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**RESIDENTS' ATTITUDES TOWARD A
PROPOSED TOURISM DEVELOPMENT
IN JEDDAH CITY IN SAUDI ARABIA**

By

Mohammed Basendwah

A thesis submitted in Partial Fulfilment of the Requirements
for the Degree of Master of Science in Hospitality and Tourism
Management

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December 7, 2018

Committee Approval

The M.S Degree Thesis of Mohammed Basendwah has been examined and approved by the thesis committee as satisfactory for the thesis requirement for the Master of Science degree.

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Abstract

Residents agreement toward tourism development is crucial for the tourism industry to succeed. In 2013, the Saudi Arabia government formed the 2030 vision, which aims to invest in tourism and minimize the exporting of oil as a source of income. Many tourism investments in Saudi Arabia have begun specifically in the city of Jeddah. The purpose of this study is to identify the residents' perception toward the proposed tourism development in Jeddah. Unlike most of the study, the residents' perception will be measured before the tourism development plan takes a place.

Keywords: residents' perception, residents' support, resident agreement, Saudi Arabia, Jeddah city, prior development, tourism plan, tourism, and travel.

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Dedication

I dedicate this work to the people who were always supportive to see my success, my father and mother.

I also dedicate this work to my country, Saudi Arabia, for offering me a full scholarship to do my postgraduate degrees.

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1. CHAPTER ONE: INTRODUCTION

1.1. Introduction

Development in the tourism industry leads to various positive economic, social-cultural and environmental changes in the life of the host country (Lee, 2013). Moreover, other economic advantages of having a successful tourism industry are job creation, tax revenue, small business development, and investment opportunities (Mason & Cheyne, 2000). Therefore, many countries start tourism development to enhance their financial status. An important factor in a successful tourism development is the residents' agreement toward the tourism development.

For many decades, the Kingdom of Saudi Arabia has depended on oil for its income which led the oil extracting companies to extract the oil irresponsibly, which would be harmful to ongoing sustainability. Furthermore, extracting oil unsustainably leads to natural resources depletion, which prevents future generations to benefit from the oil. As a result, the Saudi Arabian government realized the need to find an appropriate source of income in addition to the oil.

The Saudi Arabian government found that the tourism industry can be a great source of income. Accordingly, the Ministry of Economy and Planning focused on the recent strategic plan to invest in the tourism industry. In 2016, the 2030 Saudi Arabia vision was developed which indicates the country will depend on the tourism and reduce the reliance on oil in the coming years ("National Transformation Program," n.d., para. 6).

Reaching the Saudi Arabian 2030 vision requires the residents' support. In fact, Saudi people are varied in their opinion toward the tourism industry, and how beneficial the government plan will be. It is known that Saudi Arabia is considered as a religious country since two of Islam's holy cities are in Saudi Arabia, Makkah and Medina. Therefore, Saudi residents may be conservative and that makes some of them worried about the government's goal to attract tourists

from all around the world - people who think differently and have completely different beliefs and culture. There is a chance that Saudi people might be in disagreement towards the tourism industry which makes them unsupportive with the suggested tourism development plan.

This study was conducted in Saudi Arabia in Jeddah city since many investments in tourism have begun there, and the country's vision is to have Jeddah city as the first tourism destination in the country. For example, a well-known company called Kingdom Holding Company has begun constructing the Kingdom Tower with a height of over 1,000 meters in Jeddah city in Saudi Arabia. Figure 1.1 shows the Kingdom Tower which will be considered as the tallest tower in the world ("Building a landmark," 2011, para. 1).



Figure 1.1 Kingdom Tower. Adapted from Architect Magazine. Retrieved from <https://www.architectmagazine.com/project-gallery/kingdom-tower>

These investments have to be supported by the local residents to succeed. In reality, residents' support for tourism is varied based on their financial status and their relationship with tourism. For more accurate findings, the residents were divided into three different categories based on their financial status: wealthy, average, and below the average income residents. Each

group was asked to share their perception toward the suggested tourism development plan, and the data collected was summarized to give an overall view toward the proposed tourism development plan in the Jeddah.

1.2. Background of the topic

Obtaining the residents' support towards tourism development is quite significant because the success and sustainability of any development depends on the support of the local populations (Gursoy & Rutherford, 2004). Many studies recognize the importance of local community support, which has been a growing area of research (Akis, Peristianis, & Warner, 1996). Although most of the research evaluated the economic impacts of tourism on residents' perception, other dimensions were also studied by the researchers such as cultural, social, and environmental impacts (Besculides, Lee, & McCormick, 2002). Studies identified the tourism impacts (both positive and negative) in the four categories mentioned: economic, social, cultural, and environmental. The perception of residents toward tourism is varied based on the tourism contribution to their life (Nunkoo & So, 2016). The more positive the impact of tourism on the local community life, the more supportive toward tourism they will be. Most of the studies measured the residents' perception toward tourism after the tourism development took place while a few studies aimed to identify the perception of the residents prior tourism development.

1.3. Significance of the study

This study focused on the perception of the Saudi people who live in Jeddah toward the tourism development plan because it is quite significant to investigate how Saudi people perceive the tourism industry and how supportive they are. Unlike most studies, residents' satisfaction toward tourism development was measured before completing the tourism development plan.

Measuring the residents' attitude before establishing the tourist attractions is helpful to assess how supportive the residents are, and to alter the residents' negative perception toward the tourism industry before receiving tourists. Tourism development will not succeed with unsupportive residents, due to the negative attitude against the visitors. Unhappy residents increase the chance of damaging the destination image and the service quality provided. In fact, it is crucial for those who are willing to visit the country and its tourist attractions to have a positive experience. The experience will not be positive if the society is not happy to have their area as a tourist destination. The government has recommended a media campaign showing how beneficial the tourism industry is for the local people in terms of job creation, cultural exchange, and attracting investors to improve the residents' perception of the host country.

1.4. Purpose statement

The purpose of the study is to identify the perception of Jeddah's residents in the Kingdom of Saudi Arabia toward the national transformation program which focuses on tourism investment. The independent variable is: how aware the residents of Jeddah are about the negative effects of tourism and how conservative the residents of Jeddah are. The dependent variable is the perception of Jeddah's residents, whether it is positive or negative, toward the tourism development plan.

1.5. Theoretical perspective

Social exchange theory (SET) was used in the current study, which is known as the most common theory to investigate the support of residents for tourism (Nunkoo et al, 2013; Sharpley, 2014). SET can be defined as "the relationship between local communities and the tourism industry in an attempt to understand the residents' reactions to tourism development" (Nunkoo & So, 2016,

p.847). According to Nunkoo and So (2016), tourism researchers believe that a healthy relationship between residents and the tourism industry is important for mutually beneficial exchange. Besides, most of the tourism researchers evaluate the result of an exchange relationship as a measure of the residents' support of tourism development (Nunkoo & So, 2016). According to SET, individuals are motivated out of self-interest, and they decide based on maximizing their rewards or profits and minimizing the cost. ("Social Exchange Theory," 2003., para. 3).

1.6. Research questions

Surveys were used as the strategy of inquiry in the current study, and the study type design was quantitative. The following questions were explored in the current study:

1. What is the Perception of Jeddah's residents toward Jeddah's current tourists attractions?
2. What is the Perception of Jeddah's residents toward Jeddah's coming tourists attractions?
3. What is the perception of Jeddah's residents toward the impacts of tourism on the local language and culture?
4. The overall perception of Jeddah's residents toward tourism in Jeddah city in Saudi Arabia.

1.7. Scope and limitation

Only Saudi Arabian residents who live in Jeddah city were eligible to participate in the study.

Non-Jeddah's residents and Jeddah's residents who have not Saudi citizenship were not eligible to participate in the study.

2. CHAPTER TWO: LITERATURE REVIEW

2.1. The effect of tourism on residents' perception

Tourism impacts play a significant role in residents' support of tourism. Gartner (1996, p. 62) defined tourism impact as "the change related to tourist activity". The changes related to tourism can be positive and negative changes.

A study shows that the residents who live in the tourist area believe that tourism has positive and negative impacts (Nawijn & Mitas, 2012). Despite the positive economic benefits, tourism has adversely affected local people by altering their sociocultural fabric (Nunkoo & So, 2016). In addition, tourism development has led to many environmental problems such as the overuse of natural resources, traffic issues, and an increase in living cost (Nunkoo & So, 2016). These negative effects of tourism development might lead the society to be unsupportive toward tourism development. Other research demonstrated that to obtain a successful tourism industry, having the residents' support is significant at any destination (Gursoy, Chi, & Dyer, 2010). This study of tourism aimed to identify how aware Jeddah's residents are of the negative impact of tourism. This plays a significant role in residents' perspective of tourism. In addition, residents' perceptions towards tourism development become an important factor to succeed in marketing the destination (Brunt & Courtney, 1999). It is a challenge to present a destination in a successful way with unfavorable resident attitudes toward tourism. For example, how local residents interact with tourists dramatically impacts the destination image. Unfavorable attitudes toward visitors significantly damage the destination image, which is one of the main factors that marketing aims to promote.

A study conducted by Nunkoo and So (2016) investigated the residents' support for tourism by following the social exchange theory (SET). This study took place in the Niagara Region in

Canada, by using an online survey that was sent to the residents of that area. The online survey was open to residents who were at least 18 years of age and older. The number of responses received in this study was 408 responses. The study concluded that residents' support for tourism was influenced by their perceptions of the tourism impact whether it is positive or negative (Nunkoo & So, 2016). In that particular area, residents were supportive of tourism development in general due to the positive contribution of tourism in their life (Nunkoo & So, 2016). According to the study's findings, the best way to gain residents' support is to make them aware of the positive aspect of tourism development and to minimize the negative impacts of tourism development.

Likewise, Hawaii residents agreed that tourism provides many economic and cultural benefits for the host society (Liu & Var, 1986). Additionally, residents were aware of the negative impact tourism has on the Hawaiian environment. This study divided the tourism impacts into three main effects: economic, sociocultural, and ecological. Respondents strongly agreed that tourism provides economic benefits such as jobs creation, investments, and local business opportunities. Almost half of the residents agreed that investing in the tourism industry provides more entertainment facilities (Liu & Var, 1986). The respondents had the same level of agreement about the sociocultural effects of tourism which includes meeting tourists as a valuable educational experience, the need for more historical and cultural exhibits, the desire to meet tourists to learn about their culture, and general cultural exchange. Lastly, despite the residents' agreement on the previous two effects, Hawaii residents are ambivalent about how profitable the tourism industry is for their environment.

Hawaiian residents had a positive perception of the tourism industry in general because the tourism industry positively affected the local people in terms of job creation and investment opportunities.

In North Wales, Sheldon and Var (1984) shared the residents' attitudes toward tourism industry in North Wales. Residents perceived tourism as the least important industry in comparison with mining, agriculture, and manufacturing. Also, 98.1% of the residents consider traffic as a major disadvantage of tourism (Sheldon & Var, 1984). However, residents of North Wales who live in high-density tourist areas perceive tourism to be more important than other industries, and they appreciate the tourism contribution to job creation and public facilities (Sheldon & Var, 1984).

The study of North Wales measured the residents' perception of the same country. The outcomes were completely different from one group to another. The group who live in a high-density tourist area were more supportive because they had a dramatic benefit from tourism while those who have no relationship with tourism did not value the tourism industry.

In this study, residents were divided into three categories based on their monthly income to identify the impact of their financial status on their perception of tourism.

Another finding shows that residents are varied in their level of support for tourism development based upon whether they speak the local language. Those who value and speak the original language of North Wales, tend to be more sensitive to the tourism impact on culture, which make them less supportive of the tourism development. However, the non-Welsh speakers and those who do not value the local language, tend to accept tourism development and appreciate the tourists who choose North Wales as a travel destination (Sheldon & Var, 1984).

Accordingly, the more conservative Jeddah's residents are, the more challenge it is for the government to gain the residents' support. The Arabic language and the related culture seem to be very strong since Arabic is the fifth most spoken language in the world ("The 10 most spoken languages in the world," n.d., para. 5).

Another factor may contribute to preserving the local culture of Jeddah is the natural demographics of Saudi Arabia. For example, 90% of the Saudi population are Arabs, and 95% are Muslim (“The World Facebook,” 2018).

