holidays, compared with holidays reported over the previous five years, varied somewhat. Whereas **Table 9.1** and **Figure 9.1** show that Jeddah, AtTaif and Asir were the most popular destinations for the respondents' last vacations, the main destinations for the previous five years had been Al-Madinah, Jeddah and Makkah. Part of those differing patterns probably reflects trends in popularity of destinations as well as the frequency with which certain places are visited. Thus, both Makkah and Al-Madinah appear to have been more popular destinations when the visits over five years are aggregated, than for the single year's data, because both places tend to be visited by many people every few years. They are likely, therefore, to

be included in their five year itinerary, but may not have been visited in the last year. But part of the reason for the changed ranking of popular destinations probably results from errors in the responses of the household heads in reporting where they had been on holiday in the previous five years. Not all respondents found it possible to remember the locations of all of their holidays in the last five years.

As has already been noted the data do not suggest that respondents chose a wide variety of places in each region for tourism. For example, one might expect that the respondents who chose Asir for their last holiday would respond with the names of several attractive locations in Asir they had visited such as AsSudah, Dalghan, Al-Hadhabah and other locations within Asir National Park. This was not the case. Most only named Asir or Abha, the provincial capital. The results showed the majority of the sample simply named the main city in each Emirate as their holiday destination. This was generally because most visitors named the place where they found accommodation for their holiday. They then made daily excursions to other attractive locations in the region, so that going to the named city was not the main reason for taking a holiday in that area; it simply provided a base for other excursions[1].

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(1) It should also be noted in Table 9.1, in this chapter, that 189 of the sample (10.5 per cent) reported that they went abroad for their previous holiday. This contrasts with 526 (29.2 per cent of the total sample) who reportedly went abroad in that year, as considered in Chapter Seven. The reason for what seems to be a discrepancy is a result of the nature of the questions they are based on. The figure 526 was a result of a question to the respondents, namely "Where did you spend the majority of your main holiday last year away from home? 1. inside Saudi Arabia 2. outside Saudi Arabia". But the figure 189 was a result of a question asked, namely "Name the area where you spent some or all of your main holiday in Saudi Arabia during the last 12 months?". 189 respondents could not name anywhere because they had spent all of their last holiday abroad, while the remainder of the 526 could answer because they had spent some of that holiday time within Saudi Arabia.

Table 9.1 and **Figure 9.1** also show the patterns of those tourist destinations from each of the three cities. As was shown in Chapter Eight it is clear that there are considerable flows between the three sampled cities, although Makkah benefits much less from this whereas Jeddah gets many more visitors from the other cities. As was reported in Chapter Eight, Asir and Al-Baha got rather more visitors from AtTaif than from the other two cities, while Al-Madinah was more popular with the sample taken in Makkah. In each case these variations probably reflect the effects of relative proximity. In brief, the pattern in **Table 9.1** and **Figure 9.1** largely, but not entirely, reflects those reported in Chapter Eight.

Table 9.1

The Distribution of Tourists on their Last Holiday

Destinations ranked by no.	No. of sample	Makkah 600	Jeddah 600	AtTaif 600	Total 1800
Jeddah	372	27.3	1.3	33.3	20.7
AtTaif	269	20.8	19.2	4.8	14.9
Asir	220	10.0	12.5	14.2	12.2
Abroad	189	4.5	21.2	5.8	10.5
Al-Madinah	180	14.0	11.8	4.2	10.0
Did not go	130	7.8	8.2	5.7	7.2
Makkah	123	.7	9.0	10.8	6.8
Al-Baha	113	5.0	6.7	7.2	6.3
ArRiyadh	86	5.5	4.0	4.8	4.8
Others *	74	2.3	3.8	6.2	4.1
East Prov.	44	2.0	2.3	3.0	2.4
Total	1800	100.0	100.0	100.0	100.0

* Others includes the Emirates of Al-Qaseem, Northern Province, Tabuk, Najran, Jizan, Al-Quraiyyat, Hail and Al-Jawf.

Chi-square = 435.175 D.F. = 20 Significance = 0.0000.

Source: Writer's Field Survey 1989.

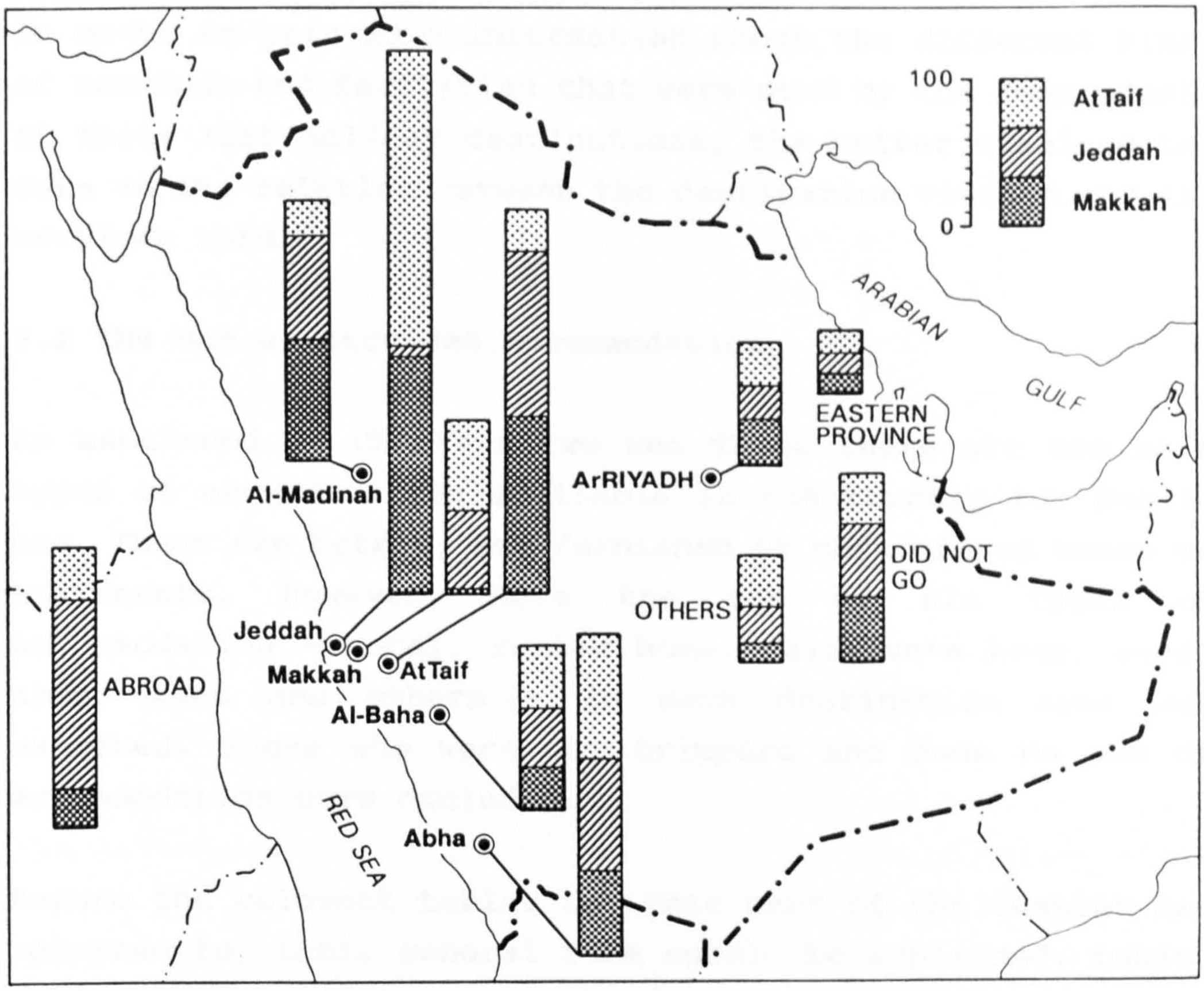


Figure 9.1 The distribution of tourists on their last holiday
Source: Writer's Field Survey 1989

In order to gain more information about the different kinds of services and facilities that were used by the respondents at their last holiday destinations, the writer examined the data on the relation between the destination visited and the services used.

9.1 The Use of Serviced Accommodation

As mentioned in Chapters Two and Three there are two main types of accommodation available in the country for public use. These are hotels, and furnished or unfurnished homes or apartments. However, here the use of six types of accommodation - hotel, rented home, relative's home, owned home, tent and others - in each destination area was examined. Those who were day trippers and made no use of accommodation were excluded.

Before the relevant tables for this part of the chapter are referred to, their general form should be explained, taking **Table 9.2** as an example. All the others follow the same pattern. Different numbers of respondents visited each location so that the first column gives the actual number of respondents who reported their last holiday in that place. The fourth column in each table transforms that total sample of 1481 into a percentage in order to indicate the relative importance of that destination. These same columns of figures appear in all the tables in the reminder of the chapter and the next chapter.

The second column gives the number of the sample which used that particular facility - in Table 9.2 hotels and rented homes - and this is expressed as a percentage to indicate how important that facility was across the range of destinations. The third column gives the percentage of sampled visitors to each place who used that facility. Thus in **Table 9.2** we can see that 12.2 per cent of all sampled respondents reported a holiday in Al-Madinah. 37.8 per cent of them used hotel

accommodation and this represented 21.7 per cent of all hotel accommodation used by the total sample. This suggests that hotel use is quite common at Al-Madinah, whereas the use of a home owned by the visitors to Al-Madinah is quite unusual. **Table 9.3** shows that only 6.7 per cent of the sample who visited Al-Madinah used a second home they owned there. Second homes in that area only accounted for 5 per cent of such homes reported by the total sample. It will also be noticed that the percentages of accommodation types used often exceed 100 because some respondents reported the use of more than one type of accommodation.

Hotels and motels are a common form of accommodation used by the sample. But the pattern of use is patchy because of the uneven distribution of hotels. About 21.1 per cent of the total sample lived in a hotel or motel during their holiday. The pattern of hotel use by the sample in the major receiving areas of tourist flows is shown in **Table 9.2.** Hotels accommodated over 20 per cent of visitors to Al-Madinah, Jeddah and ArRiyadh. This is because of the availability of hotels in these cities. Also 23.2 per cent of Asir's visitors stayed in hotels and 17.8 per cent of AtTaif's visitors too. In contrast hotel use was much less common for visitors to Makkah and some less commonly visited areas, where hotel provision is not yet widespread.

Furnished and unfurnished apartments and homes are a common type of accommodation available in Saudi Arabia and are often rented for short periods for holiday purposes. This type of accommodation has been provided in most parts of the country, especially in locations of interest to tourists, pilgrims and visitors. It has recently grown rapidly, along with a demand for it, because this type of accommodation is more suited to Saudi society than hotels. **Table 9.2** shows that more respondents used rented homes during their holiday time than hotels or motels. 28.2 per cent of the total sample reported they had rented this type of accommodation for their holiday.

Table 9.2

The Use of Serviced Accommodation, by Holiday Destination in the Previous Year

A: Hotels

The area	No. of sample	Users no. 313*	Out of 100 %	Total 1481
Jeddah	372	27.2	22.8	25.1
AtTaif	269	15.3	17.8	18.2
Asir	220	16.3	23.2	14.9
Al-Madinah	180	21.7	37.8	12.2
Makkah	123	4.2	10.6	8.3
Al-Baha	113	5.4	15.0	7.6
ArRiyadh	86	6.1	22.1	5.8
Others	74	1.6	6.8	5.0
East.Prov.	44	2.2	15.9	3.0
Total	1481**	100.0	21.1*	100.0

B: Rented Home

		417 *		1481
Jeddah	372	26.1	29.3	25.1
AtTaif	269	17.3	26.8	18.2
Asir	220	19.7	37.3	14.9
Al-Madinah	180	15.6	36.1	12.2
Makkah	123	7.2	24.4	8.3
Al-Baha	113	7.2	26.5	7.6
ArRiyadh	86	2.6	12.8	5.8
Others	74	3.4	18.9	5.0
East.Prov.	44	1.0	9.1	3.0
Total	1481**	100.0	28.2*	100.0

* The rest of the sample did not use this service during their holiday in the previous year.
** 319 of the total respondents did not visit any internal area during the previous year.
A: Chi-square = 53.569 D.F. = 8 Significance = 0.0000.
B: Chi-square = 37.239 D.F. = 8 Significance = 0.0001.
Source: Writer's Field Survey 1989.

As can also be seen in **Table 9.2** there were few locations where rented accommodation did not account for at least 20 per cent of the total accommodation used. Most commonly the respondents who used rented homes during their last holiday were the visitors to Asir, Al-Madinah, Jeddah, AtTaif and Al-Baha.

Because family links to an area are one of the important reasons affecting a choice of holiday location by the sample, one would expect a large proportion of respondents to report that they stayed in accommodation supplied by relatives. **Table 9.3** shows that well over one-third of the sample (40.6 per cent) used their relatives' accommodation on their last holiday. This is the largest single type of holiday accommodation used. This was especially common with those who holidayed in the Eastern Province, ArRiyadh and Jeddah but in no area did less than 20 per cent report the use of this type of accommodation.

In many cases respondents reported that they own homes in the area where they took their last holiday and they used that accommodation for their vacation there. As **Table 9.3** shows, this was particularly common in Al-Baha where second homes accounted for over half of the accommodation used. AtTaif and Asir also had many second home users. The pattern of owned holiday homes results because over the years much of the population in these areas has migrated to major cities in the Kingdom, but has still retained properties in their home area. That over half of all those who reported their holiday destination as Al-Baha had lived in second homes they retain there reflects the high level of emigration from that province. These homes in Al-Baha accounted for about one-fourth of all the second homes reported by the sample, even though Al-Baha only took 7.6 per cent of the holiday flow. On the other hand second homes were rare at several other destinations, particularly in those provinces of a more urban nature. AtTaif is an exception here because it is well known

Table 9.3

The Use of Accommodation, by Holiday Destination in the Previous Year

A: Relative's Home

The area	No. of sample	Users no. 601 *	Out of 100 %	Total 1481
Jeddah	372	28.6	46.2	25.1
AtTaif	269	19.0	42.4	18.2
Asir	220	10.6	29.1	14.9
Al-Madinah	180	8.0	26.7	12.2
Makkah	123	8.7	42.3	8.3
Al-Baha	113	4.5	23.9	7.6
ArRiyadh	86	8.8	61.6	5.8
Others	74	6.3	51.4	5.0
East.Prov.	44	5.5	75.0	3.0
Total	1481**	100.0	40.6*	100.0

B: Owned Home

		239 *		1481
Jeddah	372	12.1	7.8	25.1
AtTaif	269	21.8	19.3	18.2
Asir	220	14.6	15.9	14.9
Al-Madinah	180	5.0	6.7	12.2
Makkah	123	6.5	13.0	8.3
Al-Baha	113	24.7	52.2	7.6
ArRiyadh	86	4.2	11.6	5.8
Others	74	8.8	28.4	5.0
East.Prov.	44	2.1	11.4	3.0
Total	1481**	100.0	16.1*	100.0

* The rest of the sample did not use this service during their holiday in the previous year.
** 319 of the total respondents did not visit any internal area during the previous year.
A: Chi-square = 85.965 D.F. = 8 Significance = 0.0000.
B: Chi-square = 152.871 D.F. = 8 Significance = 0.0000.
Source: Writer's Field Survey 1989.

as an old resort area by people in Makkah and Jeddah, and some of them own houses in AtTaif. Many residents in the city of AtTaif have migrated from nearby villages where they still have their own properties which they use as second homes for vacations.

The tent is a very commonly used type of temporary accommodation in Saudi Arabia. It is especially used in the Hajj period and for leisure trips, mainly hunting and camping activities. Even so, only 9.7 per cent of the total sample reported they had used a tent for accommodation on their last holiday. This part of the sample is distributed as shown in **Table 9.4**. As one may see some of those who chose Jeddah, Asir, AtTaif and Makkah for their holidays used tents, often because these tourist locations have offered developed camping areas for tents with the facilities required, such as toilets, telephones and car parks. Even so in few areas do tents account for more than 10 per cent of the accommodation used and in several areas it was much less than this.

A very small number of respondents reported using other types of accommodation. These included guest houses, youth accommodation and sleeping inns (Maqha). As shown in **Table 9.4** these types of accommodation were mostly used by visitors to Makkah which accounted for 40 per cent of this type of accommodation. This probably reflects the pressure upon other types of accommodation in Makkah.

The caravan or mobile home type of accommodation is still not very common in Saudi Arabia. Only 1.1 per cent of the sample reported that they used it on their previous vacation. **Figure 9.2** shows all types of accommodation used by respondents during their last holiday and summarises what has been represented in **Tables 9.2 - 9.4**. It is clear from this figure that relative's home is the most common type followed by rented home accommodation and hotels.

Table 9.4

The Use of Accommodation, by Holiday Destination in the Previous Year

A: Tent

The area	No. of sample	Users no. 143 *	Out of 100 %	Total 1481
Jeddah	372	31.5	12.1	25.1
AtTaif	269	22.4	11.9	18.2
Asir	220	23.1	15.0	14.9
Al-Madinah	180	2.8	2.2	12.2
Makkah	123	9.8	11.4	8.3
Al-Baha	113	6.3	8.0	7.6
ArRiyadh	86	.7	1.2	5.8
Others	74	2.8	5.4	5.0
East.Prov.	44	.7	2.3	3.0
Total	1481**	100.0	9.7*	100.0

B: Other Types

		20 *		1481
Jeddah	372	10.0	.5	25.1
AtTaif	269	10.0	.7	18.2
Asir	220	10.0	.9	14.9
Al-Madinah	180	10.0	1.1	12.2
Makkah	123	40.0	6.5	8.3
Al-Baha	113	.0	.0	7.6
ArRiyadh	86	5.0	1.2	5.8
Others	74	5.0	1.4	5.0
East.Prov.	44	10.0	4.5	3.0
Total	1481**	100.0	1.4*	100.0

* The rest of the sample did not use this service during their holiday in the previous year.
** 319 of the total respondents did not visit any internal area during the previous year.
A: Chi-square = 34.877 D.F. = 8 Significance = 0.0003.
B: Chi-square = 32.451 D.F. = 8 Significance = 0.0008.
Source: Writer's Field Survey 1989.

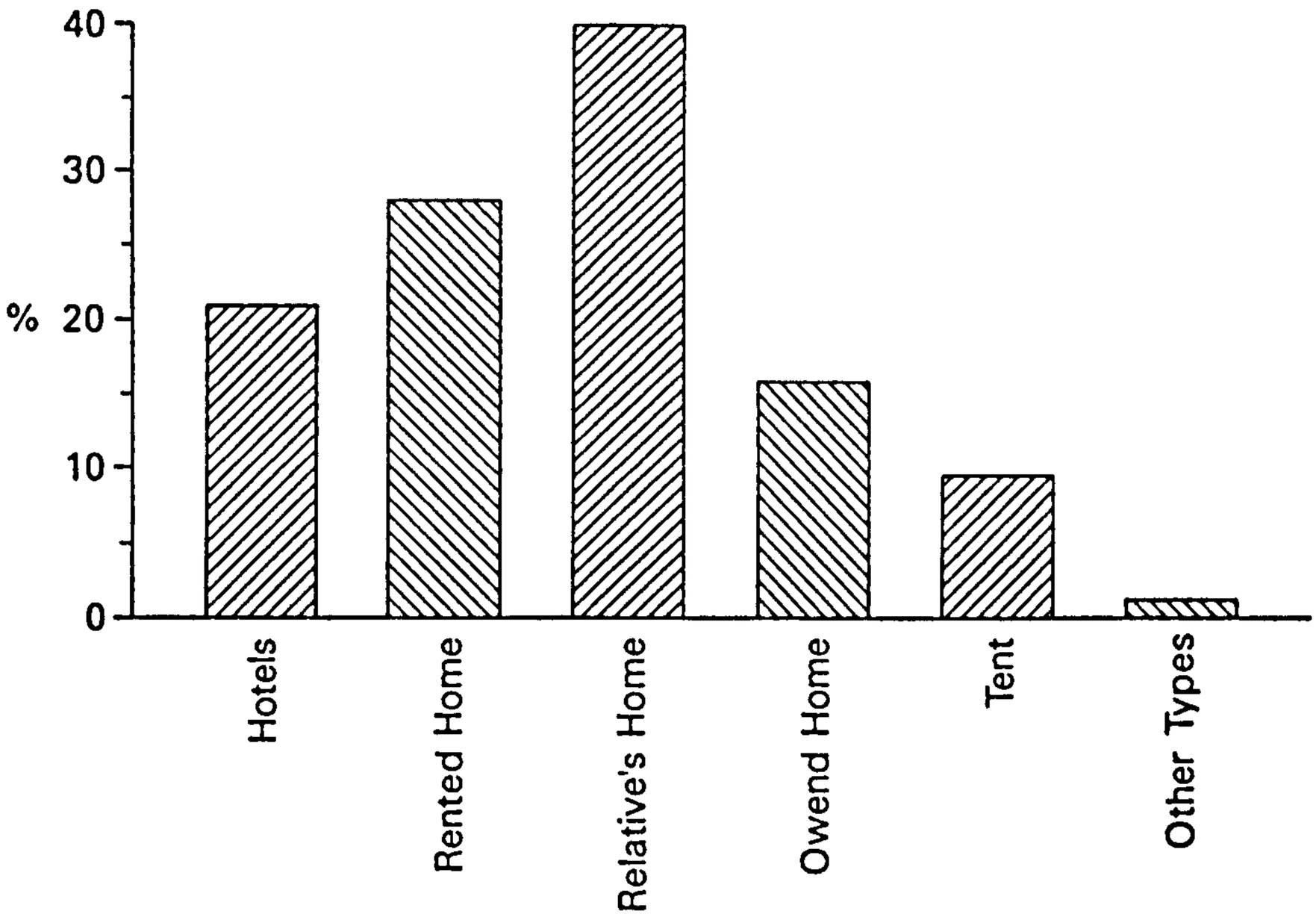


Figure 9.2 The use of all types of accommodation in the previous year

Source: Writer's Field Survey 1989

9.2 Use of Transportation to the Holiday Destination and at the Destination

Several transport facilities, notably the private car and chartered aircraft, often have important links with tourism movement and tourism behaviour. In Saudi Arabia only a few agencies carry the responsibility for transportation and provide most of the services for public and tourist uses. These include the public transportation systems based on use of the roads, involving bus and limousine services, rental car agencies and Saudia Airline. There are no chartered airlines, rail or ferry systems.

Having examined the relationship between the common holiday destinations and the types of accommodation used, it is relevant also to look at the type of transport respondents used to reach that destination, or used during their vacation time. It must be noted here that because this survey gave the respondents a chance to state any type of transport facilities they used, many of the respondents reported more than one transport facility, therefore the percentages in the tables total to more than 100. **Table 9.5, 9.6** and **9.7** show the results of this part of the survey. The respondents most commonly used their own cars to reach their holiday destinations but large numbers also travelled by air. Much less use was made of other forms of public or hired transport.