A study named “Social Impacts of Tourism Host Perceptions” by King, Pizam, and Milman (1993) aimed to identify resident’s perception on the effects of tourism in the town of Nadi on Fiji's main island. The study indicates that the majority of those who were involved in the study perceived tourism positively while a small number of the selected sample viewed tourism as a cause of increasing the crime rate, openness to sex, and traffic. Moreover, the study showed that residents believed the tourism industry increased the town’s tax revenue and standard of living. Lastly, residents of Nadi were aware of the job opportunities as a result of tourism and were willing to work in the tourism sector (King, Pizam, & Milman, 1993).

Knowing the negative impact of tourism dramatically led the residents to be unsupportive. In the previous study, the residents who did not support tourism were aware of its negative impact more than those who were supportive.

A study by Upchurch and Teivane (2000) aimed to analyze Latvian residents' perceptions of tourism and to evaluate the positive and negative impacts of tourism development. Twenty questions were used to gather information from two primary sections: The first explored how Latvia’s residents perceived the tourism impacts on the community and the second asked residents to share economic, social and environmental impacts related to the increase in tourism. The study showed that residents were generally in disagreement that tourism has increased local revenue and job opportunities (Upchurch & Teivane, 2000). The finding of this study seems to be quite different from what most of the tourism scholars indicated because the sample size for the study was not big enough to be generalized. Moreover, the selected sample does not have a direct interaction

with tourism. This current study considered the importance of having an appropriate number of participants to avoid the unaccepted findings.

2.2. Area of study and its effect on the outcomes

Andriotis and Vaughan (2003) indicate in a published article named “Urban Residents’ Attitudes Toward Tourism Development”, a study which took place in Crete, the largest and most populous of the Greek islands. There were four sampling frames based on the four major cities in the island. The chosen sample refers to the population of urban residents and not to all residents of the island. Therefore, this study should not be generalized to the population of the island as a whole. Four areas were randomly chosen from each city, and one individual from each area was asked to participate in the interview. The results are the responses to 27 attitudinal statements by choosing a number, from 1 to 5 where one represents strongly agree and five strongly disagree (Andriotis & Vaughan, 2003). Choosing a representative sample from each area is appropriate to obtain feedback about the participants’ answers and how this proposed tourism plan can improve to meet the residents’ expectation. The perception of the participants in this study seems to be varied because the data was collected from different areas of the country. The current study focused on one city in Saudi Arabia to assure that the perception is reliable and all the participants have the same background and experience, which makes the study outcomes more reliable.

Another study was conducted in a small rural area, with a population of 2000 on the eastern coastal area of North Carolina where tourism was in its beginning stage. The study shows that the residents were generally supportive to see their community becoming a host community for tourism activities (Wang & Pfister, 2008).

Wilson, Fesenmaier, Fesenmaier, and John (2001) discovered factors that help the rural communities to gain successful tourism development and entrepreneurship opportunities using a

focus group methodology. The focus group of this study included leaders and investors who had been involved in tourism development for a minimum of ten years. They were asked to share their understanding of why some communities were able to succeed in developing local tourism while others were not. The focus group results indicate that the following ten factors play a significant role for successful tourism development in rural areas: (1) a complete tourism package, (2) good community leadership, (3) support and participation of local government, (4) sufficient funds for tourism development, (5) strategic planning, (6) coordination and cooperation between businesspersons and local leadership, (7) coordination and cooperation between rural tourism entrepreneurs, (8) information and technical assistance for tourism development and promotion, (9) good convention and visitors bureaus, and (10) widespread community support for tourism.

Aljohani (2018) investigated the perceptions of Jeddah's residents toward tourism and its impacts on the city's economy and environment. The study focused on people who live in Jeddah who depend on important public services for their day to day functions. According to Aljohani (2018), people's perceptions were shaped by public sanitation, crowding, state of public amenities, availability of important services and air quality. In this regard, overcrowding in important places and air quality significantly affected how many residents felt about tourism in Jeddah. It is important to note that some residents had mixed feelings toward tourism and the effects it is likely to have on the city's environment and economy. These factors are varied from one area to another. For example, residents who live in a crowded area tend to be worried about tourism development. Jaouadi and Ayachi (2016) showed that there are concerns about the overall effects of tourism on the environment in the tourism destination. These concerns shape residents' attitudes and perception toward tourism. To counter these concerns, the focus is being directed towards ecotourism to enable the city and other areas of Saudi Arabia to conserve scarce natural resources for future generations. Life cycle analysis informed researchers that ecotourism allows humans to

utilize natural resources more sensibly while considering other elements of the natural order. By leveraging ecotourism, the more threatened Jeddah's environmental area becomes, conservative residents will likely increase their support in tourism development.

Support from residents and their overall feelings towards various tourism projects determine the level of success that is likely to be witnessed. Residents' support is one of the major factors that this study aims to identify. Hasani, Moghavvemi, and Hamzah (2016) assert that it is vital for policymakers and investors to include residents in various tourism development initiatives. This implies that the emotional appeal a project has affects the level of support it is likely to receive from residents living in a particular region. Since residents can experience positive effects such as employment, cultural exchanges, and increased exposure, it is important for planners of tourism projects to increase public awareness. Notably, those who oppose development in tourism claim that they increase the cost of living and contribute to overcrowding in public spaces. Therefore, these issues affect people's opinions on tourism and how it is likely to affect the lives of those who depend on it in a given area.

The level of support and agreement towards tourism and its benefits is influenced by the positive impacts that are witnessed in a society. Thus, social carrying capacity is described as the level of willingness by a host community in a given area to accept tourism and its overall influences on the population. This implies that people are more welcoming towards tourists of a similar racial, ethnic or cultural background in various places. Similarly, the ability of a host population to take in tourist arrivals without straining important public amenities and other services affects the social carrying capacity (Zaidan, & Kovacs, 2017). However, some local populations are likely to become xenophobic when tourism disrupts cherished lifestyles and economic practices in a given area. This is likely to shape how residents perceive tourism in Jeddah and the positive or negative effects that are likely to be witnessed in the future.

In the areas with strong cultural attitudes, people's attitudes towards tourism might be positive or negative depending on local lifestyles. Economic, cultural and environmental factors determine how people in affected areas perceive tourism and the benefits it is meant to bring. Crucially, some residents are likely to be in agreement with economic factors that increase investment opportunities in an area while others might oppose foreign cultural influences that alter general thinking (Bagri & Kala, 2016). In some instances, some people have felt that an increase in tourism contributes to rising crime, substance abuse and inflation. Thus, they are opposed to the disrupting influences brought by tourism that alter lifestyles, daily activities, and values that are cherished by many. Consequently, these factors impact the overall performance of tourism companies operating in such regions.

2.3. Residents' perception of a proposed tourism plan.

Residents have different perceptions toward proposed tourism development initiatives that are undertaken. Socioeconomic, spatial and other cultural factors influence how people in certain areas regard tourism activities that are carried out by a government or private investors. In some areas, gender, age, native status and foreign residence in a particular location affect how people regard tourism and the overall benefits it is meant to bring to a population (Garcia, Palaez-Fernandez, Macias & Balbuena, 2016). On the other hand, some people might not oppose a proposed tourism project even when it has adverse effects on the culture, custom, and language if they are certain that there will be an increase in the employment opportunities.

Different social and economic impacts are linked to various tourism development projects. Perception toward tourism projects are likely to be positive if there is increased public participation in decision making. On the other hand, limited public participation makes some people suspicious about the intentions of political leaders, technocrats and investors (Simao & Mosso, 2013). For

this reason, it is recommended that the planners and other decision-makers are in touch with the desires of the general public to ensure tourism projects serve the public interest.

Local residents influence various tourism development plans that are initiated in a particular location. In this regard, it is significant for public officials to inform members of the public about protected ecological and cultural sites to ensure they are not desecrated by tourism activities and investments. More importantly, local authorities should encourage members of the public to participate in making decisions that affect how various resources in their communities are used. These approaches ensure economic benefits linked to the environment are well used to bring about long-term progress in a locality (Sdrali, Goussia-Rizou & Kiortidou, 2015). These considerations are likely to encourage positive perceptions toward proposed tourism investments.

Some cities hold valuable heritage sites for local residents. For this reason, residents are likely to be apprehensive towards tourism-related activities that may redefine social norms in such places. Equally important, the socio-economic profiles of various residents are likely to affect their overall perceptions towards tourism initiatives that are adopted by public officials and private entities (Lee, 2007). On the other hand, even though some residents are likely to be opposed to new tourism plans, they are likely to support them if they know the social and environmental costs are not too severe.

In New Zealand, Mason and Cheyne (2000) discovered the attitudes of the residents who live in three different areas of New Zealand toward a tourism development plan prior to tourism development. The residents were required to provide their perception of how beneficial they viewed establishing a cafe and bar in their area would be. There were questionnaires, survey sample design, and a pretest used to refine the instrument before it was administered. Questionnaires and the surveys were made to measure the respondents' level of agreement, their attitudes towards the proposed tourism development plan, and its impact on tourism in the region

with various statements. The researchers reserved the questioners from three different areas of New Zealand: Rotorua, Tauranga, and the Bay of Islands. The questioners have similar questions about the residents' opinion, awareness, and agreement about investing in bars and cafés in these three different areas. Most of the study on resident attitudes toward tourism developments focused on established tourist destinations with few studies examining destinations prior to their development (Keogh, 1990; Hernandez, Cohen, & Garcia, 1996; Mason & Cheyne, 2000). This study measured the level of agreement of the residents before establishing the tourism development plan. This method seems to be helpful to identify how successful the investment is going to be. (McGehee & Andereck, 2004).

The ranges of responses for the variables on the impact of tourism indicate that residents are aware of the potential for a wide range of positive and negative outcomes (Schofield, 2011). Schofield (2011) found that there was a wide agreement about the general impacts, such as the greater investment. Further, a great number of adults agreed that tourism would bring better job opportunities and more traffic (Schofield, 2011). The author indicates that many studies measured the community attitudes toward tourism development related to rural areas in developing countries, but there is a lack of study which measures the urban environment in developed countries and pre-development (Schofield, 2011).

The previous study took place in the Worsley area, in the city of Salford in England. Worsley is famous for representing the history of England for a long time. The residents of this area have shown a sufficient amount of knowledge in the tourism industry which can be clearly seen from the study's findings. Resident awareness towards the importance of the tourism industry is helpful for success in the tourism industry. In the current study, the knowledge of Jeddah's residents in tourism is not as high as the Worsley people because the first school of tourism and hospitality management was established in Jeddah no longer than ten years ago.

McGehee and Andereck (2004) categorized a dozen communities in Arizona into three different categories based on the tourism and economic level of development: low tourism-low economic, low tourism-high economic, and high tourism-high economic. It was found that the majority of the third category, high tourism-high economic, felt that tourism has a dominant role for them compared to other economic sectors, while the other two types of the community believed that tourism has an equal economic role compared to other sectors (McGehee & Andereck, 2004).

This study shows that residents' perspectives on the importance of tourism differ based on their background and the way tourism is related to them. Interestingly, all the community types felt that they were somewhat or slightly knowledgeable about the tourism industry and all believe that the tourism industry provides some benefits. All the community types agreed that tourism increases the traffic problem in the tourism areas. Besides, residents agreed that although tourism creates job opportunities, the jobs which are related to the tourism industry are low paying jobs compared to other industries. Lastly, residents indicate that although tourism development has a significant impact on the Gross Domestic Product (GDP) of the tourism destinations, it causes a large increase in the cost of living.

The conservative nature of Saudi Arabia as a religious, Islamic country seems to be quite different from previous studies. Besides, the recent national transformation program which focuses on the tourism investment gives their study a special circumstance. The perception of Jeddah's residents toward a proposed tourism development has not been explored, which seems to be a gap that has to be filled.

3. CHAPTER THREE: METHODOLOGY

3.1. Research design and the strategy of inquiry

The survey was mainly used in the past studies that focused on identifying the residents' perception toward tourism. In this current study, survey was used as the strategy of inquiry, and the research design of the current study is quantitative since the data was collected using surveys. The survey was available online and in paper form to reach the sample size needed.

3.2. Participants of the study

The study conducted by McGehee and Andereck (2004) divided the participants into three main categories. In this current study, the same method was applied in categorizing Jeddah's residents into three main categories based on their financial status: high-income residents, average income residents, and below average income residents. The previous studies showed that people perceived tourism differently based on the relationship between residents and the tourism industry. Therefore, it is important to identify how each category perceives tourism. For example, if the wealthy residents have a massive investment in the accommodation sector, they are more likely to support the government's goal which aims to increase the number of tourists. Conversely, if the below average residents are aware of the impact of tourism in increasing the living cost, they are more likely not to support the tourism development. After gathering the data from each category, an overall perception was analyzed of the three different categories cumulated. Categorizing the residents into three different categories based on their financial status is extremely helpful to identify how each category perceive tourism which helps to discover the motivations of each category that lead to support the tourism development plan. For instance, if the below average

resident surveys showed negative perception toward tourism due to the fact that the accommodation rate might be increased, the tourism authority may be recommended to show the considerable number of job opportunities which will exist when the tourism development plan takes place.