It was mentioned in Chapter Five that the majority of the surveyed sample own one or more cars. As a result of this the private car has become the most common type of transport used by the respondents to reach their holiday destination. As shown in **Table 9.5**, 91 per cent of the sample reported that they had gone on holiday in their own car. But use of the private car is often combined with the use of other transport. This use of the car was particularly common for those who had visited Jeddah, AtTaif, Asir and Al-Baha. In

each case over 90 per cent said they had used their cars to reach these destinations. But no domestic destination reported an own car use rate of less than 80 per cent. There is little evidence from the Table that respondents prefer to use their cars to travel to nearer destinations than to those further ones, such as ArRiyadh and Eastern province.

As mentioned in Chapter Two of this study, Saudi Arabian Airlines (Saudia) is the only national air carrier within the Kingdom. It operates between 24 local airports as well as having 51 international destinations. A total of 62.8 per cent of the respondents reported that they reached their holiday destination by air. Jeddah, AtTaif and Asir, apart from destinations abroad, were the areas or places most commonly reached by air. 58.2 per cent of all holiday makers who used air travel visited these three areas of the Kingdom which also accounted for 58.2 per cent of the holidays named. Airline use was very common to virtually all destinations, however. In particular, over 80 per cent of those who reported visiting ArRiyadh and Eastern Province went by air. Here distance was probably a factor that would encourage going by air.

In brief private car use and airline use is widespread to all areas, but airline use does not generally appear to replace car use to the more distant destinations. Of course this may be because the private car is used to get to the airport, and most of the journey is made by air.

Public service transportation, considered in Table 9.6, includes SAPTCO (the Saudi Arabian Public Transportation Company), and bus, coach, and taxi companies operating across the country. In addition limousine services have started up in recent years and have spread rapidly because they offer more convenience and comfort for passengers than other public types of transport. Many small limousine firms have been established in several cities in the country, mainly the

Table 9.5

Use of Transportation, by Holiday Destination in the Previous Year

A: Airlines

The area	No. of sample	Users no. 930 *	Out of 100 %	Total 1481
Jeddah	372	24.6	61.6	25.1
AtTaif	269	18.8	65.1	18.2
Asir	220	14.8	62.7	14.9
Al-Madinah	180	11.2	57.8	12.2
Makkah	123	8.2	61.8	8.3
Al-Baha	113	6.2	51.3	7.6
ArRiyadh	86	7.7	83.7	5.8
Others	74	4.5	56.8	5.0
East.Prov.	44	3.9	81.8	3.0
Total	1481**	100.0	62.8*	100.0

B: Own Car

		1348 *		1481
Jeddah	372	25.4	91.9	25.1
AtTaif	269	18.9	94.8	18.2
Asir	220	15.7	96.4	14.9
Al-Madinah	180	11.1	82.8	12.2
Makkah	123	7.4	81.3	8.3
Al-Baha	113	8.2	98.2	7.6
ArRiyadh	86	5.6	88.4	5.8
Others	74	4.8	87.8	5.0
East.Prov.	44	2.8	86.4	3.0
Total	1481**	100.0	91.0*	100.0

* The rest of the sample did not use this form of transport during their holiday in the previous year.
** 319 of the total respondents did not visit any internal area during the previous year.
A: Chi-square = 33.274 D.F. = 8 Significance = 0.0005.
B: Chi-square = 51.940 D.F. = 8 Significance = 0.0000.
Source: Writer's Field Survey 1989.

large ones such as ArRiyadh, Jeddah and Dhahran to provide local and longer distance transport, mainly in response to telephone calls from passengers. They are generally cheaper to use than taxis.

Overall **Table 9.6** shows that public land transportation was the third most common form of transport used by the respondents, but it was much less used than private cars and the airlines. However 20.5 per cent of the sample reported that they had used public land transportation on their holidays. As shown in **Table 9.6**, those who visited Makkah, Al-Madinah and Eastern Province used it most commonly followed by visitors to ArRiyadh, Al-Baha and Jeddah. This can be explained, in the case of Al-Madinah and the cities of the study area, because these are all destinations relatively close to the home areas of the sample, and because the common kinds of public transportation run most frequently between and within these three cities. That so much land transport is used by the visitors to the Eastern Province is less because it is used to reach the area, but more because it is used by visitors after reaching the area. 82 per cent of visitors to Eastern Province had reached it by air, and would not have their own transport with them. Some would therefore use taxis and buses while there.

Another type of transport facility that was seen to be used was rental car agencies. The results, as shown in **Table 9.6**, shows that rental cars are not widely used but that small numbers of visitors (7.3 per cent of the sample) used them to a wide variety of destinations, particularly to Eastern Province, but also to Makkah, Asir and Al-Baha. Car rental agencies are available in all three cities in the study area and they appear to be used by those who do not normally own a car of a type suitable for longer holiday journeys, or by those who reach their holiday destination by another transport facility rather than their own car, and therefore rent a car at the destination. Again many visitors to Eastern

Table 9.6

Use of Public and Rented Car Transportation, by Holiday Destination in the Previous Year

A: Public Transportation

The area	No. of sample	Users no. 303 *	Out of 100 %	Total 1481
Jeddah	372	25.4	20.7	25.1
AtTaif	269	9.6	10.8	18.2
Asir	220	11.9	16.4	14.9
Al-Madinah	180	17.8	30.0	12.2
Makkah	123	13.2	32.5	8.3
Al-Baha	113	7.6	20.4	7.6
ArRiyadh	86	6.6	23.3	5.8
Others	74	4.3	17.6	5.0
East.Prov.	44	3.6	25.0	3.0
Total	1481**	100.0	20.5*	100.0

B: Rented Car

		108 *		1481
Jeddah	372	25.9	7.5	25.1
AtTaif	269	8.3	3.3	18.2
Asir	220	17.6	8.6	14.9
Al-Madinah	180	11.1	6.7	12.2
Makkah	123	11.1	9.8	8.3
Al-Baha	113	8.3	8.0	7.6
ArRiyadh	86	5.6	7.0	5.8
Others	74	4.6	6.8	5.0
East.Prov.	44	7.4	18.2	3.0
Total	1481**	100.0	7.3*	100.0

* The rest of the sample did not use this form of transport during their holiday in the previous year.
** 319 of the total respondents did not visit any internal area during the previous year.
A: Chi-square = 40.180 D.F. = 8 Significance = 0.0000.
B: Chi-square = 15.861 D.F. = 8 Significance = 0.0444.
Source: Writer's Field Survey 1989.

Province rented a car while there.

An equally small proportion of the sample (7.1 per cent) used a relative's car on their holiday travel. That the number is not greater is simply because most respondents use their own cars or other transport. As shown in **Table 9.7** those who used a relative's car used them at a variety of destinations, but particularly to other cities in the study area.

Table 9.7

Use of Relative or Friend's Car, by Holiday Destination in the Previous Year

		105 *		1481
Jeddah	372	26.7	7.5	25.1
AtTaif	269	19.0	7.4	18.2
Asir	220	11.4	5.5	14.9
Al-Madinah	180	6.7	4.4	12.2
Makkah	123	11.4	9.8	8.3
Al-Baha	113	3.8	3.5	7.6
ArRiyadh	86	4.8	5.8	5.8
Others	74	11.4	16.2	5.0
East.Prov.	44	3.8	9.1	3.0
Total	1481**	100.0	7.1*	100.0

* The rest of the sample did not use this form of transport during their holiday in the previous year.
** 319 of the total respondents did not visit any internal area during the previous year.
Chi-square = 16.228 D.F. = 8 Significance = 0.0384.
Source: Writer's Field Survey 1989.

Overall, **Figure 9.3** shows all types of transport used by respondents during their last holiday.

It may seem surprising, in a country like Saudi Arabia with large coastal areas, that little use of boats on vacation is

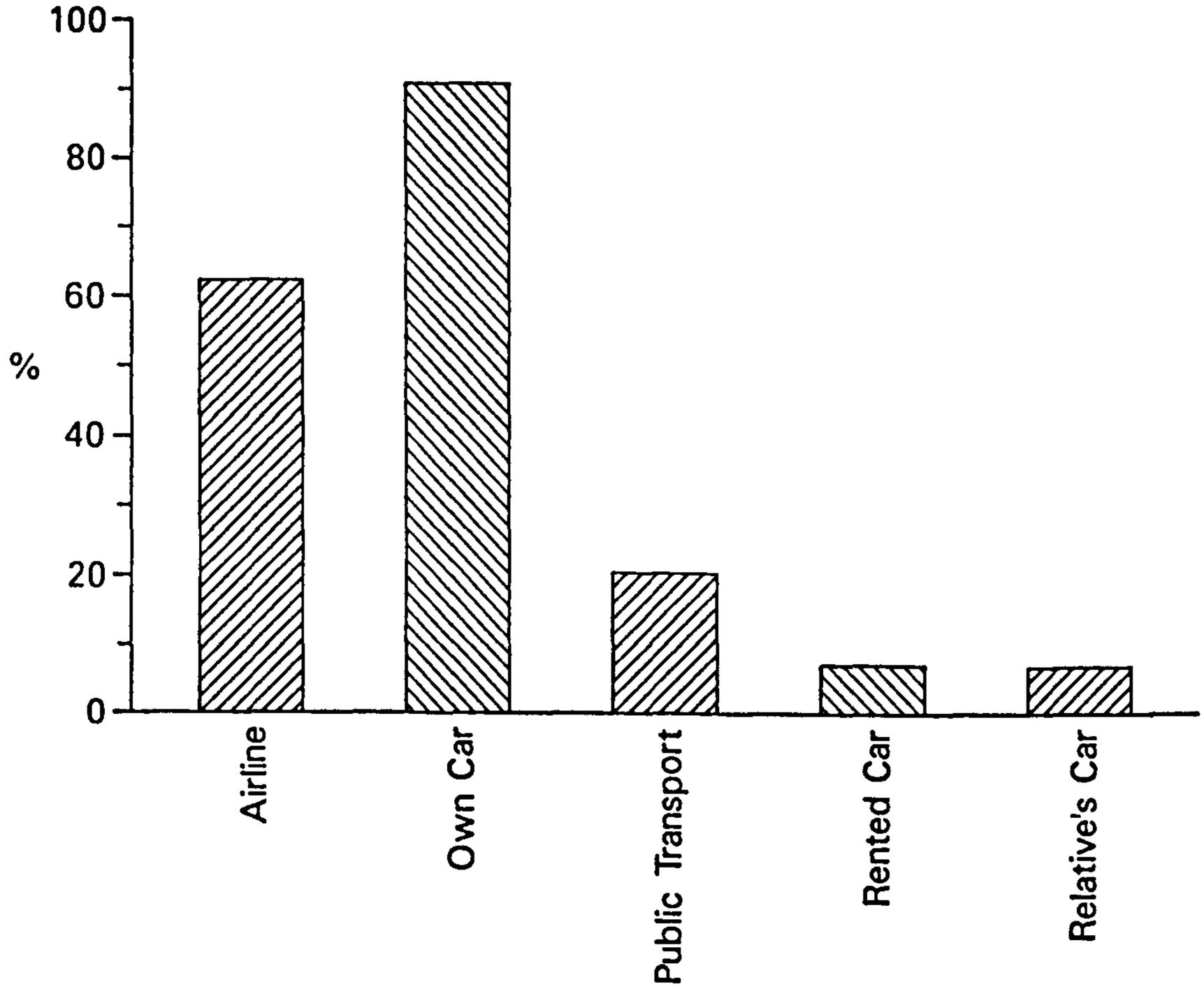


Figure 9.3 The use of all types of transportation in the previous year
Source: Writer's Field Survey 1989

reported, but sailing and other boating activities are not well developed. Only one per cent of the respondents stated they used some other type of transport facility than those already listed. Most of these were boat owners. In a few cases other transport facilities like private car and air craft belonging to the employer of the respondent were used.

9.3 Combined Use of Transport Facilities

It is clear that vacation travel often involves the use of more than one transport mode, especially where airline use is so common. Often one's own car will be used to reach the airport, and some form of public or rented transport may by used at the other end of the journey to reach the destination. Various combinations of transport use are possible and this final section outlines these. It must be noted at the beginning, however, that the number of users given for all transport forms differ from the numbers presented earlier in **Tables 9.5, 9.6** and **9.7**. This is because the number in those tables represent only those who used the named transport facilities on their vacations during the last year prior to the survey. In this section the numbers refer to all users of transport facilities during their last vacation, whether that use was in the previous year or before.

When the use of all types of transport services are related to each other, as seen in **Table 9.8**, it is clear that the combined use of air transport and own car use to reach the holiday destination is predominant. 88.4 per cent of all users of air transport also used their own cars on their holiday journey and during their vacation time. But 20.7 per cent of air passengers used other types of public land transport. In comparison to this, air travellers made less use of rented cars and relatives' cars. The percentages in **Table 9.8** exceed 100 because some respondents reported on more than one transport combination. That is, they used their

own car, airline and some other form of transport. Respondents who reported the use of their own car as their main transport mode to reach their holiday destination and during their holiday period made much less use of other forms of transport. This is, of course, to be expected. **Table 9.8** shows that 14.3 per cent also used public transport, but much smaller numbers rented cars or used relatives' cars for part of their travel. In contrast to own car users, rather large percentages of those who mainly used public land transport to

Table 9.8

Transport Combination to and within Holiday Destination:

A: Air and Other Types

Airplane Users = 1186

Transport combinations	Users number	Out of 100 %
Air and own car	1048	88.4
Air and Public transport	248	20.7
Air and rented car	89	7.5
Air and relative's car	77	6.5
	*	

B: Own Car and Other Form of Road Transportation

Own Car Users = 1587

Own car and public transport	277	14.3
Own car and rented car	93	5.9
Own car and relative's car	74	4.7

C: Public Transport and Rented or Relative's Car

Public Transport Users = 384

Public transport and rented car	86	22.4
Public trans. and relative's car	57	14.8

* The total exceed the actual number of users of each transport facility because the multi-use of more than one transport facility.

Source: Writer's Field Survey 1989.

reach their holiday destination and during their vacation time, rented cars or used relatives' cars for part of their travel.

This chapter has shown that Jeddah, AtTaif, Asir and Al-Madinah were the most popular holiday destinations for the sample's vacations during the last 12 months prior to the survey. They were followed by Makkah and Al-Baha. In the second section of this chapter, which has concerned the use of serviced accommodation and transportation, it is clear that the most popular accommodation used by the respondents in their previous holiday destinations were relatives' homes, a rented home, hotels and motels, followed by the respondent's own second home. There were significant variations between those types of accommodations and the named holiday destinations within Saudi Arabia. Also the most popular type of transport facility used by the respondents to reach their holiday destinations, and during their holiday periods, was the private car followed by airline and public transport facilities. These results reflect the high level of private car ownership and the benefits provided by the highway networks, so that long car journeys for vacations are now possible. Even so, many also fly to their holiday destination and this reflects the rapid improvement in the services of Saudia Airlines. The public transportation sector is quite widely used and many journeys to holiday destinations involve more than one mode of transport.

While this chapter has shown the level of use of accommodation and transportation facilities by the respondents on their previous holiday, the following chapter examines the level of use of tourist information services and facilities by the sampled respondents for their previous holiday destination.

CHAPTER TEN

THE USE OF, AND THE NEED FOR, TOURIST INFORMATION SERVICES

The previous chapter examined which areas in Saudi Arabia attracted the respondents on holiday. The types of accommodation and transportation facilities used by the respondents on these holidays were also surveyed. This chapter examines the use of tourist information in its various forms. It is convenient to first state why the writer decided to examine this aspect of holiday-making.

In most contemporary societies there has been a marked increase in the availability of tourism and recreation facilities and services of a wide range as leisure demand has increased. This has particularly been seen in the developed nations, mainly the western societies, where the provision of tourism and recreational opportunities now play a major role in the quality of people's lives. Tourism can also play a major part in regional economies. Tourism and recreation provision has yet to receive as much attention in Third World societies where the people often have more pressing needs, but the provision for leisure, recreation and tourism is developing in some, as in Saudi Arabia. Several government agencies, private sectors companies and individuals are now providing a range of facilities and services to meet some of the demand for leisure, and are beginning to recognise its importance as an income generator.

The range of tourist facilities is now so wide, even in Saudi Arabia in general and the western region in particular, that it did not seem practicable for the writer to survey them in terms of all of their characteristics, qualities and distribution. Clearly the questionnaire survey could not

enquire in detail of each respondent about every facility they used on holiday, and their opinion of it.

Some tourist facilities rely more on the public sector for their provision, while others are mainly provided by the private sector. Because the form of accommodation and transportation used on holiday has been considered, and both are largely private-sector provisions, it seemed sensible to also enquire of information services for holiday planning and their used by the respondents, because more of these are provided by the public sector to promote tourism. This chapter makes it clear that this part of tourism provision is far less developed in Saudi Arabia than is accommodation and transportation, so that the demand for it has not yet been fully recognised.

10.1 Tourist Information

Tourist information materials are very limited in the country. This is partly because the government has never set up an agency to promote the development of tourism and its management. Nor is the role met by any private sector body beyond a few map publishers. Most tourist information has only appeared in the last few years in Saudi Arabia. Where information is provided it is not readily available since there are few places set up for the distribution of such information.

The questionnaire for this part of the survey included two questions concerning tourist information. The first one asked each respondent whether he/she obtained any information about the area visited to help plan their holiday. But the writer found on the pilot survey that many respondents could not specify the types of tourist information they had used, so that they are aggregated here. However, the second question asked for more details on where they thought more tourist information had been needed, to see if this was

mainly in the form of road maps, city maps, guides to places of tourist interest and public services, or other information from tourist information centres. In total only 506 respondents (28.2 per cent) stated that they had obtained some form of information materials for their holiday. 70.5 per cent reported that they had obtained no tourist information of any sort and a further 1.4 per cent remained undecided, generally because they were unclear about what constituted "tourist information". By considering the information services used by tourists and what they said they needed, this chapter attempts to conclude which sources of tourist information were most important to the respondents. It must be noted, however, that the number of respondents who said they needed information of particular types were different from the number who said they had actually obtained some form of tourist information.

Table 10.1 shows how the 506 who said they had obtained tourist information in connection with their holidays were distributed across the three cities. Respondents in AtTaif seem to use tourist information materials more than those in Makkah and Jeddah. This could be because AtTaif has long been known as a tourist area so that there is more understanding there of the value of tourist information and how it can be obtained.

Table 10.1

The Use of Tourist Information, by the Cities in the Study Area

The users	No.of sample	Makkah 165	Jeddah 145	AtTaif 196	Total 506
Row total %	506 *	32.6	28.7	38.7	100.0

* The rest of the sample did not use any tourist information.
Source: Writer's Field Survey 1989.

The samples' responses on the use of tourist information have been examined against the area they visited during their vacation in the year before the survey. As seen in **Table 10.2** those who went to Asir, Al-Baha, Eastern Province, Jeddah, and AtTaif seem to make more use of tourist information materials than the other areas of tourist flows in the Kingdom. Areas where tourist information was more commonly used included areas like Asir where many respondents went, as well as others, like Eastern Province, which were not as popular with respondents. Other areas like Al-Madinah and ArRiyadh were visited by many respondents who often had no information to go on. Overall, the low level of use of information sources - under one third of all respondents - is not a surprising result due to the general lack of tourist information. Even so, a half of visitors to Asir had some

Table 10.2

The Use of Tourist Information, by Holiday Destination in the Previous Year

The area	No. of sample	Users no. 455 *	Out of 100 %	Total 1481
Jeddah	372	25.5	31.2	25.1
AtTaif	269	17.1	29.0	18.2
Asir	220	24.2	50.0	14.9
Al-Madinah	180	7.5	18.9	12.2
Makkah	123	6.8	25.2	8.3
Al-Baha	113	9.2	37.2	7.6
ArRiyadh	86	3.1	16.3	5.8
Others	74	3.1	18.9	5.0
East.Prov.	44	3.5	36.4	3.0
Total	1481**	100.0	30.7 *	100.0

* The rest of the sample did not use any type of information during their previous holiday.
** 319 of the total respondents did not visit any internal area during the previous year.
Chi-square = 91.839 D.F. = 8 Significance = 0.0000.
Source: Writer's Field Survey 1989.

informational material, contrasted with only one sixth of the visitors to ArRiyadh. It does seem, therefore, that there is much variation in the availability and use of information services.

10.2 Tourist Information Types Needed

This section concerns the stated need for any particular type of tourist information mentioned by the respondents. The writer wished to seek any relationship there may be between the receiving areas of tourist flows and the stated need for tourist information materials. The results represented in this section have come from an answer to the question "Of the following information types which did you need most as a tourist?: 1. road maps to direct you to your vacation area; 2. city maps; 3. guides to places of tourist interest; 4. tourist information centres; 5. guides for public services (hotel, restaurant...); 6. all of the above; 7. others (specify....)" (**Figure 10.1**). It should be noted that the number of those who needed any particular type of information does not necessarily match the number of the users (506) that were mentioned earlier. Also some respondents said they needed more than one of these sources of information. Category six was only used if the respondents stated a need for all of the information sources. Where a respondent named several different information sources the most important was taken in order to allow for the analysis of the need for different information sources in each of the areas visited.