This study aimed to reach 400 participants in minimum including the three different categories. Next, the participants were divided into three categories based on their income to identify the number of the participant from each category.

Next, the data for each category were identified to know how each category perceive tourism, and how supportive each category is toward the tourism development in Jeddah city.

In the study findings, the perception toward tourism development was determined based on two main elements. The first element is about residents' perception toward the current and future tourist attractions. The second element is about the impacts of tourism. The more happy and positive Jeddah's residents are toward the future and current tourist attractions, the more supportive they would be. Regarding the impacts of tourism, the questions related to the tourism impacts showed how worried Jeddah's residents toward negative impacts from tourism are. The more aware Jeddah's residents are of the negative tourism impacts, the less supportive they will be toward tourism. In this current study, the focus was particularly on the impact of tourism on culture, language, and attitude of Jeddah's residents.

3.3. Measurement of independent/dependent variables

The independent variables are how aware Jeddah's residents are of the negative effects of tourism, how conservative they are about the possibility of culture and language change due to the foreigner visitors who have different culture and language, and the way Jeddah's residents perceive tourist attractions and its ability to compete with the world's tourist attractions. The three factors

mentioned play a significant role in how the residents perceive the tourism development plan. As an illustration, if the negative impact of tourism is what occurs in the residents' brains when they think of tourism, they are more likely to not support the tourism development. In addition, the conservative level of Jeddah residents might lead to negative attitudes when it comes to receiving tourists. The dependent variables will be the perception of Jeddah's residents who are involved in the study and whether it is positive or negative toward the tourism development plan.

3.4. Data collections procedure

This current study was conducted in Jeddah, Saudi Arabia. Jeddah's residents were categorized into three main categories based on their monthly income. The first category is the high-income residents, those whose income is \$5,600 or higher per month. The second category is the average income residents, whose income \$2,000 to \$5,599 per month. The third category is the below average income residents, those whose income is \$1,999 or less per month. The numbers mentioned were selected based on the average income in Saudi Arabia ("Salary Survey in Saudi Arabia," 2015, para. 1).

The survey was designed which indicates the statements of our research questions. There are two version of the survey, digital and paper. The paper survey was given to the participants who live in Jeddah. The participants were randomly chosen from the public area in Jeddah. The digital survey enabled the participant to participate digitally. The digital survey was distributed through email and social media apps.

In the study conducted in Hawaii by Liu and Var (1986), participants were asked to rank their responses to the questions on tourism impacts on six-point agreement/disagreement scale (Liu & Var, 1986). A study by Dr. Smith shows that using scales whenever possible have a dramatic impact on the research's outcomes, and using wide scales is more efficient than a scale

that consists of three choices or less (Smith, 2012). As a result, the same type of scale was used in our study for measuring the agreement level of the residents toward the proposed tourism development plan. The participants were asked to rank their responses to the questions related to their perception on a six-point scale.

The survey used consists of four sections. The first section aims to identify if the participant is eligible to be part of this study by asking the participant about their place of residence and their nationality. The second section is to discover the participant's financial status and their relationship with tourism industry. The third section of the survey is to ask how the participant perceived Jeddah's tourism facilities and investments. The main goal of the last section is to identify how the participant perceived both positive and negative impacts of the tourism industry.

3.5. Data analysis

The data of the study was collected by using paper and digital survey. Only Saudi residents who live in Jeddah were able to participate in the study. As mentioned earlier, the study participants are divided into three categories based on their monthly income. The perception of each category was identified separately. Next, the outcomes of each category were combined to have overall idea about the perception of Jeddah residents. Descriptive statistics was used for analyzing the overall data collected.

4. CHAPTER FOUR: RESULTS

This chapter includes the perception of Jeddah's residents including overall perception, the perception of each category of the residents based on the monthly income, and the male and female perception toward Jeddah's tourist attractions and the impacts of tourism. These factors play a significant role in how the tourism industry is perceived by Jeddah's residents.

4.1. Study sample size.

Paper and digital surveys, were used for collecting the data. Surveys of 438 were completed for this study. Of these 438, 41 respondents did not meet the requirements of the study, 18 respondents were non-Saudi residents, and 23 respondents were non-Jeddah residents. Thus, the sample size for this study including the three different categories is 397.

4.2. The perception toward the current and future tourism attractions.

This section shows the perception of Jeddah's residents towards the current and future attractions including the overall perception of Jeddah's residents, the perception of Jeddah's residents based on the monthly income, and the perception of Jeddah's males and females.

4.2.1. The overall perception of Jeddah's residents.

This section represents the perception of all categories cumulated, below average income residents, average income residents, and above average income residents. As mentioned earlier, the total number of study participants who met the study requirements is 397.

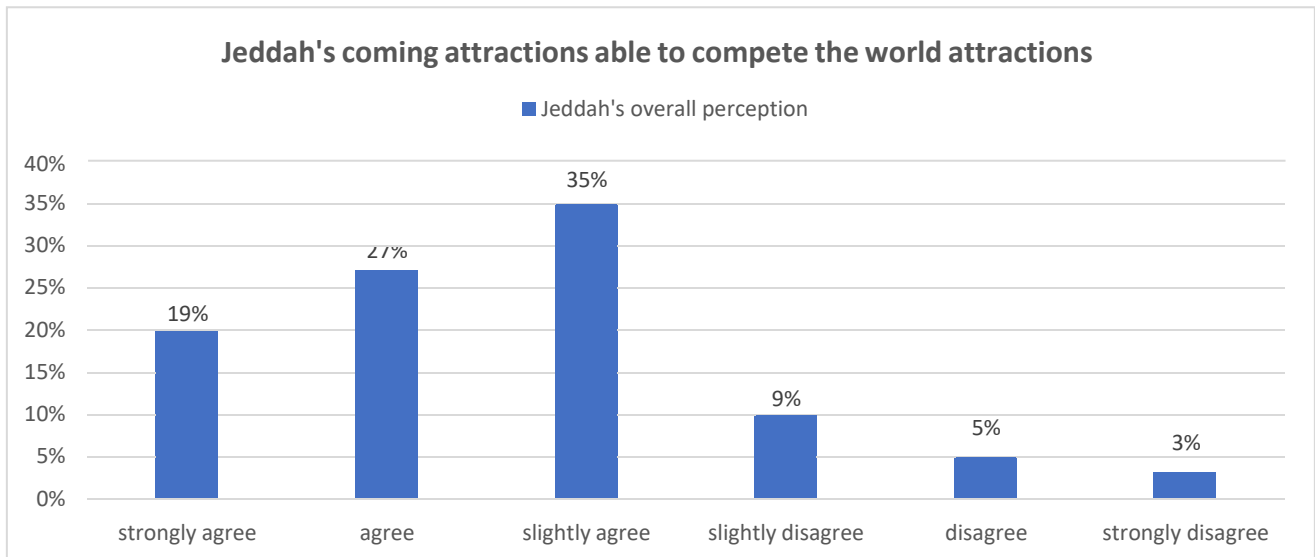


Figure 4.1. Overall perception of Jeddah residents toward coming attractions

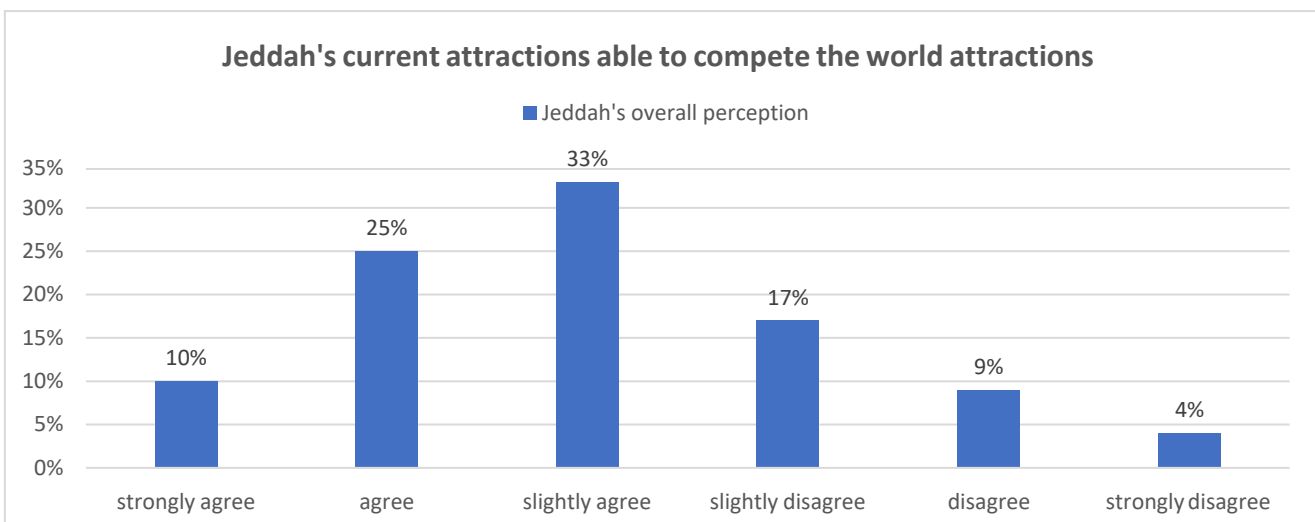


Figure 4.2. Overall perception of Jeddah residents toward current attractions

Jeddah's residents were significantly positive when they were asked about the ability for the coming tourist attractions to compete with the world's tourist attractions. Figure 4.1 shows that 81% were in the agreement part of scale: 19% strongly agree, 27% agree, and 35% slightly agree. Similarly, residents were also positive about the possibility for the current tourist attractions to compete with the world's tourist attractions. According to Figure 4.2 above, 68% were in the agreement part of the scale: 10% strongly agree, 25% agree, and 33% slightly agree.

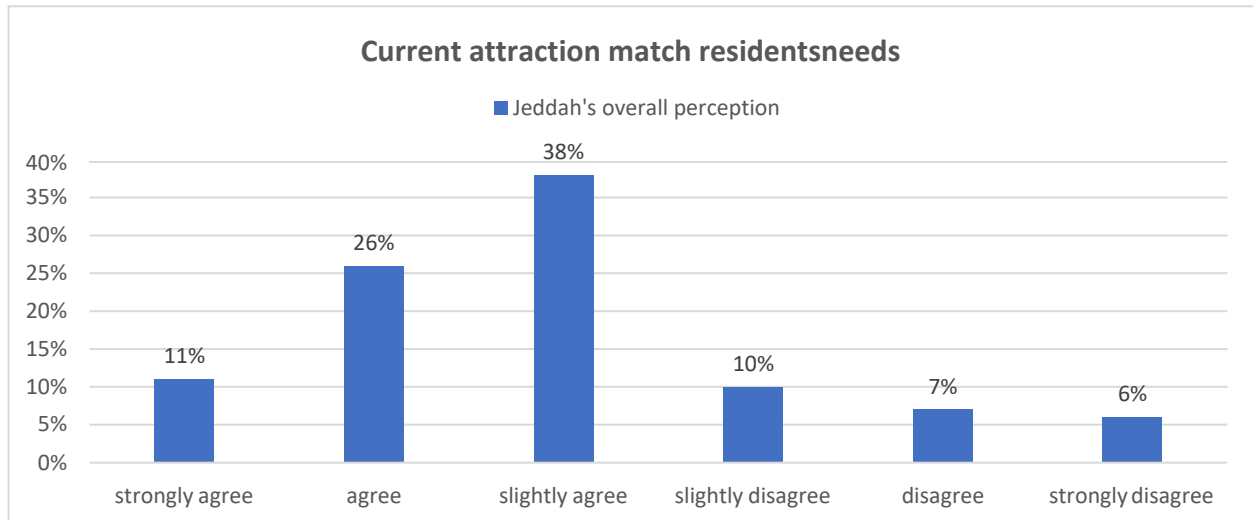


Figure 4.3. Jeddah's current attractions match with Jeddah residents' needs

Jeddah's residents were generally in agreement when they were asked if Jeddah's current tourist attractions match with the local residents' needs. Figure 4.3 indicates that 75% of the participants were in the agreement side of the scale: 11% strongly agree, 26% agree, and 38% slightly agree.