Of the more common types of tourist information, more respondents said they needed road maps to help direct them to and around their vacation areas. Over a quarter (29.6 per cent) of the respondents who took domestic holidays pointed out this need (**Table 10.3**). That the majority of the sample still said they did not need road maps could be explained by the respondents' lack of familiarity with such maps, or that tourists rely on their common knowledge or familiarity with

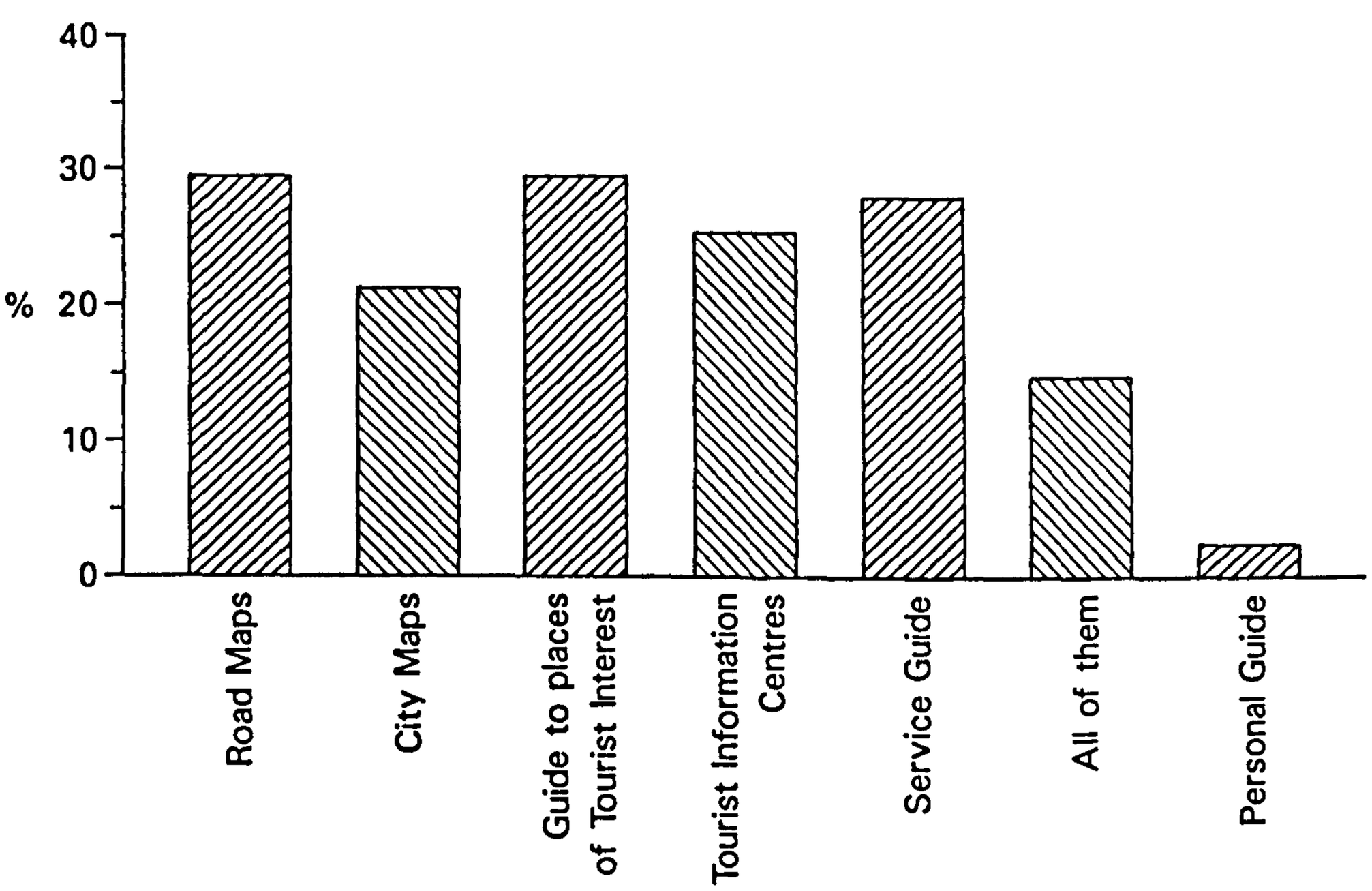


Figure 10.1 Tourist information needed
Source: Writer's Field Survey 1989

the place when travelling to their vacation areas and in deciding where they wish to go in their vacation area.

Table 10.3

The Need for Road Maps, by Holiday Destination in the Previous Year

The area	No. of sample	Users no. 439 *	Out of 100 %	Total 1481
Jeddah	372	22.7	26.9	25.1
AtTaif	269	20.5	33.5	18.2
Asir	220	17.3	34.5	14.9
Al-Madinah	180	9.8	23.9	12.2
Makkah	123	6.6	23.6	8.3
Al-Baha	113	9.8	38.1	7.6
ArRiyadh	86	4.6	23.3	5.8
Others	74	4.3	25.7	5.0
East.Prov.	44	4.3	43.2	3.0
Total	1481**	100.0	*29.6	100.0

* The rest of the sample did not need this type of information.
** 319 of the total respondents did not visit any internal area during the previous year.
Chi-square = 20.739 D.F. = 8 Significance = 0.0078.
Source: Writer's Field Survey 1989.

Some marked differences were shown in the need for this type of information in different receiving areas of domestic tourist flows. As seen in the Table, the visitors to Jeddah, AtTaif and Asir were common among the respondents who said they needed road maps to direct them to these vacation areas, simply because these areas are considered major tourist locations by the respondents. They therefore attract more visitors who have not been there before and cannot find their way around. Also reasonable shares of visitors to Al-Baha, Al-Madinah and Makkah pointed out that they needed this sort of tourist information. Many respondents also went to these

areas. It is clear from the Table that 43.2 per cent of visitors to the Eastern Province said they needed road maps during their holiday there. This was the highest proportion for any area. This could be explained by the fact that Eastern Province contains several cities such AdDammam, AdDhahran, and Al-Kubar, and many visitors have difficulties in finding their directions between these places without road maps to help them. Similarly a proportion of those who had visited Al-Baha, Asir and AtTaif said they needed this type of information because these areas include many tourist locations where visitors find it difficult to move between those locations without road maps.

City or town maps as a source of tourist information seem not to be quite as important for the sampled respondents as area maps. 21. 7 per cent (321 respondents) of the sample reported that they needed this type of information. But the results showed some relationship between the level of need for these

Table 10.4

The Need for City Maps, by Holiday Destination in the Previous Year

The area	No. of sample	Users no. 321 *	Out of 100 %	Total 1481
Jeddah	372	24.9	21.5	25.1
AtTaif	269	20.9	24.9	18.2
Asir	220	15.0	21.8	14.9
Al-Baha	113	10.6	30.1	7.6
Others	507	28.7	18.1	34.2
Total	1481 **	100.0	*21.7	100.0

* The rest of the sample did not need this type of information.
** 319 of the total respondents did not visit any internal area during the previous year.
Chi-square = 10.095 D.F. = 4 Significance = 0.0388.
Source: Writer's Field Survey 1989.

maps by receiving areas. By aggregating the data on the less popular locations it was shown that the need for these maps was rather greater in the most popular areas and Al-Baha, even though there are no large towns in Al-Baha (**Table 10.4**).

Guides to places of tourist interest were an important element of tourist information for the respondents. Over one-quarter (29.6 per cent of the respondents) said they needed this type of information on their last holiday. This is as high a proportion of respondents as said they needed road maps. That the need for guides is common may be because respondents have now heard about this type of information through the media, and because so little information is available on where tourist attractions are in an area. There

Table 10.5

The Need for Guides to Places of Tourist Interest, by Holiday Destination in the Previous Year

The area	No. of sample	Users no. 439 *	Out of 100 %	Total 1481
Jeddah	372	23.9	28.2	25.1
AtTaif	269	19.8	32.3	18.2
Asir	220	18.9	37.7	14.9
Al-Madinah	180	8.4	20.6	12.2
Makkah	123	4.8	17.1	8.3
Al-Baha	113	10.9	42.5	7.6
ArRiyadh	86	5.5	27.9	5.8
Others	74	5.5	32.4	5.0
East.Prov.	44	2.3	22.7	3.0
Total	1481 **	100.0	*29.6	100.0

* The rest of the sample did not need this type of information.
** 319 of the total respondents did not visit any internal area during the previous year.
Chi-square = 34.972 D.F. = 8 Significance = 0.0000.
Source: Writer's Field Survey 1989.

are often no signposts on roads and there is often no information on display at places of interest when the visitors gets there. As seen in **Table 10.5**, the visitors to Al-Baha, AtTaif and Asir more commonly stated that they needed guides to places of tourist interest. But these were closely followed by respondents to other places like Jeddah and ArRiyadh. That this need is not even more widely stated is probably because not many such leaflets and other materials are produced and they are not often widely available from a variety of outlets, so that many respondents have not seen guides and have not imagined their usefulness.

Tourist information centres are another source of guidance for tourists but they are at present located in only a few areas in Asir and AtTaif. Most are only open in summer. As seen in **Table 10.6**, one-quarter (25.9 per cent) of the

Table 10.6
The Need for Tourist Information Centres, by Holiday Destination in the Previous Year

The area	No. of sample	Users no. 383 *	Out of 100 %	Total 1481
Jeddah	372	24.0	24.7	25.1
AtTaif	269	18.5	26.4	18.2
Asir	220	18.3	31.8	14.9
Al-Madinah	180	9.4	20.0	12.2
Makkah	123	5.7	17.9	8.3
Al-Baha	113	11.2	38.1	7.6
ArRiyadh	86	4.7	20.9	5.8
Others	74	5.5	28.4	5.0
East.Prov.	44	2.6	22.7	3.0
Total	1481 **	100.0	*25.9	100.0

* The rest of the sample did not need this type of information.
** 319 of the total respondents did not visit any internal area during the previous year.
Chi-square = 21.985 D.F. = 8 Significance = 0.0049.
Source: Writer's Field Survey 1989.

respondents said they needed this type of information source. Visitors to Asir and Al-Baha, as rural areas with widespread attractions, showed most need for information centres although a significant minority of visitors to all areas reported needing them.

By examining other sources of tourist information such as guides to public services (hotel, restaurant etc.) against the last holiday destinations of respondents, the results showed a significant relationship occurred by destination, as seen in **Table 10.7**. In spite of the fact that general guides to the main cities in Saudi Arabia, such as ArRiyadh, Makkah, Jeddah and AtTaif already exist, the respondents did not seem to benefit much from them because it is not easy to find where they are on sale. Also they are expensive, and the information they contain is often outdated. However, visitors to AtTaif, Jeddah, Al-Baha and Asir most commonly needed this type of information. There is some evidence that the need for these guides was greater in the more popular areas.

Table 10.7
The Need for Service Guide, by Holiday Destination in the Previous Year

The area	No. of sample	Users no. 417 *	Out of 100 %	Total 1481
Jeddah	372	27.1	30.4	25.1
AtTaif	269	21.6	33.5	18.2
Asir	220	15.1	28.6	14.9
Makkah	123	7.2	24.4	8.3
Al-Baha	113	8.2	30.1	7.6
Others	384	20.9	22.7	25.9
Total	1481 **	100.0	*28.2	100.0

* The rest of the sample did not need this type of information.
** 319 of the total respondents did not visit any internal area during the previous year.
Chi-square = 11.481 D.F. = 5 Significance = 0.0426.
Source: Writer's Field Survey 1989.

When respondents were asked if they needed all of those sources of information only 14.5 per cent said they did. However, significant differences were seen between this need and holiday destinations (**Table 10.8**). Overall it appears that a range of materials is needed in all areas but until they are widely available many holiday-makers will not see benefits in having them. This need is rather more widely recognized by visitors to attractive countryside tourist areas like Al-Baha, to cities that attract tourists, as well as distant areas like Eastern Province with which visitors are not familiar.

Table 10.8

The Need for All of the above Information Types, by Holiday Destination in the Previous Year

The area	No. of sample	Users no. 215 *	Out of 100 %	Total 1481
Jeddah	372	24.2	14.0	25.1
AtTaif	269	20.9	16.7	18.2
Asir	220	17.2	16.8	14.9
Makkah	123	6.0	10.6	8.3
Al-Baha	113	12.1	23.0	7.6
Others	384	19.5	10.9	25.9
Total	1481 **	100.0	*14.5	100.0

* The rest of the sample did not need all types of information.
** 319 of the total respondents did not visit any internal area during the previous year.
Chi-square = 14.161 D.F. = 5 Significance = 0.0146.
Source: Writer's Field Survey 1989.

Personal tourist guides which are locally called "*murshid*" or "*daleel*" are at present only available in Al-Madinah and Makkah where they provide some visitors with tours of the

locations of religious and historical value. Generally those guides serve international tourists more than domestic tourists. Only 37 of the sampled respondents said they needed this type of tourist information as seen in **Table 10.9**. There was no statistically significant pattern to those.

Table 10.9

The Need for Personal Guides, by Holiday Destination in the Previous Year

The area	No. of sample	Users no. 37 *	Out of 100 %	Total 1481
Jeddah	372	24.3	2.4	25.1
AtTaif	269	18.9	2.6	18.2
Asir	220	13.5	2.3	14.9
Al-Madinah	180	13.5	2.8	12.2
Makkah	123	8.1	2.4	8.3
Al-Baha	113	10.8	3.5	7.6
ArRiyadh	86	5.4	2.3	5.8
Others	74	2.7	1.4	5.0
East.Prov.	44	2.7	2.3	3.0
Total	1481 **	100.0	* 2.5	100.0

* The rest of the sample did not need this type of information.
** 319 of the total respondents did not visit any internal area during the previous year.
Chi-square = 1.049 D.F. = 8 Significance = 0.9979.
Source: Writer's Field Survey 1989.

In brief these results indicate that there is a lack of provision of these types of information in all areas, but even where more are used as in Al-Baha, there is still a strong need for more. Also the need for different types of information seem to vary somewhat from place to place, but overall, more of all types is needed in all areas.

10.3 Travel Agencies

A final type of information source considered was the travel agent. It is clear that in developed societies travel agencies play a major role in holiday planning and in providing information about tourist opportunities in different areas. In addition, of course, travel agencies provide many other services for the public such as booking services and selling holiday packages. The number of agencies and their range of services has been growing internationally according to the growing demands of tourists. The growth of travel agencies has been rapid in Saudi Arabia in recent years. As mentioned in Chapter Three, the writer found there are 158 travel agencies in the three cities of the study area, of which 125 are in Jeddah but only 24 in Makkah and 9 in AtTaif.

But further study of their services shows that most of their services are only provided for travellers going abroad. As a results the writer put a question in the questionnaire concerning the level of use of travel agencies for domestic tourist movements. This was 'Did you use a travel agent to help you plan your main vacation within Saudi Arabia?' The answer showed little positive response. It showed that only 3.6 per cent of the sample (57 respondents) had used travel agents to plan their domestic vacation (**Table 10.11**). More surprisingly, while the largest number of travel agents are found in Jeddah that city has the lowest percentage of its respondents using travel agents to plan their domestic holiday (**Table 10.10**). This may be because most visitors, to other parts of Saudi Arabia, like the respondents in this sample, are already familiar with the places they visit and do not have a need for a travel agent for information, or other help. In contrast respondents in Makkah made much more use of travel agents. This could be explained by the fact that Makkah, with no airport, has no access by air except through Jeddah and AtTaif so its population depends largely

on travel agents for air ticket issues to their holiday destinations within the country. In the other two cities one can book air tickets without using a travel agent.

Table 10.11 shows that visitors to Jeddah, AtTaif and Asir accounted for most of the small number of the sample who used a travel agent to help in planning their main vacation. This is simply because these areas are the holiday destinations which attracted most sampled respondents.

Table 10.10

The Use of Travel Agents, by the Cities in the Study Area

The users	No.of sample	Makkah 35	Jeddah 6	AtTaif 16	Total 57
Row total %	57 *	61.4	10.5	28.1	100.0

* The rest of the sample did not use a travel agent.
Source: Writer's Field Survey 1989.

Table 10.11

The Use of Travel Agents, by Holiday Destination in the Previous Year

The area	No. of sample	Users no. 57 *	Out of 100 %	Total 1481
Jeddah	372	31.5	4.6	25.1
AtTaif	269	24.1	4.8	18.2
Asir	220	22.2	5.5	14.9
Others	620	22.2	1.9	41.9
Total	1481 **	100.0	* 3.6	100.0

* The rest of the sample did not use a travel agent in the last year.
** 319 of the total respondents did not visit any internal area during the previous year.
Chi-square = 9.204 D.F. = 3 Significance = 0.0268.
Source: Writer's Field Survey 1989.

The almost complete absence of travel agencies in having a role in domestic tourism would be worth more investigation to see the reasons for this. An encouraging move in this direction, in the middle of 1990, was that Saudia Airlines organized a conference between its sales representatives and Saudi travel agencies to determine which would be prepared to encourage domestic tourism.

In summary, the results presented in this chapter show that only one-quarter of the respondents made some use of tourist information. More of those were respondents from AtTaif. Those who most used tourist information were visitors to Asir but due to the widespread lack of tourist information sources there is a general need for more information of several types, notably for road maps, city maps and tourist guides. Those who needed these types of information the most were the visitors to the main tourist areas in the Kingdom such as Asir, Al-Baha, AtTaif and Jeddah as well as Eastern Province, where a high proportion of its visitors said they needed road maps and city maps. Travel agents were little used for domestic tourism by the respondents. Of the very small proportion of users, most were from Makkah.

The next chapter examines information on the satisfaction of the respondents with tourist facilities.

CHAPTER ELEVEN

THE SATISFACTION OF THE RESPONDENTS WITH TOURIST FACILITIES

The purpose of this chapter is to investigate the sample's satisfaction with some of the tourist and related facilities already considered in the previous chapters. Levels of satisfaction will be related to two socio-economic characteristics of respondents: their level of education and income. These are chosen because they have been shown to influence other aspects of the sample's tourist behaviour as reported in Chapter Seven.

The satisfaction of the sample with the provision of accommodation facilities, transport facilities and travel agencies will be considered separately. Furthermore, the numbers of respondents indicating their satisfaction with particular facilities differs from the numbers reporting the use of those facilities in earlier chapters. This is because the questions on people's satisfaction with various facilities were asked of them whether they had used that facility or not on their last holiday, or had not used it recently, or not at all. In the latter case the writer often found that many respondents could give no answer to the question, because they had no clear evidence or experience on which to base a judgement of their satisfaction level. These have been mainly excluded from the analysis. Satisfaction is not easy to measure and to avoid problems of definition respondents were asked to say if they were completely or relatively satisfied with the facility, or completely or relatively dissatisfied.

It must also be noted that throughout this chapter the discussion of the respondents' satisfaction with each service

or facility, is covered by three tables, and different number of respondents are considered in them. The only exception to this is the discussion on limousine services. The first of each set of three tables gives the respondents' overall satisfaction with that facility. This only includes those respondents who said they had used that facility on their last holiday, but not necessarily a holiday in the last year. They could therefore answer the question with specific reference to their use of that facility on that holiday. Numbers who remained undecided about their satisfaction level are, therefore, small. This is because all recent non-users are excluded.

The second and third table on each facility gives satisfaction levels in relation to respondents' education and income. Here the numbers of respondents using the facilities is normally much larger than those given in the first tables. This has been done to aid statistical testing of the results. This is because the writer has included all respondents who said they had used a particular facility at any time. In most cases one could expect them to be able to express an opinion on it. This opinion was, in some cases, based on their most recent holiday. In other cases, where the respondent had not used that facility on his last holiday, it was based on his experience of that type of facility on another holiday, or on some other experience of the use of that facility. In some cases respondents felt able to express an opinion without any direct experience of using the particular facility. These were also included. The number of "undecided" in these tables is rather greater than in the first table for each facility but is not as great as if all respondents had been included. Clearly, most people who had not used a particular facility would be unable to express an opinion on it. But some of those who reported that they had used a particular facility on a previous occasion were unable to give an opinion of it, and these made up most of the "undecided". The writer recognises this means of widening the number expressing an

opinion of a facility on the basis of different experiences could limit the accuracy of this part of the analysis, but it has allowed the sample sizes to be increased making statistical testing of the results more possible.

The level of satisfaction of the respondents with the facilities and services considered in this chapter were also examined against other factors such as the destination of their last holiday, to see if satisfaction levels reflect where the holiday was taken. Other socio-economic factors such as age group and occupation of the respondents were also examined. But these analyses showed few statistically significant variations.

11.1 Evaluation of Serviced Accommodation

11.1.1 Hotels and Motels

The data showed that 382 respondents (21.2 per cent of the total sample) had used hotel and motel accommodation during their recent holidays. **Table 11.1** shows that the majority of them (85 per cent) were satisfied with this type of facility and almost half were completely satisfied. While this is a high level of satisfaction it should be noted that the number of hotels in Saudi Arabia is growing rapidly. Their newness and the quality of the services they offer has led to general satisfaction with them, increased by the fact that there was, until a few years ago, a few hotels or similar accommodation against which to compare the present system. Hence under 13 per cent of hotel uses on their most recent holiday in Saudi Arabia expressed dissatisfaction with their accommodation.

As was stated earlier the same question on satisfaction with hotel and motel accommodation was asked of all respondents whether they had stayed in that type of accommodation recently or not. The purpose of doing this was to get a much larger sample to allow its satisfaction level to be

Table 11.1

Evaluation of Hotels, by the Users

Evaluation	No. of users	Percentage
Completely satisfied	181	47.4
Relatively satisfied	144	37.7
Relatively dissatisfied	26	6.8
Completely dissatisfied	22	5.8
Undecided	9	2.4
Total	382 *	100.00

* The rest of the sample did not use this service.
Chi-square = 920.899 D.F. = 4 Significance = 0.0000.
Source: Writer's Field Survey 1989.

considered against the income and educational levels of respondents. **Table 11.2** shows the relationship between the evaluation by the respondents and their level of education. Half of the low educated group stated that they were completely satisfied with hotel accommodation. It can be seen that the better educated groups produced a wider spread of levels of satisfaction than the less educated, partly because fewer of the well educated were undecided. This is probably because more of them had used more hotels and could better express an opinion on them.

Table 11.3 examines the degree of satisfaction with hotels among the respondents in relation to their monthly income. This reflects what was clear from the pattern of satisfaction in relation to education levels. Most of the low income group (of 2000 Riyals a month or less) were generally satisfied with their experience of hotels, but even among the high income group levels of satisfaction were high. As a result, the chi-square test performed on the data does not demonstrate conclusively that a significant differences exists between low income respondents and those in the middle

Table 11.2

Evaluation of Hotels, by Educational Status of the Household Head

Evaluation	No. of	Low educ.	Middle educ.	High educ.	Total
	sample	108	366	177	651
Compl. satis.	266	50.0	39.1	39.0	40.9
Relativ.satis.	248	29.6	39.9	39.5	38.1
Relativ.diss.	50	3.7	7.7	10.2	7.7
Compl. diss.	33	1.9	5.7	5.7	5.1
Undecided	54	14.8	7.7	5.6	8.3
Total	651*	100.0	100.0	100.0	100.0

* The rest of the sample reported no opinion about this service.
Chi-square = 18.595 D.F. = 8 Significance = 0.0171.
Source: Writer's Field Survey 1989.

Table 11.3

Evaluation of Hotels, by Monthly Income of the Household Head

Evaluation	No. of	< 2000	2001 >	Total
	sample	72	579	651
Compl. satis.	266	54.2	39.2	40.9
Relativ.satis.	248	30.6	39.0	38.1
Relativ.diss.	50	6.9	7.8	7.7
Compl. diss.	33	0.0	5.7	5.1
Undecided	54	8.3	8.3	8.3
Total	651*	100.0	100.0	100.0

* The rest of the sample reported no opinion about this service.
Chi-square = 8.876 D.F. = 4 Significance = 0.0642.
Source: Writer's Field Survey 1989.

and high income groups (chi-square result is outside the 0.05 probability level). Thus, although a larger sample might have produced a conclusive result, the available data does not suggest that attitudes to hotels vary strongly according to income levels. However, in **Table 11.3**, if the undecided group is excluded from the analysis the result of the chi-square test produced a significant result of 0.0309 level.

11.1.2 Furnished and Unfurnished Apartments

An earlier chapter indicated that this type of accommodation has expanded rapidly in Saudi Arabia in recent years. About a quarter of the total sample said they had used rented homes during their holiday. This is more than used hotels. **Table 11.4** shows that 78 per cent of those who used this type of accommodation were satisfied with it completely, or relatively, although more of these expressed relative satisfaction rather than complete satisfaction. Only 14.8 per cent were dissatisfied, about the same proportion as for hotel users, but 7.2 per cent were undecided. While over 70 per cent of all respondents had not used this type of accommodation the results showed that this type of accommodation is considered satisfactory by most users which

Table 11.4

Evaluation of Rented Homes, by the Users

Evaluation	No. of users	Percentage
Completely satisfied	158	33.4
Relatively satisfied	211	44.6
Relatively dissatisfied	56	11.8
Completely dissatisfied	14	3.0
Undecided	34	7.2
Total	473 *	100.00

* The rest of the sample did not use this service.
Chi-square = 1071.985 D.F. = 4 Significance = 0.0000.
Source: Writer's Field Survey 1989.

is an encouraging start for the development of this service in Saudi Arabia. There may be a need to examine why many users were only relatively satisfied.

The pattern of satisfaction levels of rented home users against their educational levels is similar to that for hotel users. But more of each group were only relatively satisfied. As seen in **Table 11.5**, the three levels of education groups evaluated this type of accommodation differently, with the less educated tending to be more satisfied than the better educated with this type of accommodation. More of those with a low education were undecided. But 37.4 per cent of the lowly educated group were completely satisfied, while only 19.2 per cent of the highly educated group were completely satisfied. Again the group with a high level of education were more able to express an opinion on this accommodation type than those with a middle or low education.

Table 11.5

Evaluation of Rented Homes, by Educational Status of the Household Head

Evaluation	No. of sample	Low educ. 139	Middle educ. 360	High educ. 151	Total 650
Compl. satis.	209	37.4	35.6	19.2	32.2
Relativ.satis.	281	41.0	40.6	51.7	43.2
Relativ.diss.	67	4.3	10.6	15.2	10.3
Compl. diss.	31	2.2	4.7	7.3	4.8
Undecided	62	15.1	8.6	6.6	9.5
Total	650*	100.0	100.0	100.0	100.0

* The rest of the sample reported no opinion about this service.
Chi-square = 32.194 D.F. = 8 Significance = 0.0009.
Source: Writer's Field Survey 1989.

Table 11.6 shows levels of satisfaction with rented homes against the household head's monthly income. Much the same pattern is repeated as for hotel accommodation but those who are relatively satisfied outnumber those who are completely satisfied for all three income groups. The satisfaction of the respondents with rented homes is not, therefore, complete. This could be because not all of this type of accommodation is furnished, or as fully equipped as hotel accommodation, so that some users found it less comfortable than they expected. Further research into standards for rented homes may be useful.

Table 11.6

Evaluation of Rented Homes, by Monthly Income of the Household Head

Evaluation	No. of	< 2000	2001-8000	8000 >	Total
	sample	89	456	105	650
Compl. satis.	209	40.4	32.5	23.8	32.2
Relativ.satis.	281	41.6	43.2	44.8	43.2
Relativ.diss.	67	4.5	10.1	16.2	10.3
Compl. diss.	31	1.1	4.4	9.5	4.8
Undecided	62	12.4	9.9	5.7	9.5
Total	650*	100.0	100.0	100.0	100.0

* The rest of the sample reported no opinion about this service.
Chi-square = 20.771 D.F. = 8 Significance = 0.0077.
Source: Writer's Field Survey 1989.

11.2 Evaluation of Transport Facilities and Services

Chapter Eight showed that most respondents used their own cars on holiday but that airlines were also commonly used to reach holiday destinations. Some consideration of tourists' satisfaction levels with holiday transport is therefore appropriate.

11.2.1 Road Communication Network

The widespread use of cars allowed most respondents to evaluate or express their attitudes towards road communication. The great improvements made to the road network in recent years allowed most respondents to feel very satisfied with the road network for vacation use. As seen in **Table 11.7**, when the 1587 own car users were questioned, over three quarters (77.6 per cent) of them were completely satisfied with the road network. Another 17.8 per cent were relatively satisfied. Only 4.2 per cent were relatively or completely dissatisfied. It is worth noting that those who were dissatisfied with the road network were generally those who had travelled between AtTaif, Al-Baha and Asir where the mountain roads are more difficult, and those who visited the second-rank large cities or towns in the Kingdom such Hail, Tabuk, Najran and many others where the road networks have not been developed as expressways and where travellers could experience congestion. However, most of those who travelled between Al-Madinah, Jeddah, Makkah, AtTaif, ArRiyadh and Eastern Province said they were satisfied with the roads, simply because of the high quality of new express roads which connect these areas. **Figure 11.1** shows this, and also shows

Table 11.7
Evaluation of the Road Network, by Users of Own Car on Holidays

Evaluation	No. of users	Percentage
Completely satisfied	1232	77.6
Relatively satisfied	283	17.8
Relatively dissatisfied	49	3.1
Completely dissatisfied	18	1.1
Undecided	5	.3
Total	1587 *	100.00

* The rest of the sample did not use this service.
Chi-square = 61.602 D.F. = 4 Significance = 0.0000.
Source: Writer's Field Survey 1989.

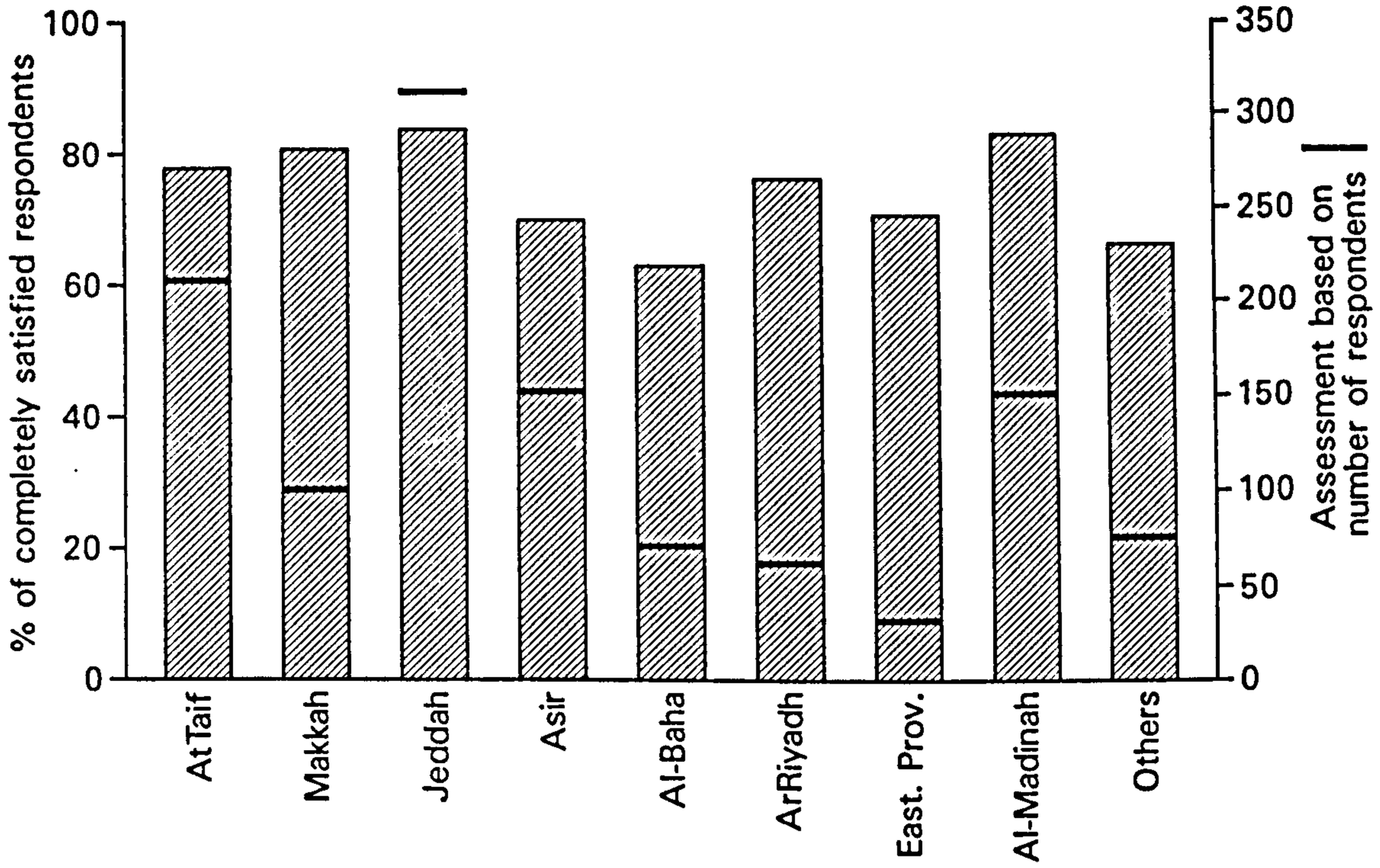


Figure 11.1 Complete satisfaction of the respondents with road network, by their previous holiday destination

Source: Writer's Field Survey 1989

that the level of satisfaction is not related to the number of respondents.

The question about satisfaction with the road network was asked of the whole sample to judge their levels of satisfaction against their education and income. As seen in **Table 11.8**, a rather higher proportion of the low or non-educated group (84.5 per cent) was completely satisfied with the road network, compared with 76.5 per cent of those in the highly educated group, where rather more said they were relatively satisfied. These differences may reflect the difference in perception in each group about the speed of the development of the network and the related services. While the lowly educated group were amazed by the rapid growth in quantity and quality of roads in recent years, those who were better educated sometimes said they wanted to see more improvement, especially in the services available along the newly built roads. Very few in any education group expressed no opinion because virtually every respondent had some experience of the road network on which to base some judgement.

Table 11.8
Evaluation of the Road Network, by Educational Status of the Household Head

Evaluation	No. of	Low educ.	Middle educ.	High educ.	Total
	sample	431	972	392	1795
Compl. satis.	1410	84.5	76.7	76.5	78.6
Relativ.satis.	303	12.1	18.5	18.1	16.9
Relativ.diss.	51	1.6	2.7	4.6	2.8
Compl. diss.	20	1.2	1.5	.0	1.1
Undecided	11	.7	.5	.8	.6
Total	1795*	100.0	100.0	100.0	100.0

* The rest of the sample reported no opinion about this service.
Chi-square = 23.238 D.F. = 8 Significance = 0.0030.
Source: Writer's Field Survey 1989.

When respondents' evaluation of the road network is related to their monthly income, the lower income respondents again seem to be more satisfied than the others. As seen in **Table 11.9**, 85.2 per cent of them were completely satisfied while 77.8 and 74 per cent of middle and high income groups respectively were completely satisfied. This variance could again reflect the expectation of the high income groups to have more developments to the network and the related services.

Table 11.9

Evaluation of the Road Network, by Monthly Income of the Household Head

Evaluation	No. of sample	< 2000 331	2001-8000 1187	8000 > 277	Total 1795
Compl. satis.	1410	85.2	77.8	74.0	78.6
Relativ.satis.	303	11.5	17.4	20.9	16.9
Relativ.diss.	51	1.2	2.9	4.3	2.8
Compl. diss.	20	1.8	1.2	.0	1.1
Undecided	11	.3	.7	.7	.6
Total	1795*	100.0	100.0	100.0	100.0

* The rest of the sample reported no opinion about this service.
Chi-square = 21.873 D.F. = 8 Significance = 0.0051.
Source: Writer's Field Survey 1989.

Overall, levels of satisfaction with the road network both for holiday and more general use appear high although respondents with higher education levels and higher monthly income are rather less satisfied than the others, but none of them were completely dissatisfied. This seems to reflect the fact that the more educated and wealthy travel more, see some of the drawbacks still in the network, and have higher expectations for the provision and quality of the related facilities.

11.2.2 Domestic Airlines

Saudi Arabian Airlines (Saudia) is the only national air carrier within the Kingdom. Therefore, in assessing airline use for vacation purposes within Saudi Arabia, the writer is, essentially, assessing the performance of Saudi Arabian Airlines for holiday travel. 1186 of the total respondents (65.9 per cent) said they had used Saudia to travel to their holiday destination. **Table 11.10** shows that the majority of those, 77.2 per cent, were completely satisfied and 15.8 per cent were relatively satisfied with the services. Only 3.4 per cent were dissatisfied and 3.6 per cent were undecided. This high level of satisfaction is not a surprising result in that Saudia has established a good reputation even amongst international airlines for the range and quality of its services. This result only confirms that Saudia's overseas reputation is also maintained for domestic vacation use.

Table 11.10

Evaluation of Saudi Airlines, by the Users

Evaluation	No. of users	Percentage
Completely satisfied	915	77.2
Relatively satisfied	187	15.8
Relatively dissatisfied	25	2.1
Completely dissatisfied	16	1.3
Undecided	43	3.6
Total	1186 *	100.00

* The rest of the sample did not use this service.
Chi-square = 768.461 D.F. = 4 Significance = 0.0000.
Source: Writer's Field Survey 1989.

As with other analyses, the quality of Saudia services was examined against respondents' educational and income status. The results of this analysis are similar to some of the previous ones. 1453 of the 1800 respondents were able to

express an opinion, rather more than had used the airline on a recent domestic holiday. Many of those unable to express an opinion were in the less educated groups. As seen in **Table 11.11** the level of satisfaction of users in general was high especially in the group with the higher educational level, mainly because there were fewer who expressed no opinion in this group. 22.7 per cent of those in the highly educated group were relatively satisfied while only 8.1 per cent of those in the low educated group had the same feeling.

Respondents' evaluation of Saudia was examined against their monthly income. As seen in **Table 11.12** the results are very similar to the results for examining the educational status of the respondents against their degree of satisfaction with the airline. Few of those in the high income group were undecided and most were fully satisfied respondents. This is because more would have travelled by air and been able to express an opinion. Very few in any income group expressed dissatisfaction.

Table 11.11

Evaluation of Saudi Airlines, by Educational Status of the Household Head

Evaluation	No. of sample	Low educ. 297	Middle educ. 790	High educ. 366	Total 1453
Compl. satis.	1103	80.8	76.2	71.3	75.9
Relativ.satis.	228	8.1	15.3	22.7	15.7
Relativ.diss.	28	2.0	1.8	2.2	1.9
Compl. diss.	17	.0	1.3	1.9	1.2
Undecided	77	9.1	5.4	1.9	5.3
Total	1453*	100.0	100.0	100.0	100.0

* The rest of the sample reported no opinion about this service.

Chi-square = 45.894 D.F. = 8 Significance = 0.0000.

Source: Writer's Field Survey 1989.

Table 11.12

Evaluation of Saudi Airlines, by Monthly Income of the Household Head

Evaluation	No. of	< 2000	2001-8000	8000 >	Total
	sample	228	969	256	1453
Compl. satis.	1103	78.9	76.7	70.3	75.9
Relativ.satis.	228	10.1	15.1	23.0	15.7
Relativ.diss.	28	2.6	2.0	1.2	1.9
Compl. diss.	17	.4	.9	2.7	1.2
Undecided	77	7.9	5.4	2.7	5.3
Total	1453*	100.0	100.0	100.0	100.0

* The rest of the sample reported no opinion about this service.
Chi-square = 29.352 D.F. = 8 Significance = 0.0002.
Source: Writer's Field Survey 1989.

11.2.3 Public Land Transportation

The respondents were asked to express their feeling towards public land transportation and its services. Here it must be noted that the respondents were being asked to evaluate, as a group, the bus and coach services of SAPTCO, which operates inside and between the cities, other independent bus services and taxis and limousine services. As has been pointed out before, and as seen in **Table 11.13**, 384 respondents (21.3 per cent) of the total sample used public transport to travel to their holiday destinations or during their vacation time. Again the surveys showed a high degree of satisfaction among the respondents. About half (48.4 per cent) were completely satisfied, and another 29.4 per cent were relatively satisfied, while only 7.5 per cent were dissatisfied. The rather higher level of dissatisfaction among the respondents towards public transportation, compared with other types of transport mentioned in previous pages, might indicate that some attention should be directed to improvements in this sector. As a cheaper, less timetabled form of transport than

air travel, one might expect less satisfaction with it and complete passenger satisfaction may be impossible to achieve.

Table 11.13

Evaluation of Public Transportation, by the Users

Evaluation	No. of users	Percentage
Completely satisfied	186	48.4
Relatively satisfied	113	29.4
Relatively dissatisfied	14	3.6
Completely dissatisfied	15	3.9
Undecided	56	14.6
Total	384 *	100.00

* The rest of the sample did not use this service.
Chi-square = 446.363 D.F. = 4 Significance = 0.0000.
Source: Writer's Field Survey 1989.

By examining the respondents' satisfaction against their level of education it can be seen, in **Table 11.14**, that over three quarters (80.5 per cent) of the lowly educated group were completely or relatively satisfied with public transport while only about a half (53.8 per cent) of the highly educated group felt the same way. This is partly because more of those in the higher educated group were undecided, presumably because they seldom use public transport, using private car or air instead.

The pattern of satisfaction with public transport in relation to the income of respondents is shown in **Table 11.15**. It shows a similar pattern. In this case the number of persons in the high income group who are undecided about public transport is even higher than among the highly educated group, probably because they use the services even less. Those who do use the services seem to remain largely satisfied with them but less so than the lower income persons.

Table 11.14

Evaluation of Public Transportation, by Educational Status of the Household Head

Evaluation	No. of	Low educ.	Middle educ.	High educ.	Total
	sample	277	485	186	948
Compl. satis.	359	50.2	35.1	26.9	37.9
Relativ.satis.	258	30.3	25.6	26.9	27.2
Relativ.diss.	62	3.2	8.2	7.0	6.5
Compl. diss.	46	2.2	5.4	7.5	4.9
Undecided	223	14.1	25.8	31.7	23.5
Total	948*	100.0	100.0	100.0	100.0

* The rest of the sample reported no opinion about this service.
Chi-square = 50.294 D.F. = 8 Significance = 0.0000.
Source: Writer's Field Survey 1989.

Table 11.15

Evaluation of Public Transportation, by Monthly Income of the Household Head

Evaluation	No. of	< 2000	2001-8000	8000 >	Total
	sample	220	611	117	948
Compl. satis.	359	53.2	35.0	23.9	37.9
Relativ.satis.	258	27.3	28.3	21.4	27.2
Relativ.diss.	62	5.9	5.6	12.8	6.5
Compl. diss.	46	3.6	4.9	6.8	4.9
Undecided	223	10.0	26.2	35.0	23.5
Total	948*	100.0	100.0	100.0	100.0

* The rest of the sample reported no opinion about this service.
Chi-square = 57.921 D.F. = 8 Significance = 0.0000.
Source: Writer's Field Survey 1989.

11.2.3.1 Limousine Services

As a new service it was also decided to ask respondents about their opinion of limousine services in relation to their education and income levels. The results did not indicate a significant relationship between an individual's evaluation of limousine services and his/her education level. As seen in **Table 11.16**, when education status was related to satisfaction, more than a half (55 per cent) of the respondents were satisfied with that service, 29.5 per cent were undecided and the rest (15.5 per cent) were dissatisfied. But there seems to be no pattern in these results in relation to the educational level of users and no significant variations in the expression of level of satisfaction. This may relate to the more equal degree of use of this service by all educational levels.

Table 11.16

Evaluation of Limousine Services, by Educational Status of the Household Head

Evaluation	No. of sample	Low educ. 208	Middle educ. 462	High educ. 197	Total 867
Compl. satis.	237	31.7	26.2	25.4	27.3
Relativ.satis.	240	25.5	27.3	31.0	27.7
Relativ.diss.	72	6.3	8.2	10.7	8.3
Compl. diss.	62	7.2	6.7	8.1	7.2
Undecided	256	29.3	31.6	24.9	29.5
Total	867*	100.0	100.0	100.0	100.0

* The rest of the sample reported no opinion about this service.
Chi-square = 8.010 D.F. = 8 Significance = 0.4324.
Source: Writer's Field Survey 1989.

When the monthly income of the respondents was related to satisfaction with limousine services a more significant

difference were revealed. Again many were unable to give an opinion. As seen in **Table 11.17**, 21.8 per cent of the low income group were undecided while 31.4 per cent of both the middle and high income group said the same. Those with a low income seem to be more satisfied than the higher income group. This result could indicate that limousines services are more used by lower income respondents than among higher income respondents and this group is more satisfied with them.

Table 11.17

Evaluation of Limousine Services, by Monthly Income of the Household Head

Evaluation	No. of sample	< 2000 170	2001-8000 576	8000 > 121	Total 867
Compl. satis.	237	37.1	24.8	25.6	27.3
Relativ.satis.	240	30.0	26.9	28.1	27.7
Relativ.diss.	72	7.1	8.9	7.4	8.3
Compl. diss.	62	4.1	8.0	7.4	7.2
Undecided	256	21.8	31.4	31.4	29.5
Total	867*	100.0	100.0	100.0	100.0

* The rest of the sample reported no opinion about this service.
Chi-square = 15.513 D.F. = 8 Significance = 0.0499.
Source: Writer's Field Survey 1989.

11.2.3.2 Rental Car Agencies

Only 121 respondents (6.7 per cent) of the total sample said they rented cars for transport during their most recent vacation as seen in **Table 11.18.** Nevertheless about two-thirds of the users (63.6 per cent) were completely or relatively satisfied. But this left 19 per cent who were dissatisfied - the highest level of dissatisfaction expressed with any of the transport services considered. Another 17 per cent were undecided.

Table 11.18

Evaluation of Rental Car Agencies, by Users

Evaluation	No. of users	Percentage
Completely satisfied	38	31.4
Relatively satisfied	39	32.2
Relatively dissatisfied	14	11.6
Completely dissatisfied	9	7.4
Undecided	21	17.4
Total	121 *	100.00

* The rest of the sample did not use t his service.
Chi-square = 282.081 D.F. = 4 Significance = 0.0000.
Source: Writer's Field Survey 1989.

744 respondents said they had, at some time, used rented cars. When this part of the sample was asked its level of satisfaction with rental cars, nearly 46.5 per cent had no opinion. Of the remainder, as seen in **Table 11.19** more of the better educated group were satisfied (45.4 per cent) than those in the other two groups. Only 37.8 per cent of the low educated were satisfied. This higher level of satisfaction among the better educated is mainly accounted for by a smaller number of undecided in that group. At the same time the higher educated group displays a rather larger minority of dissatisfied users. It does seem that rental car agencies, which are only used by a minority of the sample, do not give a significant proportion of their customers a satisfactory service. The high cost of rental cars compared with other land transportation types may be a major cause of dissatisfaction among the respondents.

When the respondent's monthly income was analysed in relation to stated level of satisfaction with rental car agencies, the results did not indicate a statistically significant relationship. Levels of undecided respondents varied little

Table 11.19

Evaluation of Rental Car Agencies, by Educational Status of the Household Head

Evaluation	No. of	Low educ.	Middle educ.	High educ.	Total
	sample	172	398	174	744
Compl. satis.	140	22.1	17.3	19.0	18.8
Relativ.satis.	145	15.7	18.1	26.4	19.5
Relativ.diss.	65	3.5	10.3	10.3	8.7
Compl. diss.	48	5.8	6.8	6.3	6.5
Undecided	346	52.9	47.5	37.9	46.5
Total	744*	100.0	100.0	100.0	100.0

* The rest of the sample reported no opinion about this service.
Chi-square = 19.007 D.F. = 8 Significance = 0.0148.
Source: Writer's Field Survey 1989.