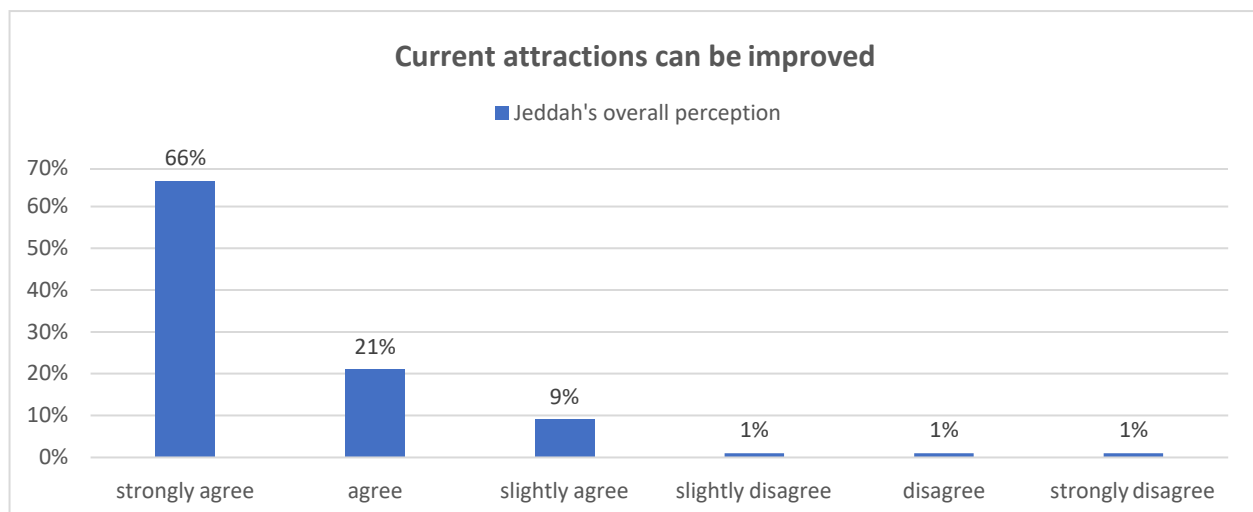


Figure 4.4. Jeddah's overall perception toward improving the current attractions

Most of the respondents believed that the tourist attractions in Jeddah need to be improved. Figure 4.4 shows 66% of residents responding with strongly agreed, 21% agreed, and 9% slightly agree.

4.2.2. The perception of Jeddah's residents based on the monthly income.

Jeddah's residents were divided into 3 categories based on their monthly income. The first category is the below average income residents. The below average income residents completed 201 surveys which equals about 50% of the total number of the surveys received for this study. The second category is the average income residents. Participant of this category completed 131 surveys which equal about 33% of the total number of the surveys received. The third category is the above average income residents. Only 64 surveys out of 397 were filed by the above average income residents which equal about 16% of the total number of the surveys received, 19 respondents out of the 64 were completed by residents who have tourism investments. Tourism investment includes mini markets, apartments available for rent, restaurants, and other facilities that can be used by tourists.

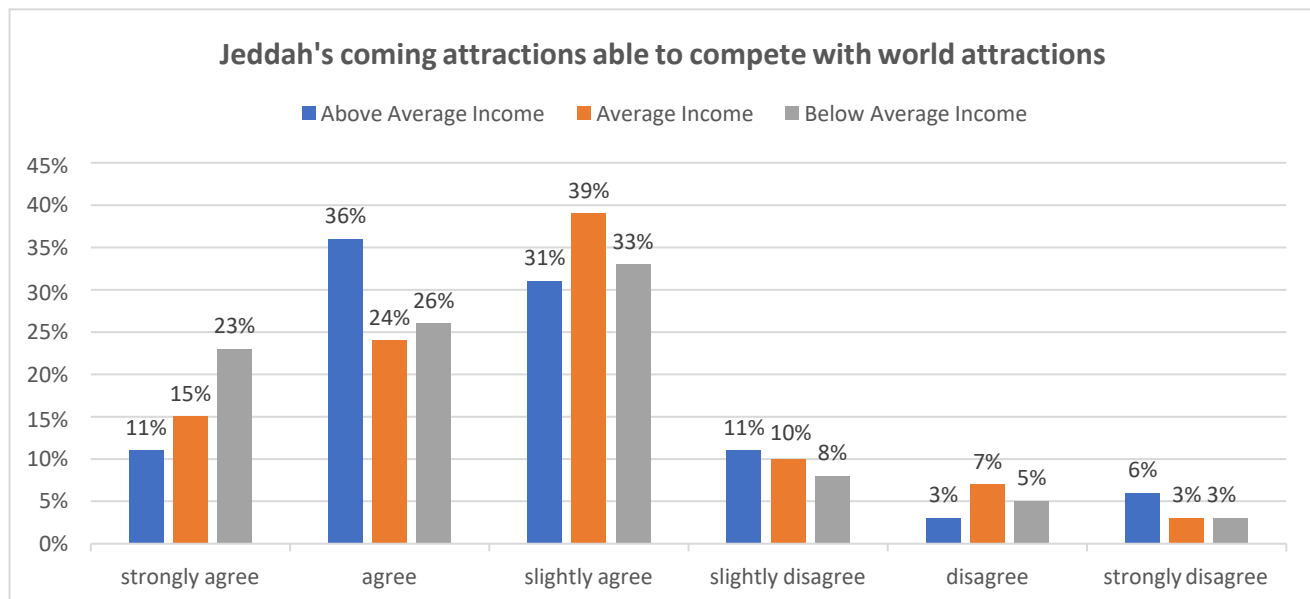


Figure 4.5. Perception of Jeddah residents based on the monthly income toward coming tourist attractions

The above average income residents, including the participants who have tourism investments, perceived the coming tourism investments positively. Figure 4.5 shows that about 78% were in the agreement side of the scale: 11% strongly agree, 36% agree, and 31% slightly

agree. Similarly, 78% of the average income residents were in the agreement side of the scale when they were asked about the future tourist attractions ability to compete with the world's tourist attractions, 39% slightly agree, 24% agree, and 15% strongly agree. The below average income residents were also positive when they responded to the same question. About 82% stayed in the agreement side of the scale when responding to the ability for the coming tourists' attractions to compete with the world's tourist attractions, 23% strongly agree, 26% agree, and 33% slightly agree.

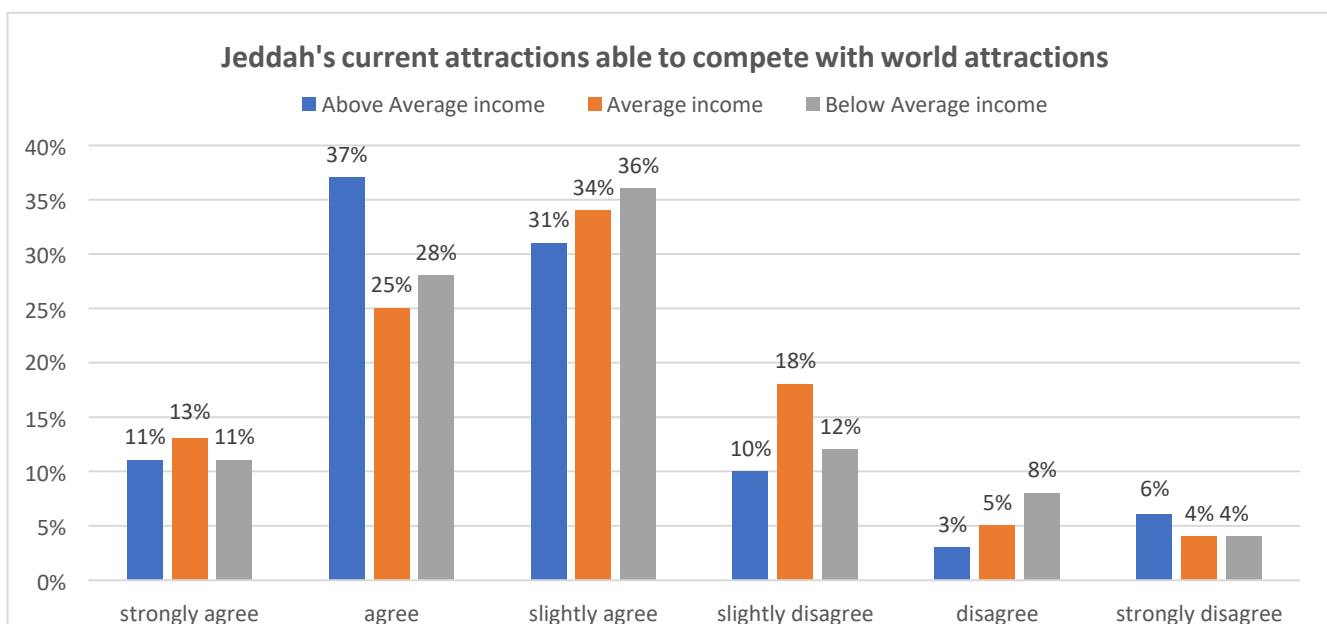


Figure 4.6. Perception of Jeddah residents based on the monthly income toward current tourist attractions

Regarding the current tourist attractions. Figure 4.6 shows that 69% of the above average income residents were in the agreement side of the scale when they were asked about the ability of the current tourist attractions to compete with the world's tourist attractions, 11% strongly agree, 37% agree, and 31% slightly agree. Similarly, 72% of the average income residents were in the agreement side of the scale when they responded to the same question, 13% strongly agree, 25% agree, and 34% slightly agree. Participants of the below average income category were varied in their level of

agreement, 75% responded with agreement when they were asked about the ability of the current tourist attractions to compete with the tourist attractions in the other countries, 11% strongly agree, 28% agree, and 36% slightly agree.

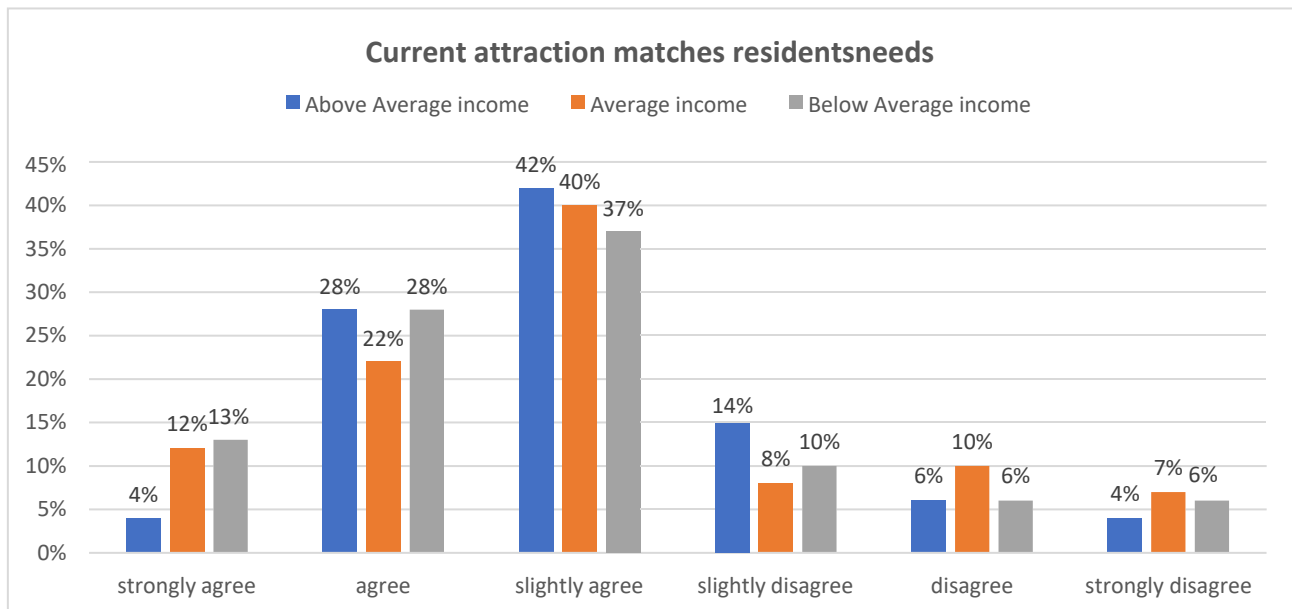


Figure 4.7. Perception of Jeddah residents based on the monthly income toward if Jeddah's current attractions match with their needs

Figure 4.7 indicates that the above average income residents were asked if the current tourist attractions match with their needs. The majority of the responses were in the agreement side of the scale, 4% of the residents strongly agree, 28% agree, and 42% slightly agree. Similarly, 74% of the average income residents were in the agreement side of the scale, 12% strongly agree, 22% agree, 40% slightly agree. Lastly, the below average income residents were generally in agreement when answering if the current tourist attractions match with their needs; 78% of the participants were in the agreement side of the scale: 13% strongly agree, 28% agree, and 37% slightly agree.