Table 11.20

Evaluation of Rental Car Agencies, by Monthly Income of the Household Head

Evaluation	No. of	< 2000	2001-8000	8000 >	Total
	sample	127	502	115	744
Compl. satis.	140	22.0	17.9	19.1	18.8
Relativ.satis.	145	14.2	19.3	26.1	19.5
Relativ.diss.	65	7.9	8.4	11.3	8.7
Compl. diss.	48	10.2	6.2	3.5	6.5
Undecided	346	45.7	48.2	40.0	46.5
Total	744*	100.0	100.0	100.0	100.0

* The rest of the sample reported no opinion about this service.
Chi-square = 12.225 D.F. = 8 Significance = 0.1414.
Source: Writer's Field Survey 1989.

between each income group as also did levels of satisfaction and dissatisfaction. This is shown in **Table 11.20.**

11.3 Travel Agencies

As pointed out previously, most of the travel agency services in Saudi Arabia are new and directed towards travel outside the Kingdom. Only 57 of the respondents reported using them for their last internal holiday. Yet, as **Table 11.21** shows, over two-thirds (70.2 per cent) were completely or relatively satisfied with them. Only 8.8 per cent said they were dissatisfied and the rest (21.1 per cent) were undecided. This high level of satisfaction is rather surprising given the small number of respondents who said they used them and their reputation for only being involved in foreign travel. It could be that users only require limited services from them, like airline booking, so that reasons for dissatisfaction are reduced.

Table 11.21

Evaluation of Travel Agencies, by the Users

Evaluation	No. of users	Percentage
Completely satisfied	24	42.1
Relatively satisfied	16	28.1
Relatively dissatisfied	2	3.5
Completely dissatisfied	3	5.3
Undecided	12	21.1
Total	57 *	100.00

* The rest of the sample did not use this service.
Chi-square = 162.132 D.F. = 4 Significance = 0.0000.
Source: Writer's Field Survey 1989.

When the education variable was examined in relation to satisfaction with travel agencies, significant differences were seen. As shown in **Table 11.22**, the main result was that

the majority of the respondents were undecided. This is because 692 said they had used a travel agent but not for their most recent holiday in Saudi Arabia. But the percentage who were undecided fell from 66 per cent among the lower educated sample to 42.2 per cent among the higher educated sample because the higher educated respondents tended to use travel agent services more. The higher educated also included some who were more satisfied and more who were dissatisfied than the lower educated respondents. This again reflects the pattern seen in the use of other services.

Table 11.22

Evaluation of Travel Agencies, by Educational Status of the Household Head

Evaluation	No. of sample	Low educ. 153	Middle educ. 373	High educ. 166	Total 692
Compl. satis.	141	19.0	20.9	20.5	20.4
Relativ.satis.	117	10.5	18.0	20.5	16.9
Relativ.diss.	42	2.6	4.8	12.0	6.1
Compl. diss.	29	2.0	4.8	4.8	4.2
Undecided	363	66.0	51.5	42.2	52.5
Total	692*	100.0	100.0	100.0	100.0

* The rest of the sample reported no opinion about this service.
Chi-square = 30.315 D.F. = 8 Significance = 0.0001.
Source: Writer's Field Survey 1989.

Respondent's satisfaction levels with travel agencies were examined against their monthly income. The results revealed some differences between them as shown in **Table 11.23.**

In general, levels of satisfaction were high with all services. Clearly the data shows that the levels of satisfaction are quite high for the main travel services. As one would expect, the recent users of a service are more able

to evaluate it better than the non-users. It also appears that the higher the educational status and monthly income of users, generally the rather less satisfied the respondents were. Rental car agencies may be an exception to this and would be worth further examination. Rental car agencies also produce rather higher levels of dissatisfaction.

Table 11.23

Evaluation of Travel Agencies, by Monthly Income of the Household Head

Evaluation	No. of sample	< 2000 115	2001-8000 475	8000 > 102	Total 692
Compl. satis.	141	24.3	19.2	21.6	20.4
Relativ.satis.	117	13.0	17.9	16.7	16.9
Dissatisfied	71	7.0	9.3	18.6	10.3
Undecided	363	55.7	53.7	43.1	52.5
Total	692*	100.0	100.0	100.0	100.0

* The rest of the sample reported no opinion about this service.
Chi-square = 13.293 D.F. = 6 Significance = 0.0386.
Source: Writer's Field Survey 1989.

The writer was not surprised by the high levels of satisfaction expressed by users of travel facilities. This reflects their generally good quality and the recent increases in their level of provision, so that all users can see marked improvements during a few years of development. Satisfaction levels tended to be lower among the higher income and better educated because they travel more both inside and outside the country, and have more experience to allow them to compare services. However, these results may give a useful indication of public opinion to those who are trying to plan for tourism development in the Kingdom as well as to those who are running tourist and public services in places mentioned in this study. A future study might usefully

gauge changes in satisfaction levels as congestion increases and the population gets more experience of using services.

CHAPTER TWELVE

CONCLUSION

This concluding chapter includes three sections. The first is a discussion of the main points to come out of the survey. Secondly, because the analysis has suggested that there are clear relationships between patterns of holiday-making and the socio-economic characteristics of respondents, areas for further analysis and data collection are pointed to. Thirdly, a number of general recommendations and points relevant to policies for tourism development are made to complete the thesis.

12.1 Summary of Principal Results

The main purpose of this study has been to explore at the household level the patterns of vacations taken by tourists from the three main cities in western Saudi Arabia, and the socio-economic factors influencing that tourist behaviour. All the three cities, where the data was obtained for this study, are in the Emirate of Makkah Al-Mukkarramah Province, so that an analysis was made of the spatial patterns of the flows both within that province, within the rest of the Kingdom, and abroad. Because there is no existing source from which data on vacation patterns within Saudi Arabia can be obtained, the information had to be acquired by the writer by means of a questionnaire. This approach allowed him to sample 1800 household heads, selected across the three main cities according to general residential characteristics. No city data exists on housing, income or other variations in households, so that it was hoped that by selecting a large sample, subdivided between six districts in each city, it would prove representative of the wider urban population in

terms of its main socio-economic characteristics. The use of the questionnaire approach also allowed the writer to ask heads of households several supplementary questions about their vacation behaviour in order to better understand their holiday patterns. These questions ranged across various socio-economic aspects of the households as well as their recent holiday activities. The answers to these questions provided data on the use of holiday accommodation, transport and information services, and the stated level of satisfaction of the tourists with these facilities.

It does not seem necessary to summarise the main points made in each chapter, but a number of broader conclusions can be drawn from the material presented in each section of the thesis, and particularly from the analysis of the field data reported in Chapters 5 to 11. At the outset, the literature reviewed in the early part of the study demonstrated that while there is now a considerable body of material on leisure, recreation and tourism, very little of it has yet focused on Saudi Arabia. Even though the literature in this field ranges across geography and related disciplines very few studies by Arab geographers, planners or others, have yet examined aspects of leisure and holiday activities of the Saudi population. This is despite the fact that the taking of vacations and recreation has increasingly become an accepted part of the Saudi way of life. Because there has been so little study in this field in Saudi Arabia almost nothing is yet known, even at a general scale, of available tourist resources and facilities within the country, or of the patterns of recreational and vacation activities of the population. There is no national, or local governmental, agency responsible for collecting data on tourist facilities and levels of use, as a basis for such study.

Even so, the physical and cultural environment of Saudi Arabia, as described in Chapter Two, clearly offers much potential for domestic tourism. Increasingly, as more

facilities become available, it will also offer attractions for tourists from other countries, notably from other parts of the Gulf region. Tourism has been growing in the Kingdom in recent years partly as a result of the rapid improvement in the transport, communication and hotel sectors of the Saudi economy, but also because of the recent rapid rise in the standard of living and the level of education of the Saudi population. Similar rises in living standards in other countries of the region will encourage more of their people to holiday in the wide, varied and culturally-rich regions of Saudi Arabia.

The western part of Saudi Arabia, with its easy accessibility to attractive mountain scenery, a long coastline, its pleasant climate and, above all, its religious centres, can be considered the major tourist area of the Kingdom. It already attracts many tourists, as well as pilgrims, and will probably attract even more in future. At the same time its three main cities, which contain 21 per cent of the total Saudi population, will continue to act as a source area for many tourists who want to use the range of local, and more distant, attractions especially in the western parts of the Kingdom most accessible to them.

With no available data at the household, or even at the local, level on patterns of tourism, the main contribution which the writer has been able to make in this field has been to collect and analyse information from 600 households in each of Makkah, Jeddah and AtTaif on their patterns of tourism. Information was collected on the holiday activities of the households in relation to various socio-economic characteristics which might be thought to influence that tourist behaviour. This is the largest survey of its type yet undertaken in Saudi Arabia.

In general the sampled households were shown to be typical for the Kingdom, that is, moderately large, and headed by

young to middle aged males. Most of these heads had at least an intermediate or secondary level of education. Most worked in some branch of the government. Many displayed a variety of features of middle-class wealth, including at least one car, a video and telephone. 98 per cent had a TV. Many lived in comfortable, modern houses or apartments with some facilities for relaxation. More than a third of the households interviewed had one or more employees, generally a maid, living in the home.

There is no recent census, or other source of socio-economic data, on the population of the three cities to allow the writer to examine the representativeness of his sample against the wider population. Despite the predominance of middle-class features displayed by the sample taken from each city, there are various indications to suggest that they were not unduly biassed towards the more wealthy, and better educated sector of the inhabitants. The samples were obtained in a suitably randomised manner across six districts in each city, and each district was selected to represent a preponderance of particular income levels even though middle income households dominated in each. The average household size, at 5.8 dependents, compared closely with an average 5.5 obtained in a survey by the Deputy Ministry of City Planning in 1987. The household heads varied in age, income, education and jobs, but the pattern of variation was similar across the three city samples, as one would expect from representative samples.

Much of the questionnaire was intended to provide information on the holiday activities and need of the respondents. The results which were obtained are not only of academic interest. Some could have implications for the development of policies and by private sector companies. While the results of the survey are summarised here, the policy implications are brought together in the last part of the chapter.

The analysis of the questionnaires showed that the sampled households generally take holidays based on the requirements of the family. Patterns of holidaying are unevenly spread in time, and this probably reflects the holiday needs of families more than any other factor. The summer and spring seasons are the most popular for holiday travel, not only because of climatic conditions, but also to meet the limitations imposed by school and other vacation times. Holiday destinations are varied but the family orientation to many vacations is seen in the visits of many families to relatives living elsewhere in the Kingdom or abroad. About 15 per cent of households annually return to a home that the family has in another part of the Kingdom. The policy implications of these results will be considered later in this chapter.

Most of the sampled households also engage in a considerable amount of holiday travel which takes them away from home, and this can be related to their adequate levels of disposable income and the generous provision of holiday entitlement attached to most jobs. A relationship was also found between households that took longer holidays away from home and those heads who had longer holiday entitlements and other inducements to travel, such as a higher income and more education. Adequate holiday-making also appears to concern the younger household heads more, and those with more income and education.

The choices of destinations for holidays were varied, as one would expect, because one purpose of most vacations is to visit new places. Holiday travel abroad was common amongst the respondents, with little more than one third of the sample saying that they had never taken a vacation outside the Kingdom. Most, however, only take a foreign holiday occasionally, so that there is a large market for holidays within the Kingdom to meet domestic needs, as well as to cater for an inflow of tourists from outside the Kingdom.

This market could grow with the increase in the population, and with a growth in the popularity of holiday travel.

For Saudis travelling outside the Kingdom, the most common destinations chosen were other Islamic, and generally other Arabic-speaking countries. The North Africa and Gulf countries were, therefore, popular as well as other parts of the Middle East. Other common destinations were the European countries, and other parts of Asia and North America. It is clear, however, that the Saudi tourists who go out of the Gulf region are not representative of the whole Saudi population. They tend to be more wealthy and better educated than the average. This is because that section of the population is more likely to be able to cope with different languages and cultures, and to have the better incomes and jobs to give them the money and time to travel to more distant destinations. They may also have a greater desire than the less educated to learn from the foreign experience. Thus, nearly a half of those that visited North America had a college level of education and were in the top income group. Saudi visitors to Europe and Southeast Asia similarly were more commonly from the better-educated and more wealthy sector of the population, but this was rather less pronounced than for the visitors to America.

The spatial patterns of tourism within the Kingdom show that most respondents tended to go to other areas and places in the west of the country, and particularly to other parts of Makkah Al-Mukarramah Province in which the three cities are located. Adjacent provinces such as Al-Madinah, and Al-Baha were also popular, as well as the large and physically-attractive Province of Asir further south. That is, good accessibility, together with attractive locations, appeared to be a major influence on choice of holiday destination. Of the more distant destinations within the Kingdom, only ArRiyadh and the Eastern Province attracted reasonable numbers of tourist from the three western cities. This was

often because those areas offered the opportunity for the head of household to do some business while at the holiday destination, or for the household to visit other members of the family working in that area.

In short, the popularity of choices of holiday destinations cannot be separated from the various reasons respondents gave for undertaking their chosen holidays. Here it is useful to note that the reasons given for choice of domestic holiday destinations often varied quite markedly from reasons given for choosing to holiday abroad. This may reflect a different set of decisions to be considered when deciding where to holiday within Saudi Arabia. The most common reasons given by those who went out of the Kingdom for their holiday were a recognition that there were generally better facilities and services for tourism outside, while others had gone abroad to experience the new environments. Others, notably expatriate workers, went to visit their families. These results emphasise the importance of tourism studies which can contribute to the effective development of the industry within the country because many of these tourists to foreign areas could be encouraged to stay in Saudi Arabia, given suitable conditions.

Those respondents who had recently holidayed within the Kingdom gave more varied reasons for their choices of destinations than those that went abroad. These included the obvious attractions of the scenic variety of areas, like Al-Baha and Asir, and the recreational facilities of the Jeddah coast, through to the more individual appeal for particular respondents of returning to one's home village, or combining holiday with business at a particular location. On this basis the greater variety of reasons given by respondents, who had decided to holiday within Saudi Arabia, should not be a surprise. These respondents had already decided not to go abroad to experience a range of new and varied attractions. They would, therefore, often be choosing from a set of

domestic destinations with which they may already have some degree of familiarity, or connection. A holiday overseas is probably not chosen with the same degree of awareness of the nature of the destination. The writer did not, however question respondents on the frequency of their holidays at particular locations in order to explore the decisions that go into choosing where to spend a holiday, and the reasons for repeat visits. Now that a common set of destinations and reasons given by respondents has been identified, later research could examine processes of decision-making in the choice of holiday destinations over a number of years, in relation to household characteristics.

In view of the nature of this research, in collecting and analysing data in a previously largely neglected field, the writer chose to keep the questionnaire survey broad in its scope. Later research by others could pursue particular, narrower aspects of the topic, such as vacation decision-making, to greater depth. There was, however, one aspects of the topic where the writer believed a narrower scope seemed worthwhile. This was to examine respondents' use of various holiday facilities on their vacations, and to gain an indication of their level of satisfaction with those facilities. This was thought to be a useful area to examine in view of the limited range of such facilities available until recently, and the obvious attractions of overseas holidays for Saudis in countries where more facilities for holiday-making already exist. The question, therefore, arose about what facilities did Saudis most use on their recent holidays within the Kingdom, and what was their level of satisfaction with those facilities. These questions are also important for the development of tourism policy in Saudi Arabia, and several policy-oriented aspects of this will be drawn together in the final section of this chapter.

The results of the survey on the levels of uses of serviced accommodation showed that relatives' homes were the most

popular form of accommodation used on vacation, followed by rented home, hotels and motels, each of which accounted for over one fifth of all accommodation used. Respondents' own homes in the vacation areas, or their second homes, accounted for another 15 per cent. But significant variations were found in the popularity of different types of accommodation in various holiday areas. Variations were found in the types of transport used to reach the holiday destination, but the private car was easily the most popular mode of transport. This clearly reflects the widespread level of car ownership, where 89 per cent of the respondents reporting owning their own car. Even so, a large section of the sample reported using Saudia airlines to reach their holiday destination. This clearly reflects the considerable distances involved in getting to some holiday areas, and the availability of alternative transport, such as a relative's car, a rented car, or public transport at the destination. Also the results showed variations in the combined use of different transport modes, with the most popular combination being own car and airline. This could also have policy implications.

While holidays are often taken abroad because of the better facilities there, levels of expressed satisfaction with these services within Saudi Arabia were surprisingly high. In most cases more than 80 per cent of users were completely or relatively satisfied with the particular service they had used. These levels of satisfaction were particularly high for users of Saudia airlines and the road network, both of which have undergone enormous development in recent years. But even hotel users and users of rented accommodation, were generally satisfied. Again this would seem to reflect the recent expansion and upgrading of these facilities so that users have seen marked improvements. Rental car agencies may be an exception to this stated high level of satisfaction. Satisfaction levels tended to be a little lower among the high income and better educated sectors of the samples. These are more likely to have travelled more, both inside and

outside the Kingdom, and to have had more experience of other tourist services against which to compare the services they used on their last holiday in Saudi Arabia.

Examination of the use of, and need for, information services showed a low level of use of all types of tourist information. Furthermore, there seems to be only a limited demand for such information. This probably results from the fact that such sources of information as road maps and guides to places of interest are few and far between, and difficult to acquire where they exist, so that many respondents are unaware of their potential value. Only 28 per cent of respondents had used some types of tourist information during their last vacation, although respondents in AtTaif had made much greater use of these sources than those in the other two cities. This may suggest that familiarity with such materials - which are more readily available in AtTaif because of its resort function - can generate a demand for them. It is also interesting to note that a half of all respondents who had visited Asir had acquired some tourist information. Asir is so large and diverse a region that a visitor without a map or other guide, would have difficulty finding his way. Differences were seen in the expressed need for tourist information in various areas, with the highest demand noted in the more popular tourist areas where there would be more to see and a need to be informed of what the tourist can see there.

12.2 An Example of the Possible Value of Further Investigation and Follow up Studies on the Local and Regional Scale

This study has shown that there are marked spatial variations in tourism patterns and level of use of tourist facilities within the western area of Saudia arabia. It has also shown that holiday-making patterns vary according to the socio-economic characteristics of the people involved, and that

those characteristics, to some extent, vary from city to city. This suggests that there is a need for further research at the regional, and even at the local, scale to understand the patterns of holiday-making. This further research could examine spatial-temporal variations in holiday-making behaviour both at places receiving tourist flows, and among the residents of places which generate those flows. As an example of the value of further research at this level this section presents the result of a further, more detailed analysis of some of the survey data on the chosen holiday destinations of the respondents. Firstly, this is related to various socio-economic characteristics of the respondents to show that there are relationships between the types of respondents under study and where they chose to go for their last holiday. Secondly, by selecting particular groups within the sample, it is possible to demonstrate that choices of holiday destination also vary according to the city from which the flow originates, and according to other characteristics of the samples taken within those cities. All of this suggests that the analysis of the data set on which this research has been based could be extended further, and that additional surveys of this type could throw much more light upon the holiday patterns of the Saudi population.

Table 12.1 shows how the last holiday destination of respondents varied with the educational levels of the household heads. Those with a high level of education tended to visit the main tourist locations in the Kingdom, such as Asir, Jeddah, Al-Baha, and AtTaif at a higher rate than did those respondents with a low level of education. More noticeably still, the highly educated were much more likely to have been abroad for their holidays. Those in the middle education band were the most common visitors to Jeddah, AtTaif and Asir, the three most popular destinations visited by the whole sample. Somewhat in contrast, the lowly educated tended to visit the two religious cities of Makkah and Al-Madinah in greater numbers, and at twice the rate of

the highly educated. More of them than in the other two groups had not gone on holiday at all. Clearly, there are variations in the locational choices of the whole sample in relation to their educational level, although this must be only one of a number of influences on where households choose to go on holiday.

Table 12.1

The Previous Holiday Destination, by Educational Status of Household Heads

The area	No. of sample	No/Low educ. 431	Middle educ. 973	High educ. 396	Total 1800
Jeddah	372	17.9	21.6	21.5	20.7
AtTaif	269	12.3	16.6	13.6	14.9
Asir	220	8.1	14.5	11.1	12.2
Abroad	189	7.4	8.6	18.4	10.5
Al-Madinah	180	13.7	9.7	6.8	10.0
Did not go	130	10.9	6.9	4.0	7.2
Makkah	123	8.6	6.9	4.8	6.8
Al-Baha	113	5.8	6.0	7.6	6.3
ArRiyadh	86	6.5	3.7	5.6	4.8
Others *	74	6.3	3.5	3.3	4.1
East Prov.	44	2.6	2.1	3.3	2.4
Total	1800	100.0	100.0	100.0	100.0

* Others includes the Emirates of Al-Qaseem, Northern Province, Tabuk, Najran, Jizan, Al-Quraiyyat, Hail and Al-Jawf.
Chi-square = 91.020 D.F. = 20 Significance = 0.0000.
Source: Writer's Field Survey 1989.

Income could be expected to be another of these influences, and **Table 12.2** shows that the pattern of holiday destinations of the sample does vary according to the three income levels into which the respondents can be divided. More of the high

Table 12.2

The Previous Holiday Destination, by Monthly Income of Household Heads

The area	No. of	Income in SR			Total
		< 2000	2001-8000	> 8001	
	sample	331	1190	279	1800
Jeddah	372	18.1	22.6	15.5	20.7
AtTaif	269	12.7	15.3	16.6	14.9
Asir	220	8.2	12.5	15.8	12.2
Abroad	189	13.6	8.2	16.5	10.5
Al-Madinah	180	12.4	9.7	8.2	10.0
Did not go	130	10.9	6.6	5.4	7.2
Makkah	123	10.9	6.1	5.4	6.8
Al-Baha	113	4.2	6.6	7.2	6.3
ArRiyadh	86	4.8	4.8	4.7	4.8
Others *	74	1.5	5.0	3.2	4.1
East Prov.	44	2.7	2.4	2.2	2.4
Total	1800	100.00	100.00	100.00	100.00

* Others includes the Emirates of Al-Qaseem, Northern Province, Tabuk, Najran, Jizan, Al-Quraiyyat, Hail and Al-Jawf.

Chi-square = 66.382 D.F. = 20 Significance = 0.0000.

Source: Writer's Field Survey 1989.

income respondents went abroad, or holidayed in the most popular parts within the Kingdom. Fewer of them stayed at home, or went to Makkah and Al-Madinah. Yet, it appears that it was the middle income group - the most numerous part of the whole sample - who were most common in Jeddah, the single most popular holiday location. Nearly a quarter of them had their last vacation in the city compared with 15 per cent of the high income group. The low income group also made much use of Jeddah probably because of its accessible location, but more significantly, nearly a quarter of them went either to Makkah or Al-Madinah. Again this was a markedly higher

proportion of this group going to the two holy cities than was found among the middle or high income earners. As is to be expected, compared with the other two groups, more of the low income group (10.9 per cent) did not go away at all. Yet, nearly 14 per cent of the low income group went abroad, almost as large a share of that group as of the high earners. This reflects the large numbers of foreign workers - about one fifth of the whole sample - many of whom are in the low income group and visit their families in their home country on their annual holiday.