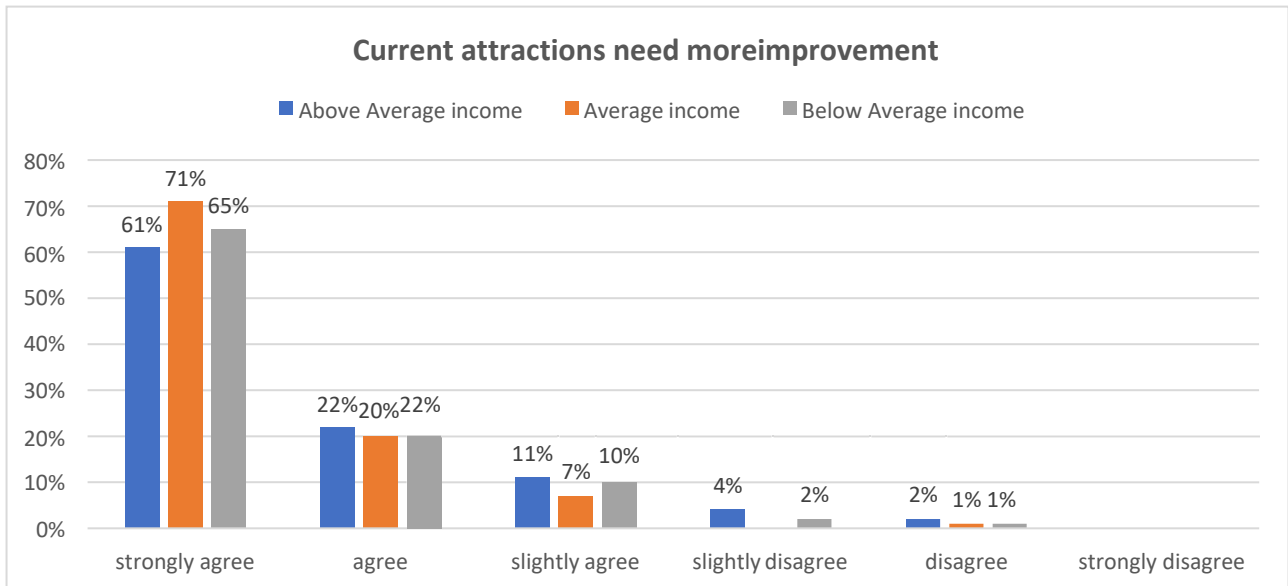


Figure 4.8. Perception of Jeddah residents based on the monthly income toward the need for Jeddah's attractions to be improved

Figure 4.8 above shows that 94% of the above average residents were on the agreement side of the scale when they answered whether Jeddah's tourism facilities need more improvement: 61% strongly agree, 22% agree, and 11% slightly agree. Similarly, the vast majority of the participants of the average income residents believed there is an area of development to be filled in Jeddah's tourist attractions. About 98% of the average income residents were in the agreement part of the scale when responding to Jeddah's tourism facilities need more improvement; 71% strongly agreed, 20% agreed, and 7% slightly agree. Figure 4.8 above also shows that the below average income residents were mostly in the agreement side of the scale, 65% of respondents strongly agreed, and 32% of respondents chose slightly agreed and agree for the same question. This shows that the participants in the categories mentioned are expecting more improvement and believe that there is a huge need for development in the current tourist attractions.

4.2.3. The perception of Jeddah's male and female participants.

There was a similarity between the number of male and female participants in this study. The number of females who participated in the study was 206 which equal 51.88% while 190 surveys were filled by males which equal 48.11% of the total number of the survey received.

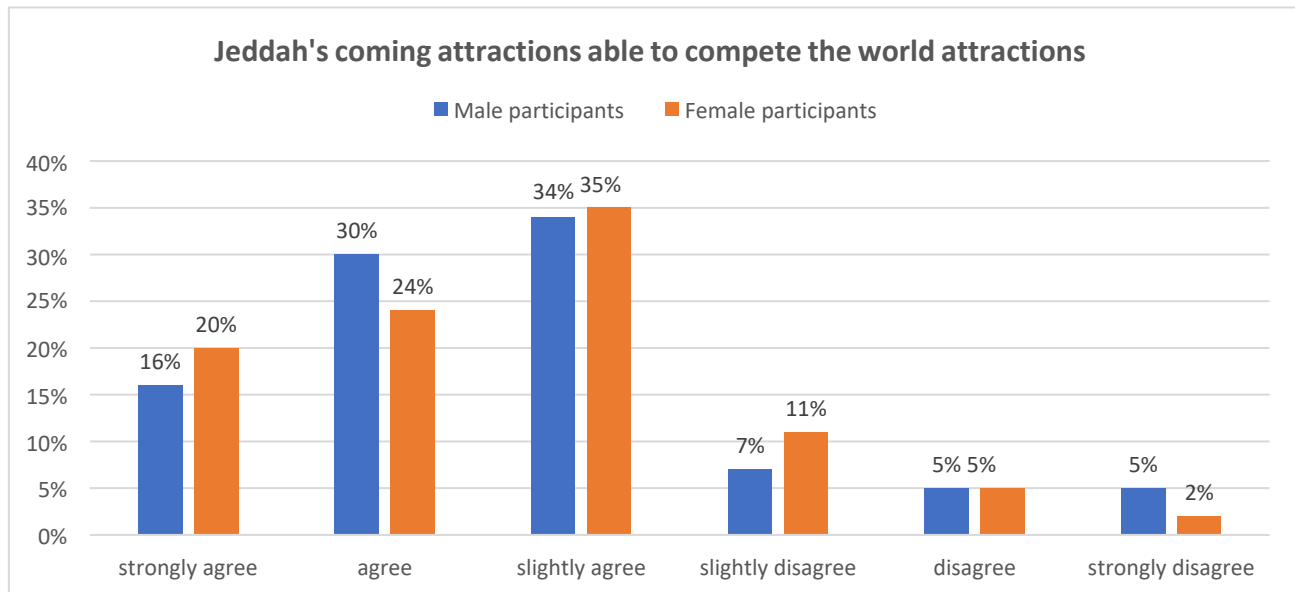


Figure 4.9. Perception of Jeddah's male and female residents toward the coming tourist attractions

Male and female participants responses were quite similar when they were asked about their opinion toward the ability for the coming tourism investments to compete the world's tourist attractions. Figure 4.9 shows that 79% of the female responses were in the agreement side of the scale: 20% strongly agree, 24% agree, and 35% slightly agree. Similarly, 80% of the male participants were in the agreement part of the scale: 16% strongly agree, 30% agree, and 34% slightly agree.

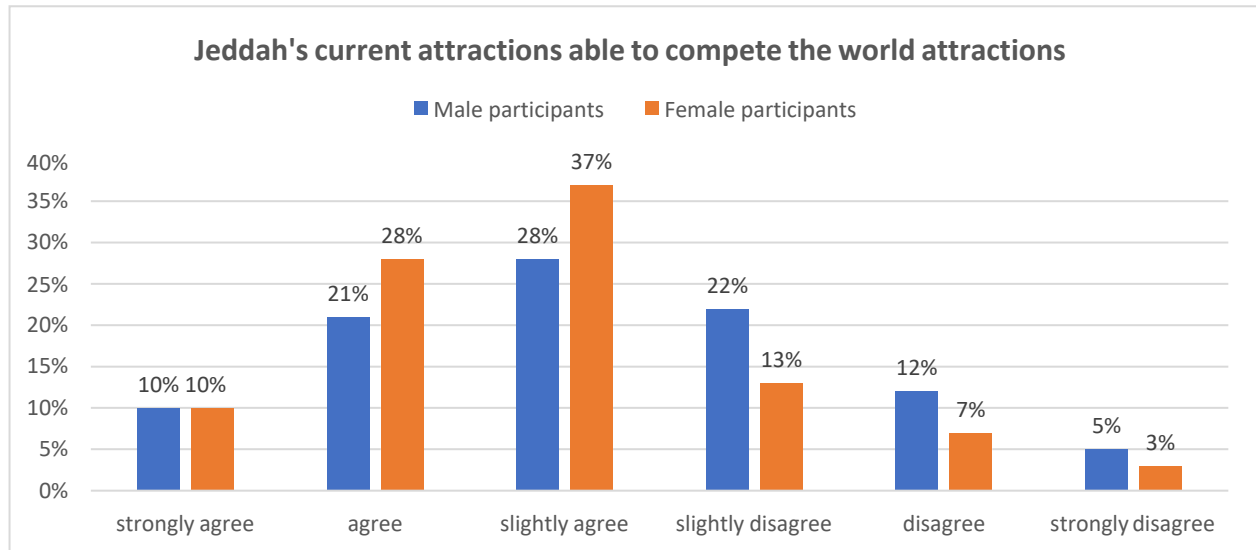


Figure 4.10. Perception of Jeddah's male and female residents toward the current tourist attractions

Regarding Jeddah's current tourist attractions, female participants seemed to be more positive toward the ability for the current tourist attractions to compete the world's tourist attractions. Figure 4.10 above indicates that about 75% of the female participants were in the agreement part of the scale, with 10% strongly agree, 28% agree, 37% slightly agree. However, only 61% of the male participants were in the agreement side of the scale: 10% strongly agree, 21% agree, 28% slightly agree.

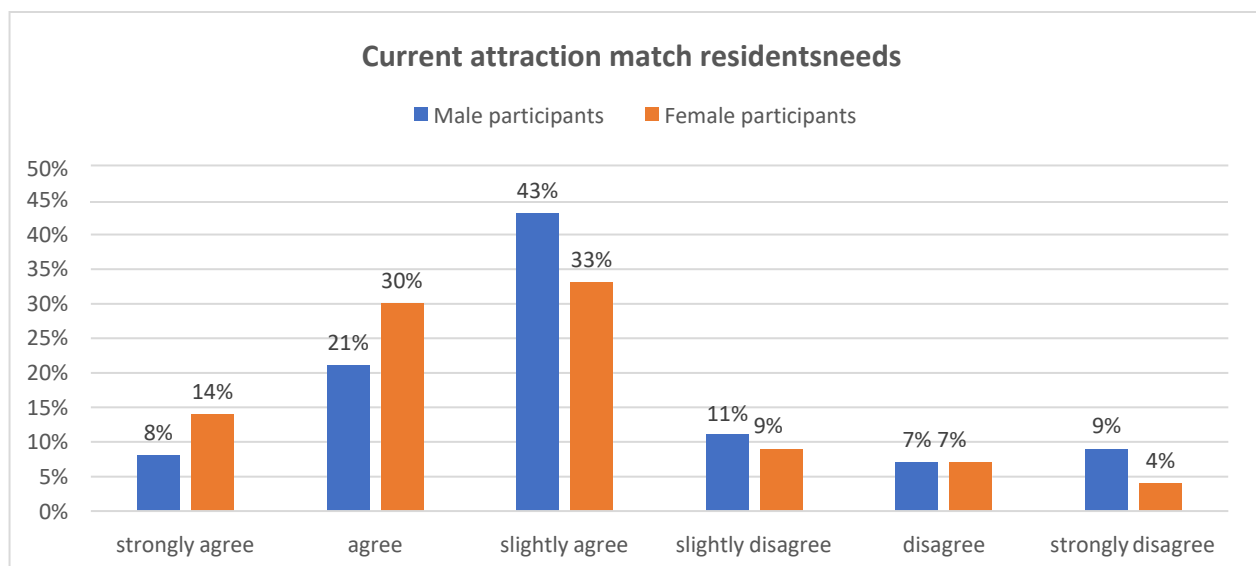


Figure 4.11. Jeddah's current attractions match with male and female participants' needs

Both male and female participants were asked if the tourist attractions match with the needs of Jeddah's residents. Figure 4.11 above indicates that 77% of the female participants were in the agreement side of the scale: 14% strongly agree, 30% agree, 33% slightly agree. Male participants responded similarly with 72% of respondents were in the agreement side of the scale: 8% strongly agree, 21% agree, 43% slightly agree.