Table 12.3 would also suggest that respondents' type of occupation has some influence on the choice of holiday location. Those who went abroad were particularly common in the private sector jobs. They went abroad at more than three times the rate of those employed by the military, where there are often restrictions on foreign travel. That foreign trips were more common among the private sector workers is also a reflection of the larger number of ex-patriates in that group. In contrast, those employed in the army went to Asir in large numbers - at nearly twice the rate of any other group -probably because of the large contingent of those who originally come from Asir Province find work in the Saudi military sectors. Those who work in education almost as commonly visited AtTaif as Jeddah, even though Jeddah was the more popular destination for the whole sample. That teachers should commonly choose AtTaif probably reflects its attraction as a summer resort, suited to the long summer holidays that the teachers enjoy. Those in the miscellaneous category of occupations, covered by the term "others", include the retired and the unemployed. Not surprisingly, more of these reported that they had not gone any where on holiday, or that their holiday involved a visit to one of the two holy cities, or other locations closer to their city, which could be reached more cheaply.

When one examines holiday destinations against the age of

Table 12.3

The Previous Holiday Destination, by Occupation of Household Heads

The area	No. of	Occupation					Total
		Educ.	Civil	Army	Private	Others	
	sample	330	568	181	606	115	1800
Jeddah	372	22.4	21.5	23.8	19.1	14.8	20.7
AtTaif	269	19.4	15.0	13.3	13.2	13.9	14.9
Asir	220	13.0	10.4	22.7	10.1	13.9	12.2
Abroad	189	7.9	8.8	5.0	16.2	5.2	10.5
Al-Madinah	180	5.5	12.9	2.8	12.5	7.0	10.0
Did not go	130	4.8	6.2	7.7	8.1	13.9	7.2
Makkah	123	5.2	6.3	3.9	8.3	11.3	6.8
Al-Baha	113	9.7	7.6	8.3	3.0	4.3	6.3
ArRiyadh	86	4.2	4.6	5.0	4.5	8.7	4.8
Others *	74	4.2	4.6	5.5	3.1	4.3	4.1
East Prov.	44	3.6	2.3	2.2	2.0	2.6	2.4
Total	1800	100.00	100.00	100.00	100.00	100.00	100.00

* Others includes the Emirates of Al-Qaseem, Northern Province, Tabuk, Najran, Jizan, Al-Quraiyyat, Hail and Al-Jawf.

Chi-square = 136.728 D.F. = 20 Significance = 0.0000.

Source: Writer's Field Survey 1989.

respondents, the more common profiles of the holiday-makers in the sample become clearer. **Table 12.4** shows that there is a group of older respondents, many of whom either did not go on holiday, or went to one of the two holy cities. More than one third of those over 50 years old fell into one of these three categories. While other older respondents visited the common destinations, a significant minority had holidays in the less common places, like ArRiyadh and the other distant provinces, probably on visits to other parts of their families. In contrast, the more popular destinations were most popular with the younger respondents, with those between

30 and 49 making up a larger share of those going abroad on holiday. Clearly this reflects the greater cost of foreign holidays, and, therefore, the tendency for them to be limited either to those with family connections abroad, or with the greater earning power that comes in mid-life.

Table 12.4

The Previous Holiday Destination, by Age of Household Heads

The area	No. of	Age				Total
		15-29	30-39	40-49	50 >	
	sample	545	551	380	324	1800
Jeddah	372	22.4	20.7	21.6	16.7	20.7
AtTaif	269	16.1	13.8	15.5	14.2	14.9
Asir	220	13.0	14.0	10.5	9.9	12.2
Abroad	189	8.3	14.0	12.6	5.9	10.5
Al-Madinah	180	7.7	8.7	11.3	14.5	10.0
Did not go	130	6.4	5.8	6.6	11.7	7.2
Makkah	123	7.0	5.4	7.1	8.6	6.8
Al-Baha	113	6.8	6.4	6.6	4.9	6.3
ArRiyadh	86	4.6	5.4	2.9	6.2	4.8
Others *	74	4.2	3.4	2.9	6.5	4.1
East Prov.	44	3.5	2.4	2.4	.9	2.4
Total	1800	100.00	100.00	100.00	100.00	100.00

* Others includes the Emirates of Al-Qaseem, Northern Province, Tabuk, Najran, Jizan, Al-Quraiyyat, Hail and Al-Jawf.

Chi-square = 69.239 D.F. = 20 Significance = 0.0000.

Source: Writer's Field Survey 1989.

The patterns revealed in these tables appear to indicate that particular holiday destinations tend to attract particular groups within the population. That is, the elderly appear to have rather different holiday patterns from the younger groups. Those with more income tend to holiday in more

distant and attractive areas of the Kingdom, or abroad. The ex-patriates clearly seem to have different holiday preferences. But not enough data has been gathered about the respondents to be able to do more that suggest the broad characteristics of these groups. Furthermore, there is much overlap in the holiday choices of these groups, as one would expect, because popular destinations like Jeddah are attractive to young and old, to richer and poorer alike. Nevertheless, it does seem that further surveys to examine the holiday behaviour of major socio-economic groups in the Saudi population would help to explain the popularity of certain places and would allow certain types of holiday-maker to be defined. Additional data on other household characteristics, such as the age make-up of the family, their previous holiday choices, and the attraction of holidays with parts of the family living elsewhere, may need to be gathered to build up clearer profiles. Such profiles could, in turn, assist in the development of facilities to meet future tourist needs.

It is also clear that more light can be usefully shone on holiday patterns by considering how they vary according to the source area of the holiday-makers. Again, the writer's data only allows this variety to be outlined and further research would be necessary to fill in more detail. As an illustration of this, **Table 12.5** selects out the 279 respondents with a high income to show how their previous holiday destination varied according to whether they were residents of Jeddah, Makkah or AtTaif. Reference was made much earlier in the thesis to the apparent attractions as a holiday location of each of the three cities to residents of the other two places. But the Table makes it clear that Jeddah and AtTaif are about equally attractive to high-income residents of the other two cities, whereas Makkah seems less attractive to high-earners from Jeddah and AtTaif. 42.1 per cent of this type of resident sampled in Makkah went to Jeddah or AtTaif, but only 6.6 per cent of this type of

Table 12.5

The Previous Holiday Destination of Respondents with High Income, by Cities

The area	No. of	High income			Total
		Makkah	Jeddah	AtTaif	
	sample	95	106	78	279
Jeddah	43	22.1	0.0	28.2	15.4
AtTaif	45	20.0	21.7	3.8	16.5
Asir	44	16.8	13.2	17.9	15.7
Abroad	46	7.4	29.2	10.3	16.4
Al-Madinah	23	11.6	9.4	2.6	8.2
Did not go	15	3.2	5.7	7.7	5.4
Makkah	15	0.0	6.6	10.3	5.4
Al-Baha	20	7.4	7.5	6.4	7.2
ArRiyadh	13	7.4	2.8	3.8	4.6
Others *	9	2.1	2.8	5.1	3.2
East Prov.	6	2.1	0.9	3.8	2.2
Total	279	100.00	100.00	100.00	100.00

* Others includes the Emirates of Al-Qaseem, Northern Province, Tabuk, Najran, Jizan, Al-Quraiyyat, Hail and Al-Jawf.

Source: Writer's Field Survey 1989.

holiday-maker who lived in Jeddah went to Makkah. Only 10.3 per cent of high earners went to Makkah from AtTaif. The Table also shows the greater percentage of high earners from Jeddah who went abroad compared with the same income group in the other two cities. Yet, less of the high income respondents from Jeddah went to Asir, one of the more popular internal destinations for those who can afford to go that far. Al-Madinah was also much less popular with high-income persons from AtTaif than from the other two cities. Instead, a small number of AtTaif's wealthier residents went to villages close to the city for their holiday, a pattern not

represented at all around Makkah or Jeddah. The relatively small size of the samples considered here prevents these trends being more fully defined. The variations in these patterns of holiday destinations of different income groups based on larger samples from different cities would repay further study, not least because of the evidence revealed of the role of holiday homes around AtTaif, and in more distant locations, like Al-Baha.

Even more marked are the variations in holiday destinations from the three cities when the highly-educated sector of the sample is selected out for more detailed consideration. **Table 12.6** shows where the 396 with college education, sampled in the three cities, took their last holiday. Makkah is an even less popular destination for the well-educated from the other two cities than it was for the high earners. Yet, the better educated in Makkah are much attracted to Jeddah and AtTaif, though less than those in AtTaif are attracted to Jeddah. Nearly 40 per cent of those with college degrees in AtTaif holidayed in Jeddah. In contrast, the well-educated group in Jeddah went abroad in large numbers. This accounted for over 42 per cent on their last holiday compared with less than 12 per cent of those from AtTaif and 5 per cent of those from Makkah. Thus, while the sample of well-educated respondents dispersed in many directions on their holidays,. those from Jeddah tended to go abroad, and those from AtTaif tended to concentrate in Jeddah. Reasons for these differing patterns are not easy to find and could call for more research into holiday motivations, which would also help the industry provide for these holiday choices of the population from different cities.

It could be that motivations for holiday-taking are so complex that such patterns as can be detected need to be followed up at an even more local scale than the individual city. This is clear if one takes, as an illustration, only the low income respondents sampled in four districts of

Table 12.6

The Previous Holiday Destination of Respondents with High Education, by Cities

The area	No. of sample	High education			Total
		Makkah	Jeddah	AtTaif	
		150	118	128	396
Jeddah	85	22.7	0.0	39.8	21.5
AtTaif	54	21.3	11.9	6.3	13.6
Asir	44	12.7	11.9	8.6	11.1
Abroad	73	5.3	42.4	11.7	18.4
Al-Madinah	27	12.0	5.9	1.6	6.8
Did not go	16	4.7	5.1	2.3	4.0
Makkah	19	0.0	8.5	7.0	4.8
Al-Baha	30	8.7	7.6	6.3	7.6
ArRiyadh	22	7.3	2.5	6.3	5.6
Others *	13	1.3	3.4	5.5	3.3
East Prov.	13	4.0	0.8	4.7	3.3
Total	396	100.00	100.00	100.00	100.00

* Others includes the Emirates of Al-Qaseem, Northern Province, Tabuk, Najran, Jizan, Al-Quraiyyat, Hail and Al-Jawf.

Source: Writer's Field Survey 1989.

Makkah. The four districts have been linked as pairs to provide larger samples, with the most similar ones linked together. They were sampled as representative of areas of predominantly middle income respondents but with a strong lower income group in them. In AtTundubawy and Al-Hindawyyah the 58 low income respondents formed 29 per cent of the total sample in those districts. In Sheib Amer and Al-Utaibiah the low income group formed 25.5 per cent of the sample in those districts. But when the holiday destinations of the lower income respondents in these two pairs of districts are compared, marked differences as well as similarities can be

seen (**Table 12.7**). In each case over 40 per cent of the sample reported their last holiday in Jeddah or AtTaif, two relatively local centres. Al-Madinah was also popular, but much more so with the sample of residents of AtTundubawy and Al-Hindawyyah, but a survey based on a larger sample would be needed to confirm this. Far fewer went to more distant locations in the Kingdom, or abroad, as one would expect of low income persons. Local factors might need to be considered to account for such differences in holiday behaviour amongst people on similar incomes living in the same city.

Table 12.7

The Previous Holiday Destination, by Low Income in Selected Districts in Makkah City

The area	The districts	
	Sheib Amer / Al-Utaibiah	AtTundubawy / Al-Hindawyyah
	51	58
Jeddah	25.5	32.8
AtTaif	17.8	15.5
Asir	7.8	5.2
Abroad	5.9	3.4
Al-Madinah	13.7	24.1
Did not go	19.6	10.3
Makkah	0.0	0.0
Al-Baha	2.0	0.0
ArRiyadh	7.8	5.2
Others *	0.0	1.7
East Prov.	0.0	1.7
Total	100.00	100.00

* Others includes the Emirates of Al-Qaseem, Northern Province, Tabuk, Najran, Jizan, Al-Quraiyyat, Hail and Al-Jawf.

Source: Writer's Field Survey 1989.

12.3 General Policy Implications and Recommendations

This study, as a first attempt to analyse spatial patterns of tourism by city dwellers of western Saudi Arabia, is not primarily intended to provide recommendations to any government department which may, in future, be charged with developing and promoting tourism within the Kingdom. This thesis can only provide data that could be fed into the formulation of the policy and might suggest approaches to further research needed to help support that policy. Yet it is clear that in the course of this study the respondents, by their statements on their past holiday activities as well as through opinions they expressed, often made points that could be of value in drawing up any tourism plan that may emerge in future government policy.

The writer did, in fact, include a question at the end of his survey asking respondents if they had any suggestions they wished to make about tourism development in the Kingdom. 21 different suggestions were made by 30.3 per cent of the respondents. These have been grouped by the writer in **Table 12.8** into 12 main categories and can be considered under three headings. These are: identified tourist needs; needs for government support for local tourism initiatives; and, wider concerns about the place of recreation and tourism in Saudi society. Most of the respondents who made comments - nearly 20 per cent of the total sample - said that more facilities for tourist were needed. These included more accommodation, eating places, mosques and banks in the tourist areas, many of which are, of course, far from towns. Many saw that health and security services were needed in these areas. Other respondents also saw a need for more recreational facilities at tourist locations so as to make the long journeys involved in reaching them more worthwhile. Many of these respondents made these comments on the basis of their own experience of particular places where they noted specific shortcomings in the facilities for tourists. One can

assume that these shortcomings would have been recognised by many other visitors to those areas.

Table 12.8

Respondents's Suggestions, by Their Education

Suggestions *	No. in sample	Education level			Row total
		Low	Middle	High	
Provide recreation facil.	354	13.0	56.8	30.2	100.0
Provide tourist information	336	10.1	53.6	36.3	100.0
Health fac. in tour. locs.	302	11.9	55.3	32.8	100.0
Improve accommodation	270	8.5	54.4	37.1	100.0
Improve transportation	267	11.2	59.6	29.2	100.0
Communications in tour. locs.	224	13.8	53.6	32.6	100.0
Price control	193	7.3	58.5	34.2	100.0
Eating places in tour. locs.	214	13.6	49.1	37.4	100.0
Expand green areas	164	12.2	59.8	28.0	100.0
More security in tour. locs.	126	12.7	51.6	35.7	100.0
Social understanding	116	12.9	64.7	22.4	100.0
Independent tourist body	84	6.0	45.2	48.8	100.0
	**				

* Other suggestions made by only a few respondents are excluded.
** The number of suggestions exceeded the actual number of the sampled respondents who replied because most of them reported more than one suggestion.
Source: Writer's Field Survey 1989.

For the most part, such needs can best be met by the initiatives of local managements, or private enterprise. But steps are also needed to identify, in detail, the nature, scale and locations of those needs and the necessary programmes and priorities for meeting them. That is, some form of overall tourist development planning is required.

So far government policy has not done this except in the

broadest of outlines. Recent development plans scarcely address these points. For example, the fifth national development plan (1990-95) calls only for the setting up of a number of recreation-related projects. But these cannot be seen as even the basis for a tourist plan for the nation. Detailed proposals to meet the varied needs, like those indicated to the writer by respondents, were not mentioned in the national plans. The plan's main points include the large-scale expansion of the two Holy Mosques in Makkah and Al-Madinah to cater for the increasing flow of pilgrims; encouragement for private enterprise to join with government in the development of three new tourist cities on the coast north of Jeddah; and the examination of the feasibility of establishing a new national park in the AtTaif mountain district. The national plan also calls for a programme of recreational improvements to existing parks and gardens, with the provision of more parking space in such areas.

A second smaller group of points respondents mentioned raised aspects of the question of the proper place of leisure and tourism within Saudi society, given its religious foundations. Some respondents said they felt uneasy about possible harassment while enjoying their leisure in public places and believed that more social understanding of the need for recreation was required. It follows that there may be a need for Saudi society to lay down broad limits for an individual's leisure time and acceptable leisure activities in public, in the same way as leave entitlement for all employees is already laid out in government policy. There is also a difficult balance to be achieved between providing recreational facilities for all, of both sexes, and yet respecting the privacy of family holiday-makers. Generally the younger and better-educated respondents made more of these suggestions, so that one may find a growing concern in future for these matters to be more fully discussed and clarified, as holiday-making spreads even more widely through Saudi society.

A third group of suggestions by the respondents showed that they had identified needs which called for more central government initiatives in this field. Some respondents said government support was needed for local action for the improvement and expansion of the management of tourist areas, and to define new tourist locations. Some called for an independent body to promote and control tourism. Specific suggestions included better-defined government policies to promote investment in tourist projects, to create and disperse tourist information, to promote more activities in the main tourist season, and to do more to protect the green areas and historical locations from damage. Other suggestions included government control on prices charged at the main tourist sites, relaxation on rules preventing foreigners (non GCC) travelling freely on holiday within the Kingdom, and a policy to co-ordinate holiday events with the main pilgrimage season. Clearly, these are all aspects of tourism development policy which need examination and execution centrally before being handed on for local action. **Table 12.8** suggests that many of these suggestions for the improvement of facilities were made by respondents in all educational groups, but the more educated provided more of the suggestions. They also accounted for nearly half of those proposing an independent body to develop and control the tourist industry.

Many of the findings of this study also suggest the need for a central government agency to plan for tourism development and to manage facilities for the increasing demand that is arising. Reference was made in the early part of this chapter to the emphasis this research has revealed on family-based holidays and the need for accommodation and other facilities to meet this particular need. Thus, a tourist industry that only develops hotels is not likely to meet the need for family accommodation in rented homes in the tourist areas, unless a central tourist body encourages that type of provision. This research has also shown a potential role for more public transport at resorts in view of widespread use of

Saudia airline to reach holiday destinations. Information services of all types for holiday-makers are clearly capable of much development and would need the encouragement of a central tourist authority.

This agency's work will only be successful on the basis of having much more data on existing facilities, their level of use and likely future demands. There is, then, also a need for this agency to be set up in order to gather data and to work with other institutions, universities and research centres to collect and analyse that data. Other agencies involved in the tourist industry, such as the hotel sector and museums, should be required to keep a monthly record of visitor numbers so that their patterns can be analysed. Increasing tourist pressure in the countryside, and at particular places of attraction, can lead to deterioration of the environment which the visitors have come to enjoy. Such threats to the environment need to be monitored. Measures to protect the environment from damage by tourist activities can then be examined and put into place through the recommendations of this central agency, working with other relevant bodies. The government central tourist body should also be able to initiate discussions on the proper shape of tourism within Saudi society.

The main findings of this study suggest that there is a need for a central tourist body to encourage the creation of structures to meet the growing demands of the tourist market in the Kingdom. Various tourism industry initiatives need to be taken both at the national and local levels for the development of a growth strategy, and government and private sectors have a shared responsibility to supply the growing demands for leisure and tourism facilities. The form of this co-operation between the two sectors should first be outlined by the central tourist agency to promote the framework for local authorities and private investors to follow. **Figure 12.1** outlines a possible framework for co-operation between

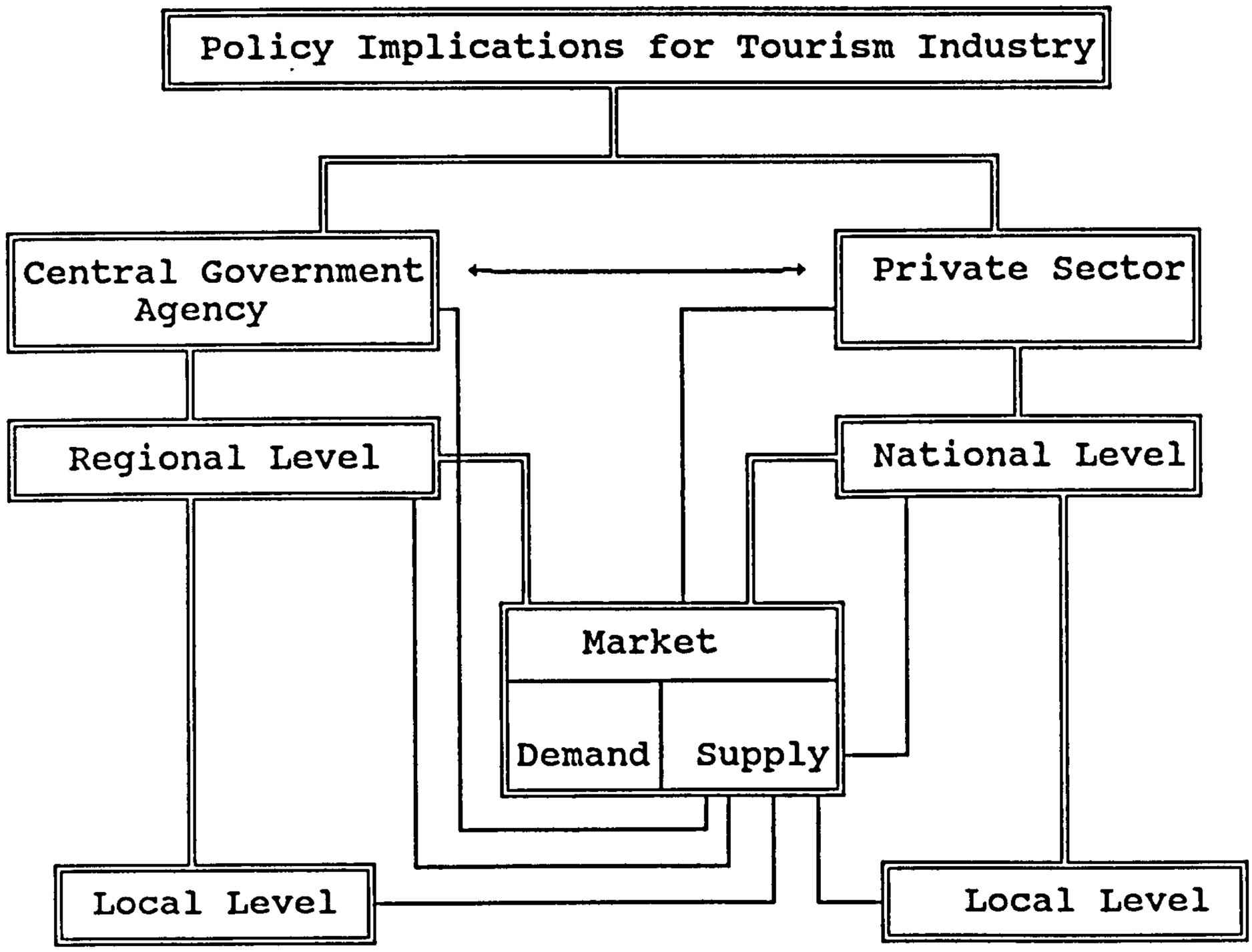


Figure 12.1

Suggested Framework for Participation in Developing the Tourism Sector in Saudi Arabia

those involved in the industry.

This research also suggests that the tourism needs of the Saudi population are varied and are changing, and will need monitoring. Already it seems that as people become better educated and wealthier, they demand more from their tourism. Policy makers need to be aware of this to be able to respond to it. This research has shown, for example, that levels of satisfaction with facilities, while high, tended to be lower among those better educated and wealthier respondents. As their numbers are increasing rapidly, levels of satisfaction with holiday facilities may decrease significantly in the future unless continuous improvements are made. Yet the relatively young (30-39 years of age) holiday-makers who often go abroad are a good target for the industry to attract to spend their holidays inside the Kingdom, because their numbers are increasing and they have more money to spend. This research has suggested that particular areas seem to attract particular groups with certain socio-economic characteristics. To attract the young, middle-class families, policy-makers may need to find out the types of holidays and destinations they prefer and try to provide for them, and the other groups, according to their expressed needs.

In brief, this research has shown that there is a need for more research to be done in various areas on factors influencing holiday patterns and on the ways in which individual households decide on their vacation activities. There are several aspects of this which this research has not touched on. The effect on holiday-taking of the lack of very local recreational facilities could usefully be examined, as well as the impact of recently providing more parks and other recreational areas in towns. While this research was based on the household, much needs to be done on the role of the family in holiday decision-making, and, in particular, the role of women in this. This research has shown that many Saudi families include both adult and younger children which

could also have major effects on the holiday choices of families.

Such broad issues, some touching at the core of Saudi society, clearly go well beyond the scope of the present study. Nevertheless, this study has demonstrated the patterns and scale of holiday-making that already exists from the three major western cities of the Kingdom. Taking holidays appears to be an accepted, and important, part of the lives of the respondents which the writer has based this study on. One can reasonably extrapolate from the information obtained from the sample to the wider population. There is a need to meet the holiday and recreational desires of the population in ways that also fit in which the values of the society and protect the physical environment on which much of the tourist activities depend. In turn, this requires further studies of the geographical and other aspects of the holiday and recreational activities of the population, to find out how to best balance those needs.

APPENDICES

Appendix 4.1

Authorization Letter

بسم الله الرحمن الرحيم

المملكة العربية السعودية
وزارة الداخلية
امارة منطقة مكة المكرمة
الشـــــــ

Appendix 4.2

An Example of the Official Letters to Several Government and Private Agencies to Help in Providing Information

بسم الله الرحمن الرحيم

٨٦٨٦

المملكة العربية السعودية
وزارة التعليم العالى
جامعة أم القرى
وكيل الجامعة للدراسات العليا والبحث العلمى

الرقم : ٢٨/١/٢٢.....

التاريخ : ١٤٠٩/٩/٢.....

المشفوعات :.....

معالي أمين مدينه جده المكلف سلمه الله

السلام عليكم ورحمه الله وبركاته

يجرى المبتعث (سلطان بن احمد بن سلطان الثقفى) بحثا ميدانيا لجمع المعلومات اللازمه لرساله الدكتوراه وموضوعها (دراسه حاله السياحه الداخليه فى المنطقه الغربيه من المملكه العربيه السعوديه) .

وامتدادا لدعم طلاب العلم ومساندتكم لجامعتكم أم القرى بمكه المكرمه .

أرجو تعميد مركز المعلومات فى بلديه جده تزويده بكافه المعلومات والاحصائيات والصور المتعلقه ببحثه عن مدينه جده بما يوافق النظام. ،،،

وشكرا لكم جهودكم الموفقه لرفعه لواء العلم والمعرفه والله يحفظكم. ،،،،،

وكيل جامعه أم القرى
للدراسات العليا والبحث العلمى

٢٠ ٩/٨/٢٨

د . محمود محمد على اسد الله

Vice Chancellor For Higher Studies & Research
Makkah Al Mukarramah P.O. Box 715
Cable Gameat Umm Al - Qura, Makkah
Telex 440026 Jammka SJ
Faxemely 5564560
Tel - 02 - 5589900 - 5574644

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مكة المكرمة ص.ب : ٧١٥
برقيا : جامعة أم القرى مكة
تلكس عربى ٤٤٠٠٤١ م.ك جامعة
فاكسميلى : ٥٥٦٤٥٦٠
تليفون : ٥٥٨٩٩٠٠ ـ ٠٢ / ٥٥٧٤٦٤٤ ـ ٠٢

مطابع الجامعة

Appendix 4.3

Household Head Questionnaire (English Version)

IN THE NAME OF GOD, MOST GRACIOUS MOST MERCIFUL

Dear Sir / Madam,

With the support of Umm Al-Qura University. I am making an evaluation of domestic tourism in Saudi Arabia, with a case study of Western Province, as a part of my Ph.D research at Southampton University, Southampton U.K.

The following questions which form part of the research are concerned with the significance of domestic tourism. As a head of a household you are a member of a sample of Saudis in Makkah, Jeddah and AtTaif being asked about the form of their holidays, where they go, and the reason for their choice of holiday destination. This study will help us gain a more scientific understanding of our society and how it is changing.

I would very much like your co-operation in answering these questions. All of the information you give will be treated as confidential and is only used for the purposes of the research. **Moreover there is no need for you to mention your name.**

I thank you very much for your co-operation and support in answering this questionnaire.

May God bless You

Yours Sincerely
Sultan A. Al-Thagafy
Umm Al-Qura University

Sample code ..... Date ..... Time .....

The location of the house you live in

1. Street ..... 2. District ..... 3. City .....

Are you the head of the household at this address ?

1. ( ) yes 2. ( ) no

Are you prepared to spend about 10 minutes answering some questions on your recent holidays ?

1. ( ) yes 2. ( ) no

Type of dwelling you live in

1. ( ) folk house
2. ( ) flat
3. ( ) concrete house
4. ( ) villa
5. ( ) other (indicate .....)

Would you please tick ( ) the box that applies or write down the answer if requested.

1. Does your work allow you to have a yearly holiday?

   1. ( ) yes (if yes answer Q no. 2 and continue)
   2. ( ) no (if no answer Q no. 5 and continue)

---

2. How long is your normal holiday per year?

   1. ( ) 15 days or less
   2. ( ) 16 - 30 days
   3. ( ) 31 - 45 days
   4. ( ) 46 - 60 days
   5. ( ) more than 2 months

---

3. How many days of that normal holiday period would you normally expect to spend away from home?

   number of days (.....)

---

4. How many days of your normal holiday in the last 12 months did you spend away from home?

   number of days (.....)

---

5. In the last 5 years have you become more or less concerned how you spend your holiday?

   1. ( ) more concerned
   2. ( ) less concerned
   3. ( ) no change

---

6. What is the main reason for you to have a holiday?

   (.....)

7. With whom do you normally travel on your main holiday?

1. ( ) with family
2. ( ) with friend(s)
3. ( ) with family and friend(s)
4. ( ) alone

---

8. Where did you spend the majority of your main holiday away from home in the last year?

1. ( ) inside Saudi Arabia
2. ( ) outside Saudi Arabia

---

9. If you spent your main holiday or part of it outside Saudi Arabia what was the main reason behind that?

(.....)

---

10. Name the countries you have visited on holiday in the last 5 years?

1.	6.	11. .....
2.	7.	12. .....
3.	8.	13. .....
4.	9.	14. .....
5.	10.	15. .....

---

11. In which season do you normally have your main holiday?

1. ( ) spring
2. ( ) summer
3. ( ) autumn
4. ( ) winter

---

12. If you have a second holiday in which season do you normally have it?

1. ( ) spring
2. ( ) summer
3. ( ) autumn
4. ( ) winter

13. Please name the places you have visited inside Saudi Arabia during the last 5 years for your main holidays in which you spent at least one day and the main reason behind that?

	The location	The reason
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		

14. Name the area where you spent some, most or all of your main holiday in Saudi Arabia during the last 12 months?

(.....)

15. What type of accommodation did you use on the last holiday in Saudi Arabia?

1. ( ) hotel / motel
2. ( ) rented house / furnished accommodation
3. ( ) stayed in the home of relative/friend
4. ( ) owned house (second home)
5. ( ) tent
6. ( ) caravan
7. ( ) day tripper
8. ( ) other (specify .....)

16. If you lived in a hotel or furnished apartment during your last holiday in Saudi Arabia what is your opinion about them?

Facility	Compl. satis.	Relativ. satis.	Undecided	Relativ diss.	Compl. diss.
Hotels					
Furnished apart.					

---

17. Did you get any type of tourist information about your vacation area?

1. ( ) yes 2. ( ) no

---

18. Of the following information types which did you need most as a tourist?

1. ( ) road maps to direct you to your vacation area
2. ( ) city maps
3. ( ) guide to places of tourist interest
4. ( ) guide for public services (hotel, restaurant.)
5. ( ) tourist information centres
6. ( ) all of the above
7. ( ) other (specify.....)

---

19. Did you use a travel agent to help you plan your main vacation within Saudi Arabia?

1. ( ) yes 2. ( ) no

---

20. What transport facility did you use to travel to the area you have visited on your holiday and during your holiday time?

1. ( ) airline
2. ( ) own car
3. ( ) public transportation (bus, coach, taxi, limousine, etc.)
4. ( ) rented car
5. ( ) relative/friend's car
6. ( ) other (specify .....)

21. How do you evaluate any of the following services and facilities you have used in your vacation area?

Facility	Compl. satis.	Relativ. satis.	Undecided	Relativ. diss.	Compl. diss.
Road communi.					
Saudia Airlines					
Public trans.					
Limousine services					
Rent car agents					
Travel agents					

22. Do you have any suggestions you would like to make for the purpose of tourism development within Saudi Arabia?

1. .....
2. .....
3. .....
4. .....
5. .....
6. .....
7. .....
8. .....
9. .....
10. .....

23. What is your nationality?

1. ( ) Saudi 2.( ) non Saudi (specify .....)

---

24. Sex

1. ( ) male 2.( ) female

---

25. Age

1. ( ) 15 - 19 year
2. ( ) 20 - 29
3. ( ) 30 - 39
4. ( ) 40 - 49
5. ( ) 50 - 59
6. ( ) 60 and over

---

26. Marital status

1. ( ) single 2.( ) married
3. ( ) divorced 4.( ) widow (er)

---

27. Educational status

1. ( ) illiterate
2. ( ) reads only
3. ( ) literate (able to read and write)
4. ( ) completed elementary education
5. ( ) completed intermediate education
6. ( ) competed secondary education
7. ( ) completed community college (2 years college)
8. ( ) completed university
9. ( ) post university
10. ( ) other (specify .....)

28. Occupation

1. ( ) educational employment (public school)
2. ( ) civil employment
3. ( ) army employment
4. ( ) private sector employee
5. ( ) private business (self employed)
6. ( ) housewife
7. ( ) retired
8. ( ) student
9. ( ) does not work
10. ( ) other (specify .....)

---

29. Your monthly income

1. ( ) less than 2000 SR
2. ( ) 2001 - 4000 SR
3. ( ) 4001 - 8000 SR
4. ( ) 8001 - 12000 SR
5. ( ) more than 12000
6. ( ) does not have his/ her own income

---

30. In the context of the Saudi average income do you consider your family income to be?

1. ( ) above average
2. ( ) average
3. ( ) below average

---

31. Do you have family dependent on you?

1. ( ) yes (if yes answer Q32 and continue)
2. ( ) no (if no answer Q33 and continue)

---

32. How many are dependent on your income?

1. Children under 15 years number (.....)
2. Adults number (.....)

33. The total number of the household members living with you?

1. Children under 15 years number (.....)
2. Male number (.....)
3. Female number (.....)

34. Does the household have the following ?

Belongings/Employees	State Numbers
1. car(s)	
2. Tv set(s)	
3. video	
4. telephone line	
5. maid(s)	
6. driver(s)	
7. garden	
8. swimming pool	
9. home library	

THANK YOU VERY MUCH FOR YOUR TIME AND CONCERN

Appendix 4.4

Approval Letter Declaring that the Arabic and English Versions of the Questionnaire were Exact Matches

KINGDOM OF SAUDI ARABIA
MINISTRY OF HIGHER EDUCATION
UMM AL-QURA UNIVERSITY
MAKKAH ALMUKARRAMAH
College of Social Sciences
Department of English

المملكة العربية السعودية
وزارة التعليم العالي
جامعة أم القرى
مكة المكرمة
كلية العلوم الاجتماعية
قسم اللغة الانجليزية

الرقم :
التاريخ :
الموافق :
الموضوع :
المشفوعات :

TO WHOM IT MAY CONCERN

This is to certify that the Arabic Translation of the questionnaire prepared by Mr. Sultan A. Al-Thagafi for data collection on his Ph.D research on Tourism in Saudi Arabia is exactly equivalent to the English version.

English Department
Chairman

Dr. Sulaiman G. El-Wedyani

Appendix 4.5

Results of Pilot Questionnaire Survey on Domestic Tourism in Saudi Arabia, May-June, 1988

Scope of Study

The aim of this report is to give some indications of results of a small sample questionnaire survey on leisure, recreation and tourist facilities in Saudi Arabia conducted in May-June 1988. The survey was not intended to achieve a comprehensive coverage of the topic. Rather it was intended to act as starting point for the research and to help plan a fuller questionnaire survey which would form the main part of the research. The pilot survey was carried out between May 13th and June 15th, 1988. The questionnaires were distributed to households in Makkah, Jeddah and AtTaif. These are the major cities in the west of the Kingdom which the writer planned to base his main survey on. At this stage the questionnaires could not be equally distributed between the various districts in each city. 70 questionnaires were distributed as follows: 30 in AtTaif, 24 in Jeddah and 16 in Makkah. To distribute the questionnaire the writer contacted friends and neighbours. It was accepted this would probably produce a biased sample, but at this stage this seemed less important than pre-testing the questions, and ensuring the results could be analysed. In fact, the sample, while small, was not totally unrepresentative of Saudi society although its educational level was probably considerably better than is typical of the whole population. This is because educated people were more willing to answer the questions and more able to understand the reason for the survey.

The writer believed it was essential to ask some questions on the income, jobs and other socio-economic characteristics of the respondents, since holiday behaviour could be related to these. The first part of the questionnaire was, therefore, concerned with these aspects.

Household characteristics

Most of the respondents were of Saudi nationality. They formed 88.6 per cent of the total respondents. According to family structure and custom in Saudi society, the head of the house is most likely to be a male. 98.6 per cent of the individuals interviewed were male. 57.1 per cent of the sample were married.

The age groups of the respondents ranged from 20-29 year (62.9 per cent), 30-39 years (17.1 per cent), 40-49 years (15.7 per cent) and 50-59 years (4.3 per cent).

The level of education (Table 1) of this small sample did not fully reflect the educational status of Saudi society. None of the respondents stated that he/she was illiterate or reads only, although illiteracy in the country is widespread. 89 per cent of the sample had completed secondary education and 37 per cent had completed university education. This is much above the national averages for educational attainments.

Table 1

Level of Education for the Sample

Educational status	No. of sample	Per cent
Literate (able to read and write)	2	2.9
Completed intermediate education	5	7.1
Completed secondary education	31	44.3
Completed commun. col. (2 years college)	5	7.1
Completed university	17	24.3
Post university	9	12.9
Others	1	1.4
Total	70	100.0

The occupations of the respondents show that 30 per cent had civil government employment, 27.1 per cent worked in the educational sector and 25.7 per cent were students. More details are given in Table 2.

Table 2

The Sampled Individuals' Occupations

Occupation	No. of sample	Per cent
Educational employment	19	27.1
Civil employment	21	30.0
Army employment	5	7.1
Private sector employee	4	5.7
Private business	3	4.3
Student	18	25.7
Total	70	100.00

Monthly income for the respondents varied. Most had an average or above average income. 4.3 per cent thought their income was below average. Only 2.9 per cent had no monthly income. 21.4 per cent received 2000 Saudi Riyal or less as a fixed income per month (about 6.20 SR = £1). 11.4 per cent had 2001-4000 SR monthly, 41.4 per cent had 4001-8000 SR per month. 14.3 per cent had 8001-12,000SR, and 8.6 per cent had 12,000SR or more monthly. 71.4 per cent of the sample considered their family income was average in the context of the Saudi economy and 24.3 per cent thought their family income was above average.

To obtain some background about their families, the interviewees were asked whether they have families dependent on their income and how large they were. 51.4 per cent stated they have not. These were mainly the unmarried respondents. 48.6 per cent said they had dependents, with

most respondents having one or two adult dependents, and two or three dependent children under 15. For more details of the number of dependents in the households, see Table 3.

Table 3

Number of Dependents in the Household

No. of depend. (children) - 15	No. of sample	Per cent	No. of depend. (adults)	No. of sample	Per cent
0	36	51.4	0	36	51.4
1	3	4.3	1	10	14.3
2	11	15.7	2	9	12.9
3	8	11.4	3	5	7.1
4	4	5.7	4	2	2.9
5	4	5.7	5	5	7.1
6	2	2.9	6	1	1.4
7	2	2.9	12	1	1.4
			14	1	1.4
Total	70	100.00	Total	70	100.00

The sizes of families differed, but there was an average of 8.6 persons per family in the sample (Table 4). The larger size of family, compared with the reported number of dependents, results because so many of the sample were single men with no dependents, but who were still members of larger families. In this respect also, the sample was not representative of Saudi society where most adult males are married and are, therefore, heads of households.

The type of dwelling that the respondents were living in at the time of the interviews shows that 37.1 per cent lived in concrete houses, 30 per cent lived in villas, 25.7 per cent lived in flats, while only 7.1 per cent lived in traditional or folk houses.

Table 4

The Total Numbers in the Households

No. of children under 15	No. of sample	Per cent	No. of adult male	No. of sample	Per cent	No. of adult female	No. of sample	Per cent
0	10	14.3	0	9	12.9	0	9	12.9
1	3	4.3	1	15	21.4	1	10	14.3
2	19	27.1	2	17	24.3	2	15	21.4
3	11	15.7	3	10	14.3	3	13	18.6
4	11	15.7	4	12	17.1	4	10	14.3
5	3	4.3	5	2	2.9	5	5	7.1
6	7	10.0	6	2	2.9	6	5	7.1
7	2	2.9	7	2	2.9	7	1	1.4
9	2	2.9	9	1	1.4	9	1	1.4
10	1	1.4				11	1	1.4
12	1	1.4						
Total	70	100.0	Total	70	100.0	Total	70	100.0

The belongings owned by the households showed that 50 per cent had two cars or more. 48.6 per cent had one car while only 1.4 per cent reported no car. The number of TV sets owned by households showed 72.9 per cent had two or more sets, 25.7 per cent had one TV, while only 1.4 per cent had no TV. 51.4 per cent of the sample had one video, 22.9 per cent had two or more, while 25.7 per cent had none. A question on telephone ownership showed that 62.9 per cent had one line, 21.4 per cent had more than one line, and only 15.7 per cent had no telephone. 35.7 per cent of the sample had one or more maids, but only 10 per cent had a driver.

The above results give an indication of a good standard of living enjoyed by most of the respondents, and again points to bias in the sample. The main survey would guard against this by sampling across different housing areas in the three

cities to achieve a better spread of incomes in the respondents.

Form of Holiday

Before the writer began the pilot survey, he recognised that the paid holiday is one of the most important elements for encouraging travel and tourism in Saudi Arabia. The government policy on annual holidays allows every working person to have 45 days as an annual paid holiday. This includes about 30 national holidays. This rule affects all people working in government and in some of the private sector. The main exception in the length of annual holiday is in the education sector which usually provides more than two months annual holiday.

The survey results confirmed that respondents enjoyed these fairly generous holiday provisions. On average, respondents got about 40 days holiday a year. Nearly all respondents said that they had paid leave from their employment and the majority (51.4 per cent) had more than 46 days per year.

The length of the annual holiday for 34.3 per cent of the sample was more than two months. Another 28.5 per cent had between 31-60 days, and 32.9 per cent had 16-30 days. In other words, 95.7 per cent of the total sample had an annual holiday of more than 15 days.

However, the survey showed that the number of days of the annual holiday a person expected to spend away from home was considerably less than the total days off. Also there was a difference between expected days to be spent away and the actual number of days spent away from home, as shown in Table 5. People often expected to spend more days away than they finally managed to do.

For example 18.5 per cent expected to spend seven days or

Table 5

The Expected and Actual Number of Days Spent Away from Home

Expected no. of days away	No. of sample	Percent	Actual number of days away	No. of sample	Percent
0	4	5.7	0	9	12.9
2	1	1.4	3	1	1.4
4	1	1.4	4	2	2.9
5	2	2.9	5	1	1.4
7	5	7.1	6	1	1.4
15	16	22.9	7	2	2.9
20	4	5.7	9	1	1.4
21	2	2.9	10	8	11.4
25	1	1.4	12	1	1.4
30	19	27.1	14	1	1.4
35	1	1.4	15	10	14.3
40	1	1.4	17	1	1.4
45	6	8.6	20	3	4.3
55	1	1.4	21	1	1.4
60	6	8.6	25	2	2.9
			29	1	1.4
			30	12	17.1
			33	1	1.4
			38	1	1.4
			40	1	1.4
			45	6	8.6
			56	1	1.4
			60	2	2.9
			90	1	1.4
Total	70	100.00	Total	70	100.00

less out of their home, while 23 per cent actually spent seven days or less. 8.6 per cent expected to spend 60 days away whereas only 4.3 per cent managed this. The variation between the number of days expected to be spent away and the total that is actually spent away suggested that the sample was not very well organized in their holiday plans. This could be related to the existence of more than one decision-maker in some of the families and the lack of pre-booked or package arrangements so that holiday plans could be altered relatively easily. Even so, the data showed an increasing level of concern about their holidays during the last 5 years. 61.4 per cent of the sample said they have become more concerned about their holidays, while 15.7 per cent were less concerned.

Most Saudis prefer to travel with their family. The samples interviewed showed that 41.4 per cent of them usually travelled with their families and 22.9 per cent with family and friends. 22.9 per cent of the sample usually travelled with friends only, and 12.9 per cent went alone.

64.3 per cent of the sample that had taken a holiday in the last five years said they had normally spent their holidays inside Saudi Arabia. Only 34.3 per cent spent most of their holidays outside the country. This result was different from what the writer expected. He had thought that the majority of Saudi people (especially those with above average incomes) would spend their vacations outside the country.

Of the one third of the people sampled who said they spent most of their holiday outside the country, and others who spent some of their recent holidays abroad:

30 per cent went abroad because they desired to see a new environment.

25.7 per cent went abroad for study purposes.

17.1 per cent said they went abroad because there were better facilities and services outside the country.

14.3 per cent said the reason for the visit overseas was a family link in the country visited.

8.6 per cent said the reason for their trip overseas was to combine holiday with business.

Reasons given for holidays taken within Saudi Arabia were often less specific. 37.1 per cent of the sampled respondents wanted to escape from daily routine, 24.3 per cent said "It was a fixed holiday and they had to take it". Also 22.9 per cent said the reason was to meet up with other family members on holiday.

Holidays were most commonly taken in the hot season. 85.7 per cent of the individuals interviewed had their main holidays in the summer. 20 per cent took their most recent holiday in spring. Only 2.9 per cent went in autumn and 2.9 per cent in winter. The cumulated percentage exceeds 100 per cent because some individuals stated more than one season.