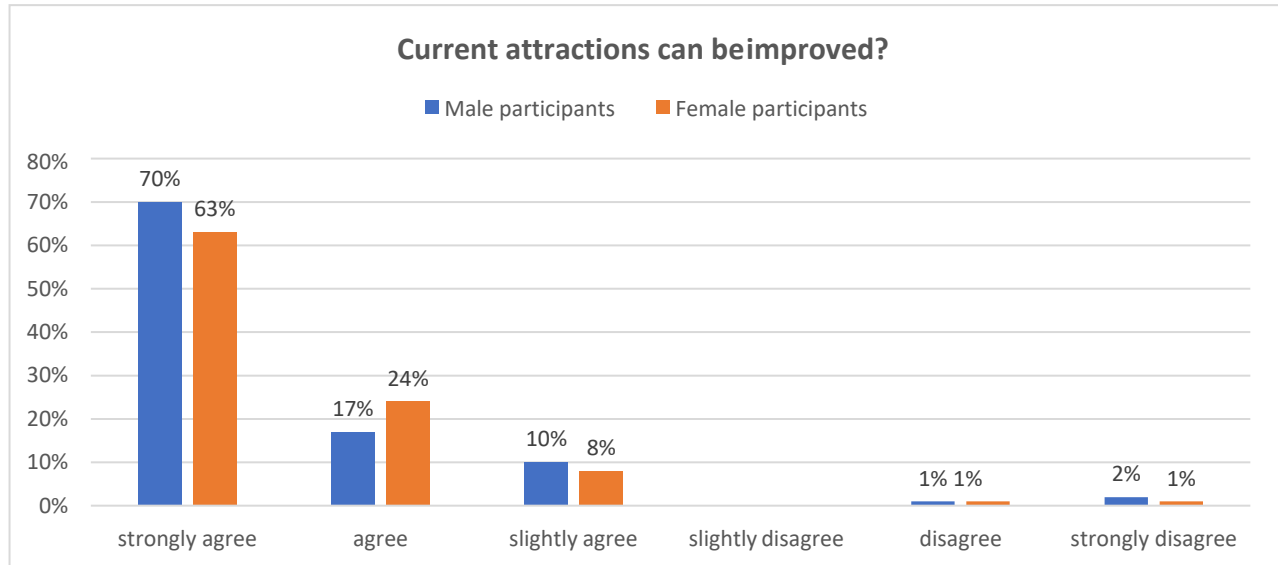


Figure 4.12. Perception of the male and female residents toward improving the current tourist attractions in Jeddah city

Lastly, most of the male and female participants believed that there is a need for improvement of the tourist attractions in Jeddah. Amazingly, Figure 4.12 shows that 98% of the male responses were in the agreement side of the scale: 70% strongly agree, 17% agree, 10% slightly agree. Similarly, 97% of the female responds with an agreement for the same question: 63% strongly agree, 24% agree, 8% slightly agree.

4.2.4. The perception of the residents who worked in tourism industry and who did not.

Only 64 surveys were filled out by the residents who worked in the tourism industry, which equal 16% of the total surveys received.

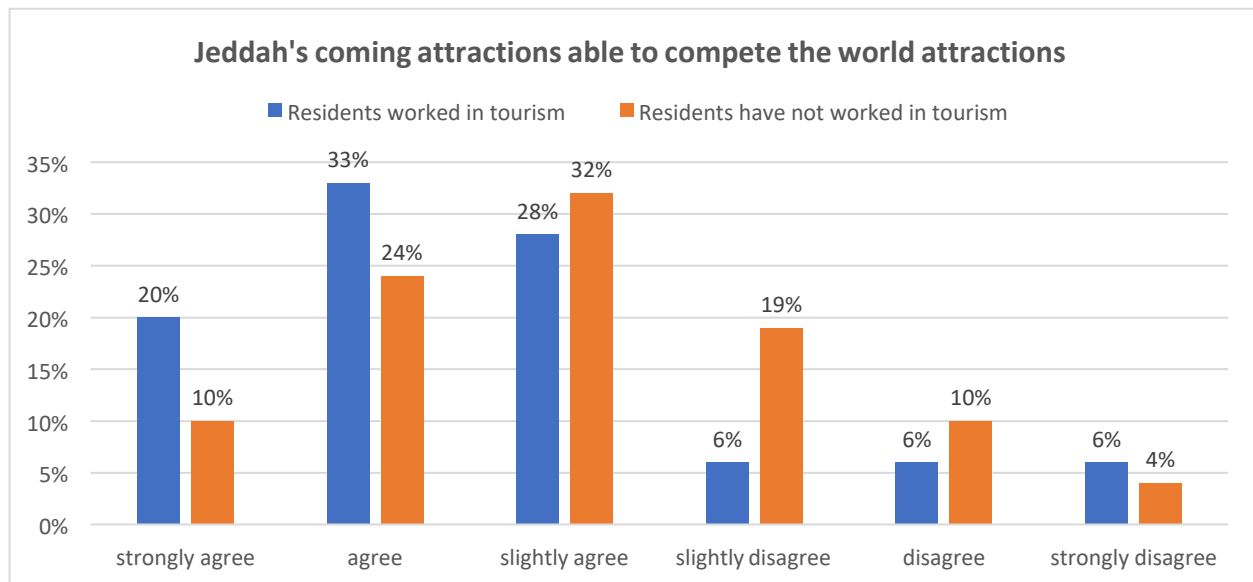


Figure 4.13. Perception of the residents who worked in tourism and who did not toward the coming tourist attractions

Figure 4.13 shows that 81% were in the agreement part of the scale when they were asked about the coming tourist attractions ability to compete with the world's tourist attractions: 20% strongly agree, 33% agree, and 28% slightly agree. Jeddah's residents who have not worked in the tourism industry shows less agreement toward the ability for the tourist attractions to compete the world attractions. Figure 4.13 also indicates that 60% of the participants were in the agreement part of the scale, 10% strongly agree, 24% agree, and 32% slightly agree.

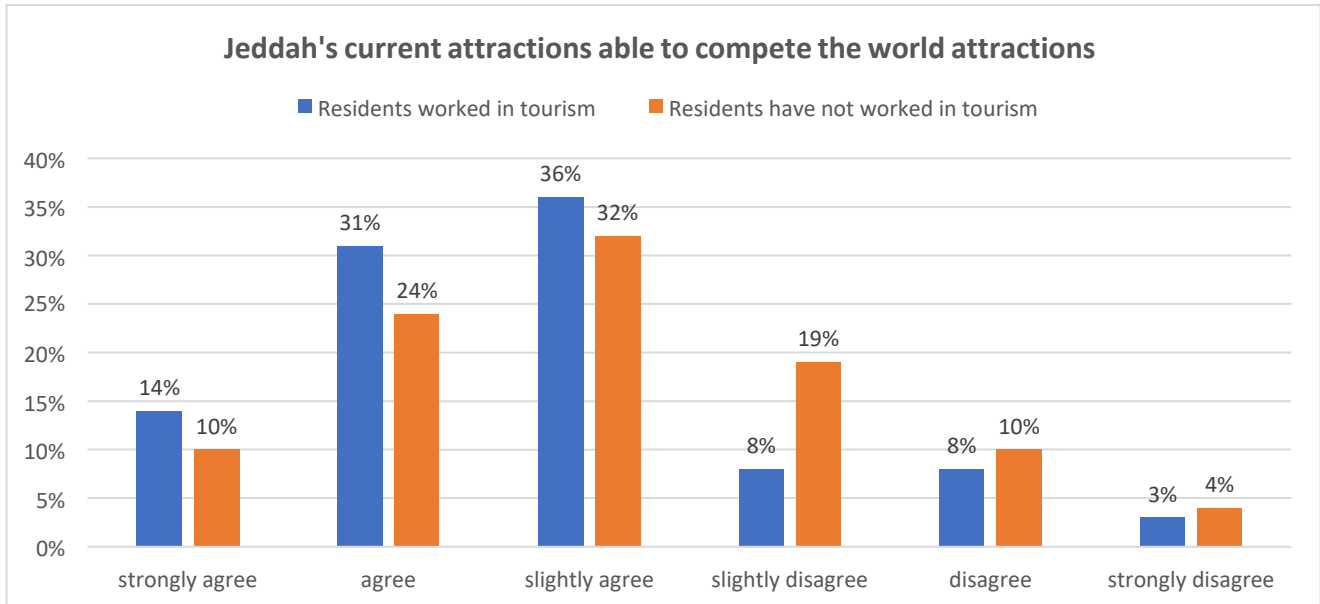


Figure 4.14. Perception of the residents who worked in tourism and who did not toward current tourist attractions

Figure 4.14 indicates that 81% of the residents who worked in the tourism industry stayed in the agreement side of the scale regarding the ability for the current tourist attractions to compete with the world's tourist attractions: 14% strongly agree, 31% agree, and 36% slightly agree. While residents who have not worked for the tourism industry were not as happy as those who did regarding the current tourist attractions. Figure 4.14 also shows that only 66% were in the agreement side of the scale when they were asked about the ability for the current tourist attractions to compete with the world's tourist attractions: 10% strongly agree, 24% agree, and 32% slightly agree.

4.3. The perception toward tourism impacts.

This section indicates the perception of Jeddah's residents towards the impacts of tourism. The overall perception of Jeddah's residents will be discovered in this section, the perception of Jeddah's residents based on the monthly income, and the perception of Jeddah's male and female participants.

4.3.1. The overall perception of Jeddah residents.

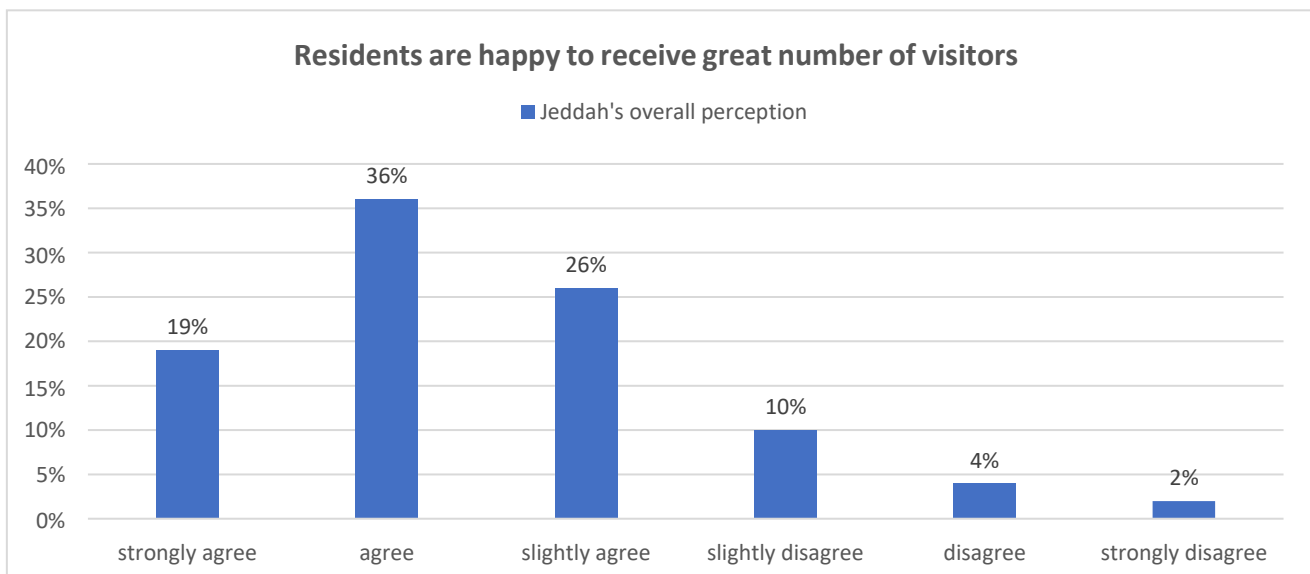


Figure 4.15. How happy Jeddah's residents are to receive a great number of tourists

Residents of Jeddah city shows no fear to receive a large number of tourists. According to Figure 4.15 above, 81% of the responses were in the agreement part of the scale: 19% strongly agree, 36% agree, and 26% slightly agree.

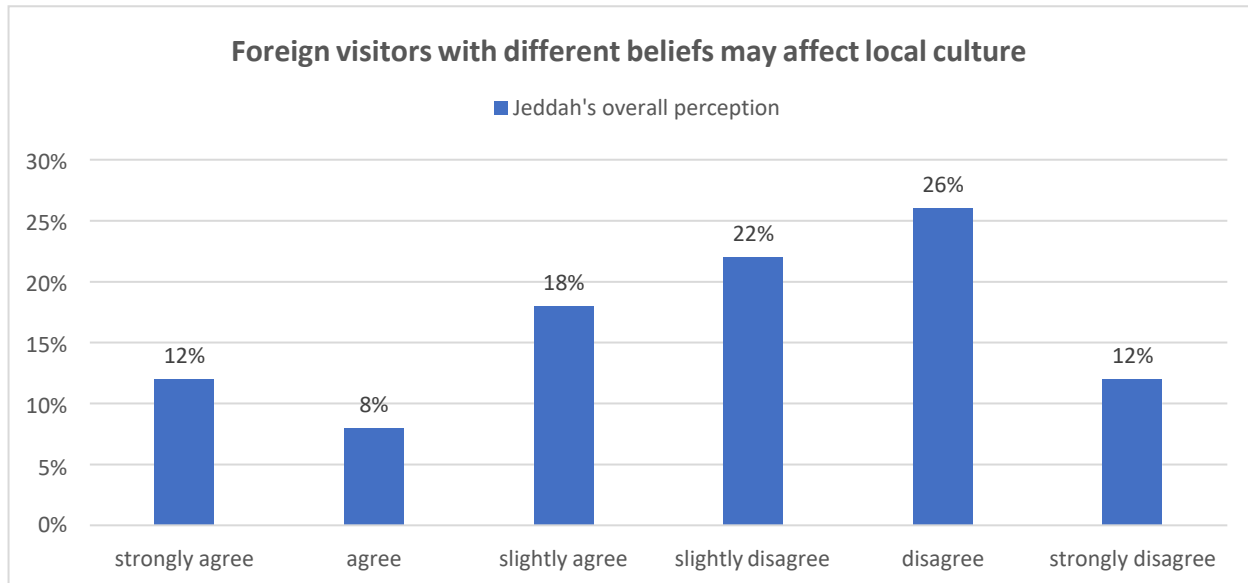


Figure 4.16. How concerned Jeddah's residents are about Jeddah's culture to be threatened by foreign tourists

Jeddah's residents' responses were slightly in the disagreement side of the scale when they were asked if they have a fear about the effect of visitors who have different beliefs and culture. Figure 4.16 shows about 60% were in disagreement side of the scale: 12% strongly disagree, 26% disagree, and 22% slightly disagree.

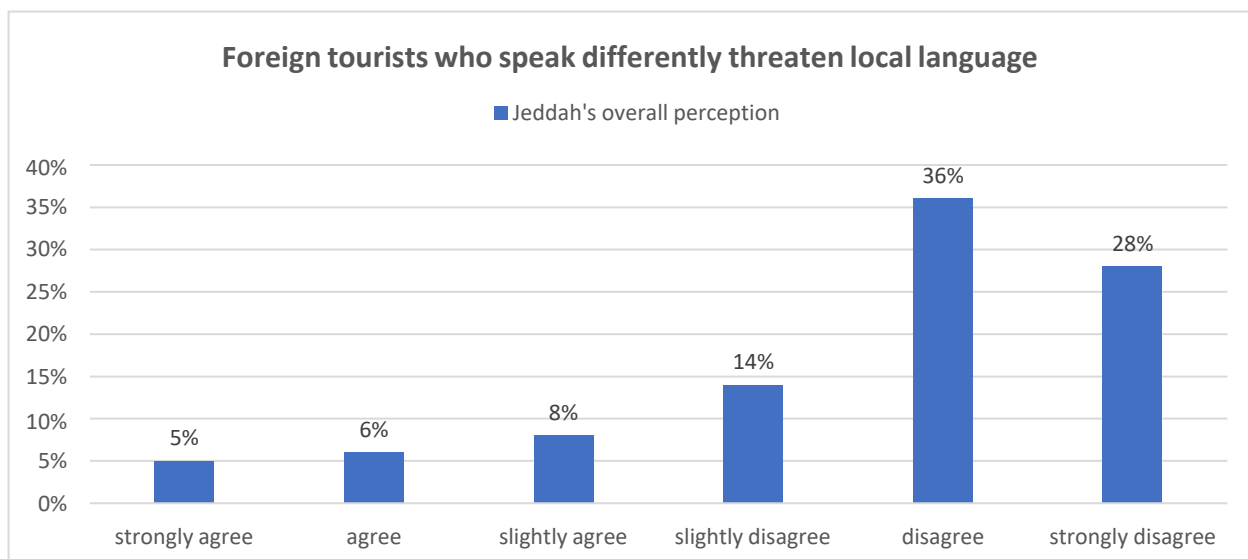


Figure 4.17. How concerned Jeddah's residents are about their language to be threatened

Jeddah residents were generally certain that the local language will not be threatened if a considerable number of tourists who speak differently were welcomed. Figure 4.17 above shows 79% were in the disagreement part of the scale when they were asked “Receiving a great number of foreign visitors who have different language may threaten Jeddah’s local language”: 28% strongly disagree, 36% disagree, and 14% slightly disagree.

4.3.2. The perception of Jeddah’s residents based on their monthly income.

This section shows the perception of Jeddah’s residents including the above average income residents, average income residents, and below average income residents toward the impacts of tourism.

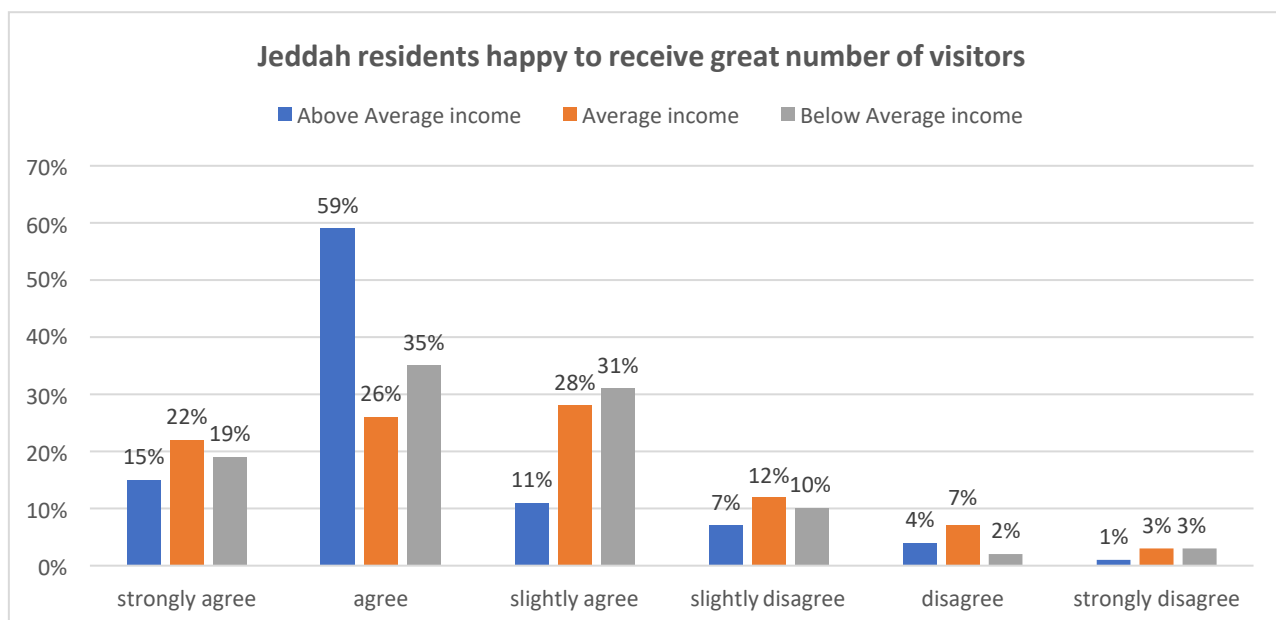


Figure 4.18. How happy the above, below, and average income residents are to receive a great number of tourists

Figure 4.18 above shows that 85% of the above average income residents were in the agreement part of the scale when responding to their feeling regarding receiving a great number of tourists: 15% strongly agree, 59% agree, and 11% slightly agree.

Similarly, the average income residents were generally happy to receive a great number of tourists. Figure 4.18 also shows that 77% of the responses to that question were in the agreement part of the scale, 22% strongly agree, 26% agree, and 28% slightly agree.

The findings of the participants of the below average income category were quite similar to the other categories. Figure 4.18 shows that 85% of the participants in this category were on the agreement side when they were asked about their feelings when Jeddah has a great number of visitors: 19% strongly agree, 35% agree, and 31% slightly agree.

Accordingly, Jeddah residents are generally open to receive people from a different area which shows a positive sign that the potential tourists coming from different areas will be treated positively by Jeddah's residents.

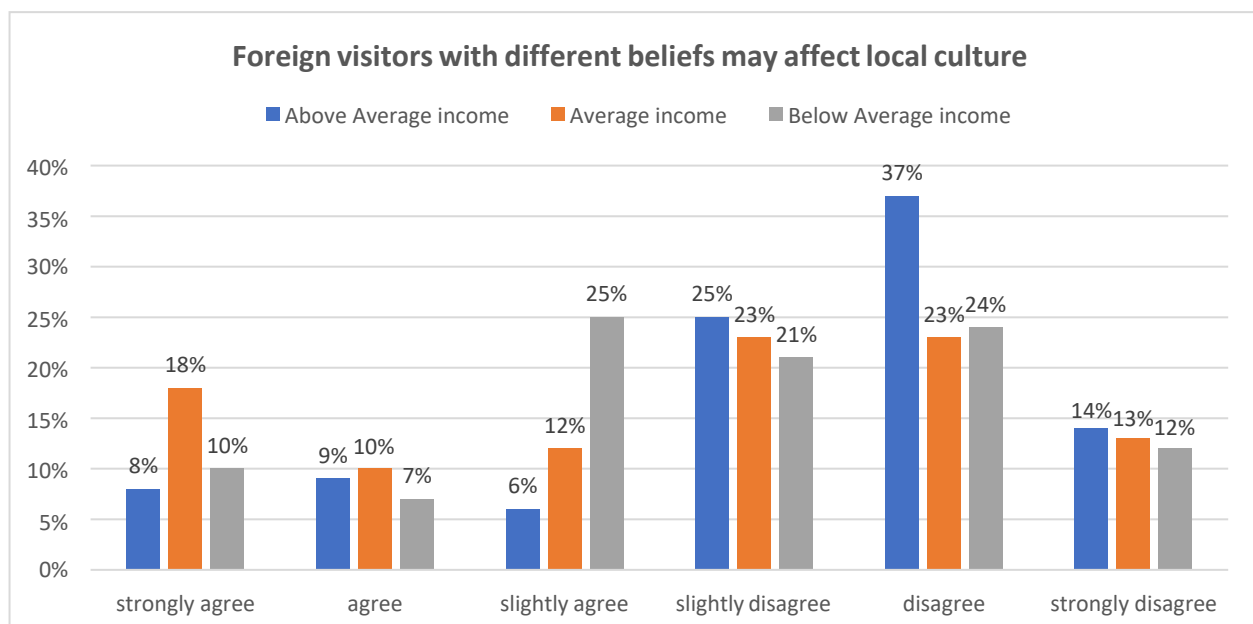


Figure 4.19. How concerned the above, below, and average income residents are about Jeddah's culture to be threatened by foreign tourists

Participants of the three categories were directly asked: "Foreign visitors who have different beliefs might change Jeddah's local people culture". According to Figure 4.19, above average income residents were mostly in the disagreement part of the scale with a percentage of

76%: 14% strongly disagree, 37% disagree, and 25% slightly disagree. While the average income residents moved slightly in the disagreement part of the scale with a percentage of 59%: 13% strongly disagree, 23% disagree, and 23% slightly disagree. Figure 4.19 also shows that 57% of the response moved to the disagreement scale side: 12% strongly disagree, 24% disagree, and 21% slightly disagree.