Holiday Destinations Abroad and in Saudi Arabia

Other questions sought to find out the areas most attractive to tourists inside or outside Saudi Arabia.

For overseas holiday destinations, the North African countries were most popular, attracting 47.1 per cent of the sample. Egypt, Tunis and Morocco were the most popular countries there. Other Arabic speaking countries were also popular. 21.8 per cent had visited the Gulf States and the Arabian peninsula outside Saudi Arabia. 25.7 per cent had visited a European country. 22.7 per cent had visited North America on holiday. 15.7 per cent visited South East Asia, mainly Thailand and the Philippines. 21.4 per cent visited other Asian countries mainly Turkey, Pakistan and India. Accumulated percentages exceed 100 per cent because several individuals visited more than one location.

To analyse popular holiday destinations inside Saudi Arabia, the Kingdom has been divided into 13 large divisions according to their similarity, function and attraction. In order to discover the main domestic tourist flows, and the main reason behind them, the sample was asked to list the area that he/she visited on holiday during the last 5 years. Table 6 shows that Makkah, Jeddah, Asir, AtTaif, ArRiyadh and Al-Baha were the most attractive internal holiday destinations.

Table 6

The Main Attractive Areas in Saudi Arabia
Based on All Visits in Last 5 Years

The area	No. of sample	Percentage
Makkah and Madinah	60	85.7
Jeddah	45	64.3
Asir	42	60.0
AtTaif	40	57.1
ArRiyadh	32	45.7
Al-Baha	28	40.0
Other large cities	28	40.0
Eastern Province	22	31.4
Countryside	8	11.4
Tehama	5	7.1
Historical location	3	4.3
Desert	1	1.4
Others	1	1.4
		*

* The accumulated percent exceeds 100 because some of the sample stated more than one area visited.

60 per cent had visited Asir, and 40 per cent had visited Al-Baha in both cases because of the physical scenery and pleasant weather of these areas. 57.1 per cent visited

AtTaif, again because of its physical attraction, but also because many of the sample had family links in the area. Jeddah received 64.3 per cent of the visitors but for a variety of reasons. These included family links, availability of services, easy accessibility, and the opportunity to combine holiday with business and for leisure and recreation. 85.7 per cent visited Makkah and Al-Madinah, nearly all for religious purposes. ArRiyadh received 45.7 per cent of the sample and the main reason was to combine business with holiday. 31.4 per cent had visited the Eastern Province mainly for family links and to combine business with holiday. 40 per cent visited other large cities in the country. Only 11.4 per cent visited the countryside, often because of its physical attractions, or because of family links, or because respondents owned houses there. 7.1 per cent visited the Tehama, mainly because of its weather, especially in the winter. 4.3 per cent visited Madain Saleh, mainly for its historical significance. Only 1.4 pert cent visited the desert, the main reason for this being a family link.

It can be seen that the most attractive areas for visitors and tourists are, then, Makkah and Al-Madinah, Jeddah, Asir, AtTaif, ArRiyadh, Al-Baha and the rest of the big cities but the reasons for visiting those areas differed.

To gain more detailed information on where the sample spent their main holiday in the last year, Saudi Arabia was divided into 16 areas. These areas are the administrative divisions of Saudi Arabia, but the Western Province (the study area) was further divided into 3 regions because of its size and because it is the focus of the study. It includes the 3 large cities to be sampled with many local attractions which the writer believes are used by local populations.

The results of this part of the survey show that the AtTaif area received 38.5 per cent of the total tourists in the last year, followed by Jeddah (18.6 per cent). Tourists who are

travelling around accounted for 10 per cent of the sample as shown in Table 7. Compared with Table 6 this would suggest that most tourists do not visit the same places each year, although Jeddah, AtTaif and Makkah are frequently visited. This is not too surprising since these are the cities where the respondents live, but one would expect the pattern for the most recent holiday to be more similar to the pattern for previous years.

Table 7

The Distribution of Tourists According to the Longest Stay During their Holiday in the Last 12 Months

The area	No. of sample	Percentage
AtTaif city	18	25.7
AshShafa (AtTaif area)	1	1.4
Al-Hawyyah (AtTaif area)	1	1.4
Southwest AtTaif area	7	10.0
Makkah	3	11.3
Jeddah	13	18.6
Asir	5	7.1
Al-Baha	1	1.4
Eastern Province	1	1.4
Al-Madinah	3	4.3
Tabuk	1	1.4
Travelling around	7	10.0
Did not travel	9	12.9
Total	70	100.00

Type of Accommodation

The questions on the type of accommodation used by the sample showed that 50 per cent were staying with relatives or friends or in their own owned homes in their vacation area, while 38.5 per cent lived in a furnished apartment or hotel, as seen in Table 8.

Table 8

Type of Accommodation Used in the Last 12 Months

Accommodation type	No. of sample	Percentage
Hotel	9	12.9
Furnished apartment	18	25.7
Relative/friend home	20	28.6
Owned home	15	21.4
Tent	2	2.9
Caravan	0	.0
Had no holiday last year	6	8.6
Total	70	100.00

The people's evaluation of the accommodation used showed 71.4 per cent were satisfied with it. 14.3 per cent were dissatisfied and 5.7 per cent were undecided, while 8.6 per cent had no holiday last year. Also their general evaluation of accommodation in the areas they had visited on other holidays showed 70 per cent were satisfied. Only 20 per cent were dissatisfied completely or relatively and 10 per cent were undecided. In spite of the limited development of holiday accommodation and hotels this level of satisfaction suggests that holiday accommodation is not a problem.

Tourist Information

Tourist information materials are very limited in the country, because there is no independent agency for tourism development and management. As a result most of the sample had made no use of them on their holidays. 60 per cent of the sample said they did not have any source of tourist information for their holiday. Only 21.4 per cent had used some road maps, 12.9 per cent had used some tourist guides. 2.9 per cent had city maps and 2.8 per cent had other types of information.

Other Services

There is only a small number of travel agencies in the country and most of their services are only provided for travellers going abroad. Only 7 per cent of the sample used any travel agency for services in connection with their holidays, but most of those that used the travel agents were satisfied with them.

Respondents were also asked about the road network. In the last decade much improvement has been made in the road system and most of the sample were satisfied with the it. 58.6 per cent were completely satisfied and 30 per cent relatively satisfied. 10 per cent were dissatisfied and the main reason for that is the state of the Al-Janob Road which connects AtTaif city with Abha via Al-Baha. This is a popular road for tourists with pleasant weather and physical scenery, but it is narrow and dangerous and therefore causes dissatisfaction.

The most common transport mode used on holiday was the car. 84.3 per cent of the sample used their own cars. This high number of own car users is the result of recent family income improvement. 98.6 per cent of the sample said they had cars, most of them two cars. Also, the majority of Saudis prefer to travel with family and friends, so that the car is better for this than public transport.

The national airline (Saudia) is also widely used on holidays because of the large distances often involved to holiday destinations. 67.1 per cent used the airline. Many families visit relatives on holidays when cars are less necessary. Only 14.3 per cent used other public transport, as shown in Table 9.

Table 9

Transport Facility Used to Travel to the Vacation Area

Transport facility	No. of sample	Percentage
Airline	47	67.1
Own car	59	89.3
Public transport (bas, coach..)	10	14.3
Rented car	1	1.4
Others (friend's car)	2	2.9
		*

* The accumulated percent exceeded 100 because some of the sample stated more than one transport facility.

A good level of satisfaction with the Saudi Arabian Airlines was given by respondents 68.6 per cent were satisfied and 8.6 per cent were dissatisfied while the rest were undecided. Because 85.9 per cent of the sample did not use other public transport most could give no opinion of the quality of bus, limousine and other public services. But of the 14.3 per cent who used buses or coaches most were satisfied with them as a means of transport to the holiday destination.

Overall, the pilot questions on the respondents' socio-economic characteristics, their holiday patterns, and their attitudes to holiday services proved workable and useful. It was felt that most of the questions could be the basis of the main survey with a sufficiently systematic sample to ensure that it represents the population in the three cities the survey is based on.

Appendix 4.6

Coding the Questionnaire Data

To make data collected by the questionnaire suitable to input for the SPSS statistical package, the questionnaire data was coded into the following:

```
Title "Tourism in W.S.A."
File Handle Sufile/Name= "Tour Save"
File Handle Mhafile/Name= "Tour Data A"
Data List File=Mhafile Record=3
/1 Q1 1-4 Q2 5 Q3 6-7 Q4 To Q8 8-12 Q9 13-14 Q10 15-16 Q11 To
   Q13 17-19 Q14 20-21 Q15 22-23 Q16 24-25 Q17 26-27
   Q18 28-29 Q19 To Q29 30-40 Q30 41-43 Q31 44-46 Q32 47
   Q33 48-49 Q34 To Q35 50-51 Q36 52-53 Q37 To Q48 54-65
   Q49 66 Q50 67-68 Q51 69 Q52 70-71
/2 Q53 1 Q54 2-3 Q55 4 Q56 5-6 Q57 7 Q58 8-9 Q59 10 Q60 11-12
   Q61 13 Q62 14-15 Q63 16 Q64 17-18 Q65 19 Q66 20-21 Q67 22
   Q68 23-24 Q69 25 Q70 26-27 Q71 28 Q72 29-30 Q73 31
   Q74 32-33 Q75 34 Q76 35-36 Q77 37-39 Q78 To Q108 40-70
/3 Q109 To Q129 1-21

Variable labels

Q1   Case Identification
Q2   Study area
Q3   District
Q4   Type of dwelling
Q5   Nationality
Q6   Sex of the househead
Q7   Age of the househead
Q8   Marital status
Q9   Education status
Q10  Occupation
Q11  Monthly income of the household head
Q12  Family income
Q13  Existence of dependents on household head's income
Q14  Number of dependent children
Q15  Number of dependent adults
Q16  Total children in the house
Q17  Total males in the house
Q18  Total females in the house
Q19  Number of cars belonging to the household
Q20  Number of Tvs belonging to the household
Q21  Number of videos belonging to the household
Q22  Number of telephones belonging to the household
Q23  Number of maids in the household
Q24  Number of drivers in the household
Q25  Number of gardens in the house
Q26  Number of swimming pools in the house
Q27  Number of home libraries in the house
Q28  Does your work allow a holiday?
Q29  Length of your yearly holiday?
Q30  Number of days you expect to be away?
Q31  Number of days you actually spent away?
```

Q32 Your concern with your holiday?
Q33 Your main reason to have a holiday?
Q34 With whom you normally travel?
Q35 Holiday was in or out Saudi Arabia?
Q36 The reason for travelling abroad?
Q37 Did you visit Gulf and Peninsula states?
Q38 Did you visit North Africa?
Q39 Did you visit the rest of Arab States?
Q40 Did you visit Europe?
Q41 Did you visit North America?
Q42 Did you visit South America?
Q43 Did you visit South-East Asia?
Q44 Did you visit the rest of Asia?
Q45 Did you visit Africa?
Q46 Did you visit Australia?
Q47 The main season of your holiday?
Q48 The second season of your holiday?
Q49 Internal area you visited in last 5 years-Asir
Q50 The main reason for visiting Asir?
Q51 Internal area you visited in last 5 years-Baha
Q52 The main reason for visiting Baha?
Q53 Internal area you visited in last 5 years-AtTaif
Q54 The main reason for visiting AtTaif?
Q55 Internal area you visited in last 5 years-Jeddah
Q56 The main reason for visiting Jeddah?
Q57 Internal area you visited in last 5 years-Makkah
Q58 The main reason for visiting Makkah?
Q59 Internal area you visited in last 5 years-Madina
Q60 The main reason for visiting Madina?
Q61 Internal area you visited in last 5 years-Riyadh?
Q62 The main reason for visiting Riyadh?
Q63 Internal area you visited in last 5 years-Eastern Province
Q64 The main reason for visiting Eastern Province?
Q65 Internal area you visited in last 5 years-large city
Q66 The main reason for visiting large city?
Q67 Internal area you visited in last 5 years-Tehama
Q68 The main reason for visiting Tehama?
Q69 Internal area you visited in last 5 years-Desert
Q70 The main reason for visiting Desert?
Q71 Internal area you visited in last 5 years-countryside
Q72 The main reason for visiting countryside?
Q73 Internal area you visited in last 5 years-Madain Saleh
Q74 The main reason for visiting Madain Saleh?
Q75 Internal area you visited in last 5 years_others
Q76 The main reason for visiting others?
Q77 The area you visited last year?
Q78 Type of accommodation you used-hotel
Q79 Type of accommodation you used-rented home
Q80 Type of accommodation you used-relative's home
Q81 Type of accommodation you used-owned home
Q82 Type of accommodation you used-tent
Q83 Type of accommodation you used-caravan
Q84 No type of accommodation used-day trip
Q85 Type of accommodation you used-other
Q86 Evaluation of the hotel

Q87 Evaluation of the rented home
Q88 Did you get tourist information?
Q89 Information you needed-road maps
Q90 Information you needed-city maps
Q91 Information you needed-tourist guide
Q92 Information you needed-service guide
Q93 Information you needed-information centre
Q94 Information you needed-all above
Q95 Information you needed-others
Q96 Did you use a travel agent?
Q97 Type of transport-air plane
Q98 Type of transport-own car
Q99 Type of transport-public transport
Q100 Type of transport-rented car
Q101 Type of transport-relative's car
Q102 Type of transport-others
Q103 Evaluation of road communication
Q104 Evaluation of Saudia airline
Q105 Evaluation of public transport
Q106 Evaluation of limousine service
Q107 Evaluation of rental car agencies
Q108 Evaluation of travel agencies
Q109 I suggest to improve accommodation
Q110 I suggest to improve transportation
Q111 I suggest to improve communication and electricity
Q112 I suggest to provide restaurants and cafeterias
Q113 I suggest to improve general health
Q114 I suggest to improve security and public order
Q115 I suggest to establish more banks
Q116 I suggest to establish more mosques
Q117 I suggest to establish recreational facilities
Q118 I suggest to protect green areas
Q119 I suggest to protect historical locations
Q120 I suggest to find a new tourist location
Q121 I suggest to provide tourist information
Q122 I suggest to invest in tourist project
Q123 I suggest to control the prices
Q124 I suggest to pay attention to vacation time
Q125 I suggest to establish a tourist management
Q126 I suggest to allow foreigners to travel inside S.A
Q127 I suggest to benefit from pilgrimage
Q128 I suggest to segregate females from males
Q129 I suggest to improve social understanding

Value Labels

Q2	1	Makkah	1	Jeddah	3 AtTaif
Q3	1	Al-Aziziah	2	Nuzhah	3 Al-Utaibiah
	4	Sheib Amer	5	Hindawyyah M	6 Atundubawy
	7	Al-hamra	8	Al-Rawdhah	9 AsSafa
	10	Al-Kandarah	11	Al-Hindawyyah J	12 AnNuzlah
	13	Shehar North	14	Al-Khalidiah	15 AshShuhada
	16	AshSharqiyah	17	AshShuhada S	18 Nakheb
Q4	1	Folk house	2	Flat	3 Concrete home
	4	Villa	5	Palace	6 Free dwelling

7 Undecided

Q5 1 Saudi 2 Gulf 3 Arabian
4 Muslim 5 Foreigner 7 Undecided

Q6 1 Male 2 Female

Q7 1 15-19 2 20-29 3 30-39
5 50-59 6 60+ 7 Undecided

Q8 1 Single 2 Married 3 Divorced
4 Widow
7 Undecided

Q9 1 Illiterate 2 Reads only 3 Literate
4 Complete Elementary Education. 5 Compl.Inter.
6 Compl.Seco. 7 Compl.Comm. Coll.
8 Complete University. 9 Post Univ.
10 Other 11 Undecided

Q10 1 Educational 2 Civil 3 Army
4 Private Sector 5 Private Bus. 6 Housewife
7 Retired 8 Student 9 Not working
10 Other 11 Undecided

Q11 1 <2000 2 2001-4000 3 4001-8000
4 8001-12000 5 12000> 6 No income
7 Undecided

Q12 1 Above average 2 Average 3 Below average
7 Undecided

Q13 1 Yes 2 No 7 Undecided

Q28 1 Yes 2 No 7 Undecided

Q29 1 <15 2 16-30 3 31-45
4 46-60 5 60> 6 No holiday
7 Undecided

Q32 1 More concern 2 Less concern 3 No change
7 Undecided

Q33 1 Rest from work 2 To finish duties 3 Match other family member's holiday 2 Fixed
5 Visit relatives 6 Visit holy place 7 To enjoy it
8 Love travelling 9 Match other national holiday
10 If I save money 11 If I have no work
12 Treatment 13 Undecided

Q34 1 With family friends 2 With friend 3 With family & 4 Alone 5 With group
6 Does not travel 7 Undecided

Q35 1 In Saudi Arabia 2 Out Saudi Arabia 7 Undecided

Q36 1 More facili. 2 New environment 3 Family link
4 Business & Vacation 5 More enjoyment
6 Second home 7 Love travel 8 Less expensive
9 Escape from harassment 10 Treatment
11 Studying 12 Never travel 13 Undecided
14 Pleasant weather

Q37 to Q46 1 Yes 2 No

Q47 to Q48 1 Spring 2 Summer
3 Autumn 4 Winter 7 Undecided

Q49,Q51,Q53,Q55,Q57,Q59,Q61,Q63,Q65,Q67,Q69,Q71,Q73,Q75
1 Yes 2 No 4 Resident

Q50,Q52,Q54,Q56,Q58,Q60,Q62,Q64,Q66,Q68,Q70,Q72,Q74,Q76
1 Physical scenery 2 Weather 3 Available of services 4 Avail. of accommodation
5 Accessibility 6 Family link 7 Combining business with vacation 8 Have visited

		before	9	Historical	10 Religious
	11	Own property	12	New environment	13 Business
	14	Curiosity	15	Hunting	16 Swimming
	17	Recreation Leisure			18 Studying
	19	School, Group Tour.			20 Treatment
	21	Tourist resort occasion	22	Publicity	23 Special
	24	Its beauty through	25	Its development	26 Passing
	33	Never visited	44	Resident	
Q77	1	AtTaif	2	Al-Hada	3 AshShafa
	4	Al-Hawyyah	5	Liyyah	6 AsSail
	7	Al-Khurmah	8	Turubah	9 Balharith
	10	Thagif T.Villages	11	Bani Malik	12 Rest of
			13	Desert	14 Tehamah
	21	Makkah	22	Al-Jamoom	23 Al-Madhig
	24	AzZaymah	25	Al-Kamil	26 Madrakah
	27	AshSharaia	28	Al-Kharar	29 Arafat.Mena
	30	AshShuaibah	31	Haddah	32 Rest of M.V
	33	Desert			
	41	Jeddah	42	Corniche	43 Abhur
	44	Kuraa	45	Islands	46 Khulais
	47	Al-Lith	48	Al-Qonfudah	49 Rabigh
	50	Thuwal	51	Thahban	52 Rest of J.V.
	53	Desert	54	Al-Shomaisi	
	61	Asir	62	Abha	63 Khamis
	64	Sarat Abidah	65	Ahad Ruf.	66 Bishah
	67	Al-Mahalah	68	Rejal Alma	69 AsSodah
	70	Dalghan Asir Vel.	71	Al-Qaraa	72 Rest of
			73	Desert	74 Tathlith
	75	Tanumah	76	AnNamas	77 Mahail Tehama
	78	Bariq	79	BalLasmar	80 BalLahmar
	81	Al-Baha	82	Baljurashi	83 Al-Aqiq
	84	Bani Kabir	85	Al-Atawlah	86 Al-Mandaq
	87	Bidah	88	Daws	89 AtafFah
	90	Raghdan Al-Baha Vel.	91	Al-Habalah	92 Rest of
			93	Desert	94 Tehamah
	101	ArRiyadh	102	AzZulfi	103 AL-Majmaah
	104	Shaqra	105	AdDawadimi	106 Al-kharj
	107	Al-Aflaj	108	Al-Hawtah	109 AL-Hariq
	110	Afeef	111	Al-Ghatt	112 Thadiq
	113	Al-Muzahimiah	114	Dhalim	115 Desert
	116	Rest of ArRiyadh Vel.			
	121	East. Province	122	AdDammam	123 Dhahran
	124	Al-khubar	123	AthTHuqbah	126 AL-Uqair
	127	Ras Tanurah	128	Beqaiq	129 Al-Khafji
	130	Hafr Alba.	131	Jubail	132 Al-Qatif
	133	Seyhat	134	Al-Hufuf	135 Al-Mobarraz
	136	Haradh	137	AL-Hasa	138 Rest of E.P.
	139	Desert			
	141	Madinah	142	Al-Aula	143 Khaibar
	144	Badr	145	Abyar Ali	146 Yanbu
	147	Al-Oyoon	148	Rest of Al-Madinah Villages	
	149	Desert	150	Coastal areas	
	161	AL-Qaseem	162	Buraidah	163 Onaizah
	164	ArRas	165	Al-Bekairiyah	166 AshShannanah

167 Ri.Al-Khabra	168 Oyoon ALj.	169 AnNabhaniah
170 Al-Asyah	171 Auqlat AsSo.	172 Rest of
Al-Qa.Vel.	173 Desert	
181 Hail	182 Al-Hayit	183 Jubbah
184 Al-Rawdhah	185 Hulayfah	186 Rest H.Vel.
187 Desert	188 Baqaa	
201 North Border Province		202 Turaif
203 Arar	204 Rafha	205 Al-Qaisomah
206 Rest N.B.P.	207 Desert	
221 Al-Jawf	222 Sakakah	223 Dom. Al-Jandl
224 AshShuwaihitah	225 Tuburjul	226 Rest of A.V.
227 Desert		
241 Tabuk	242 Al-Wajh	243 Umluj
244 Rest T.Vel.	245 Desert	246 Coastal area
261 Najran	262 Khabash	263 Sharurah
264 Al-Wadieah	265 AL-Ukhdood	266 Rest N.Vel.
267 Desert		
281 Jizan	282 Sabia	283 Abu-Arish
284 Beesh	285 Faifa	286 Samitah
287 AshShuqaiyq	288 Farasan Isl.	289 Coastal area
290 Rest of J.V.		
301 Quraiyyat	302 AnNabk	303 Halt Ammar
304 Haql	305 Al-Hedaithah	306 Coastal area
307 Rest of Qu. Vil.		308 Desert
666 Home town	777 Travel around	888 Abroad

Q78 to Q85 1 Yes 2 No

Q86 to Q87 1 Completely Satisfied
2 Relatively Satisfied
3 Undecided 4 Relatively Dissatisfied
5 Completely Dissatisfied 7 Never used

Q88 1 Yes 2 No 3 Undecided

Q89 to Q95 1 Yes 2 No

Q96 1 Yes 2 No 7 Undecided

Q97 to Q102 1 Yes 2 No

Q103 to Q108 1 Completely Satisfied
2 Relatively Satisfied 3 Undecided
4 Relatively Dissatisfied 5 Completely
Dissatisfied 7 Never Used

Q109 to Q129 1 Yes 2 No

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