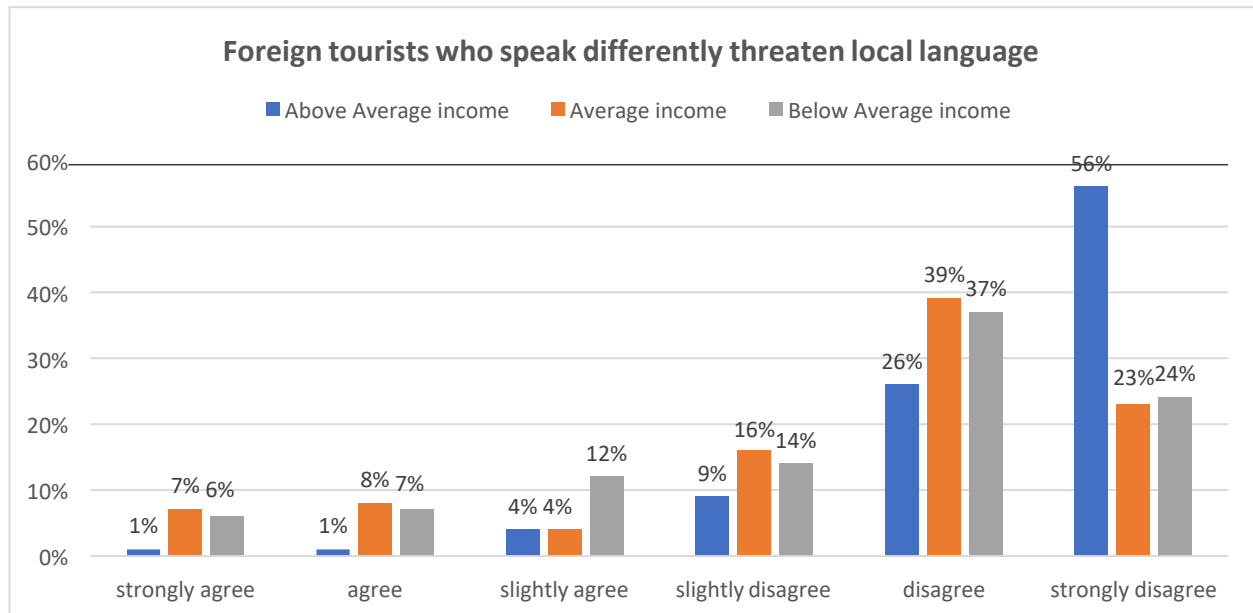


Figure 4.20. How concerned the above, below, and average income residents are about their language to be threatened

Figure 4.20 shows that 91% of the above average income residents disagree that there will be a possibility of the local language to be threatened by the visitors who speak differently: 56% strongly disagree, 26% disagree, and 9% slightly disagree. The average income residents show less disagreement regarding the possibility for the local language to be threatened. Figure 4.20 shows that about 78% choose to be in the disagreement side of the scale, 23% strongly disagree, 39% disagree and 16% slightly disagree. Lastly, 75% of the below average income residents were in the disagreement scale side when they were asked about the possibility to have the local

language threatened due to the great number of tourists who speak a different language with 24% responding strongly disagree, 37% disagree, and 14% slightly disagree.

4.3.3. The perception of Jeddah's males and females.

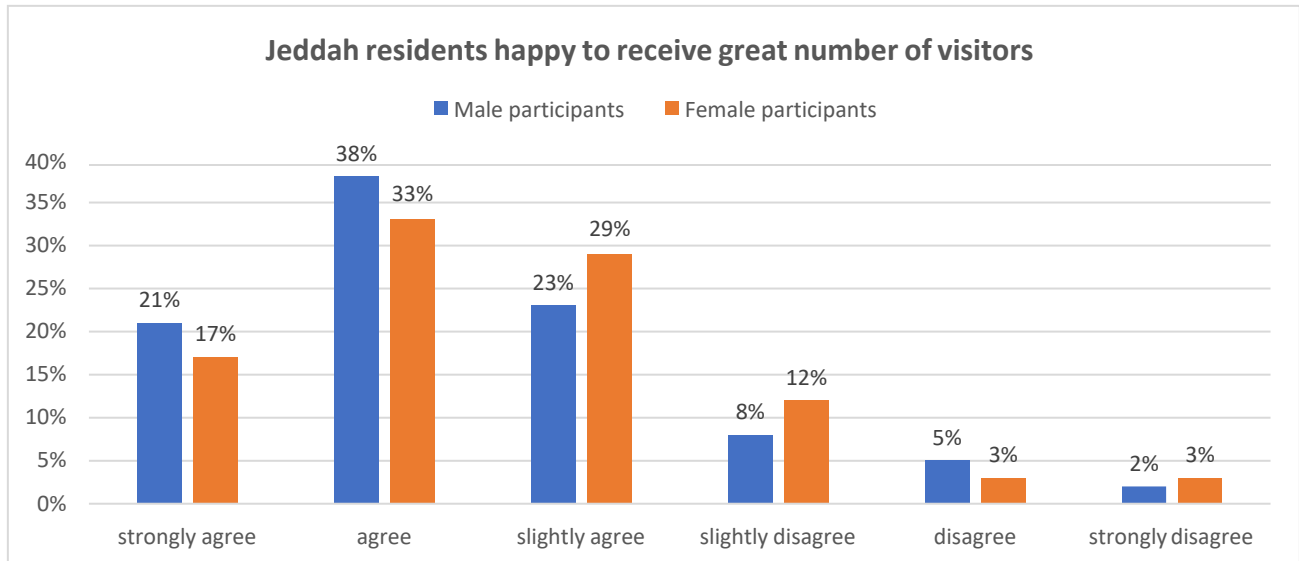


Figure 4.21. How happy the male and female residents to receive a great number of tourists

Both male and female participants were asked about their feelings toward receiving a great number of tourists. They showed quite a positive feeling toward receiving visitors from different areas. Figure 4.21 indicates that 79% of the female participants were in the agreement side of the scale: 17% strongly agree, 33% agree, 29% slightly agree. Similarly, 82% of the male participants were in the agreement part of the scale, 21% strongly agree, 38% agree, 23% slightly agree.

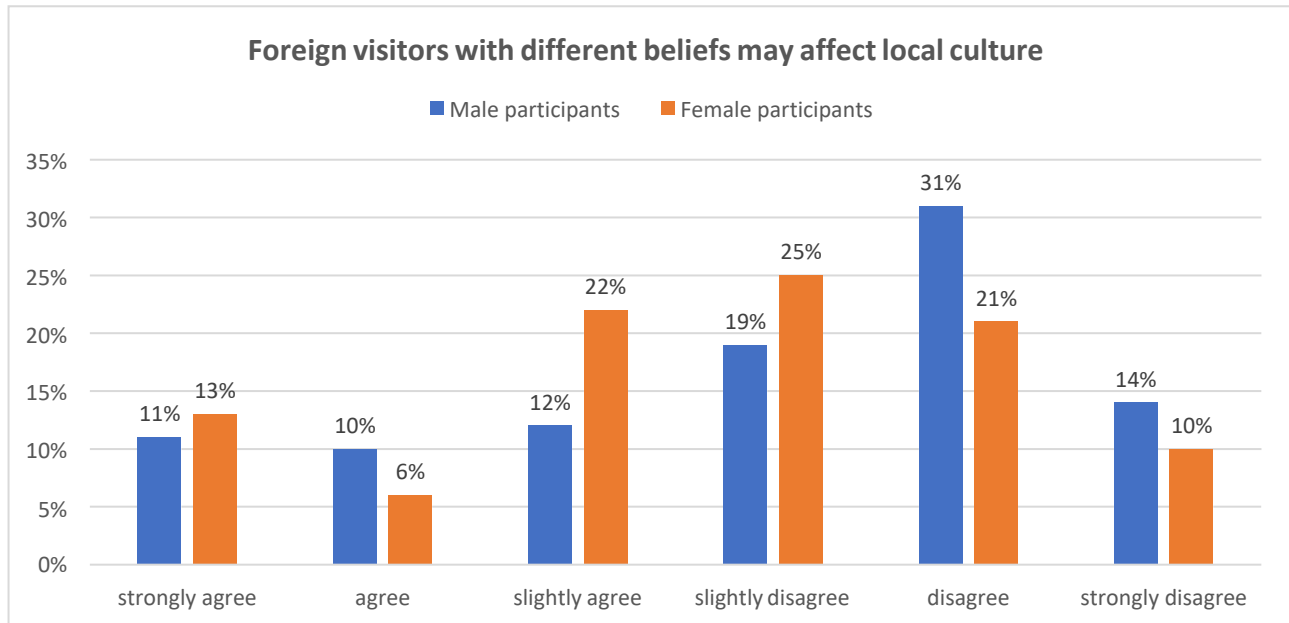


Figure 4.22. How concerned the male and female residents about Jeddah's culture to be threatened by foreign tourists

Female participants showed more uncertainty about the possibility for the local culture to be threatened due to the visitors who have different beliefs and culture. According to figure 4.22, only 56% of the female participants were in the disagreement part of the scale when they were asked about the possibility for the local culture to be changed because of the foreign visitors: 10% strongly disagree, 21% disagree, 25% slightly disagree. On the other hand, the same chart shows that 64% of the male responses were in the disagreement part of the scale regarding the same question: 14% strongly disagree, 31% disagree, 19% slightly disagree.

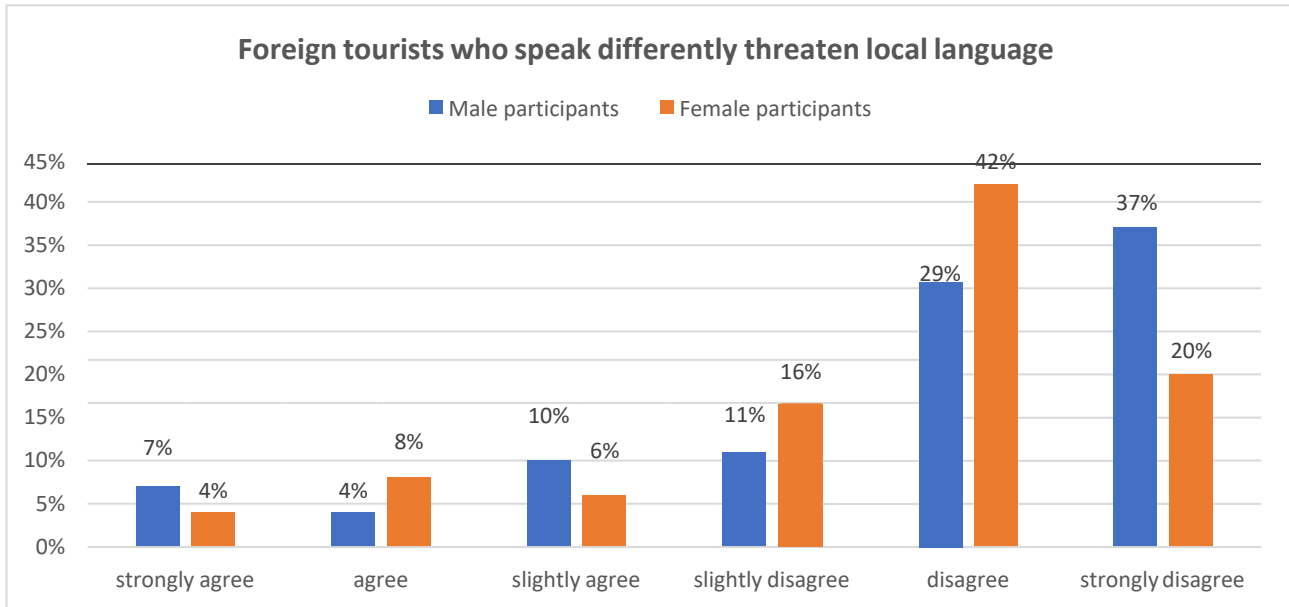


Figure 4.23. How concerned the male and female residents are about their language to be threatened

Female residents were generally certain that the local language will not be threatened if a considerable number of tourists who speak differently visited Jeddah city. Figure 4.23 shows that 78% of the females choose to be in the disagreement part of the scale when they were asked “Receiving a great number of foreign visitors who have different language might threaten Jeddah’s local language”, 20% strongly disagree, 42% disagree, and 16% slightly disagree. While 77% of the male participants were in the disagreement part of the scale when answering the same question: 37% strongly disagree, 29% disagree, and 11% slightly disagree.

4.4. The perception toward local and foreign tourism investors.

As mentioned earlier, 64 surveys out of 397 were filed by the above average income residents which equal about 16% of the total number of the surveys received, 19 respondents out of the 64 were completed by residents who have tourism investments. Tourism investment includes mini markets, apartments available for rent, restaurants, and other facilities that can be used by tourists. only the above average residents were surveyed about tourism investments.

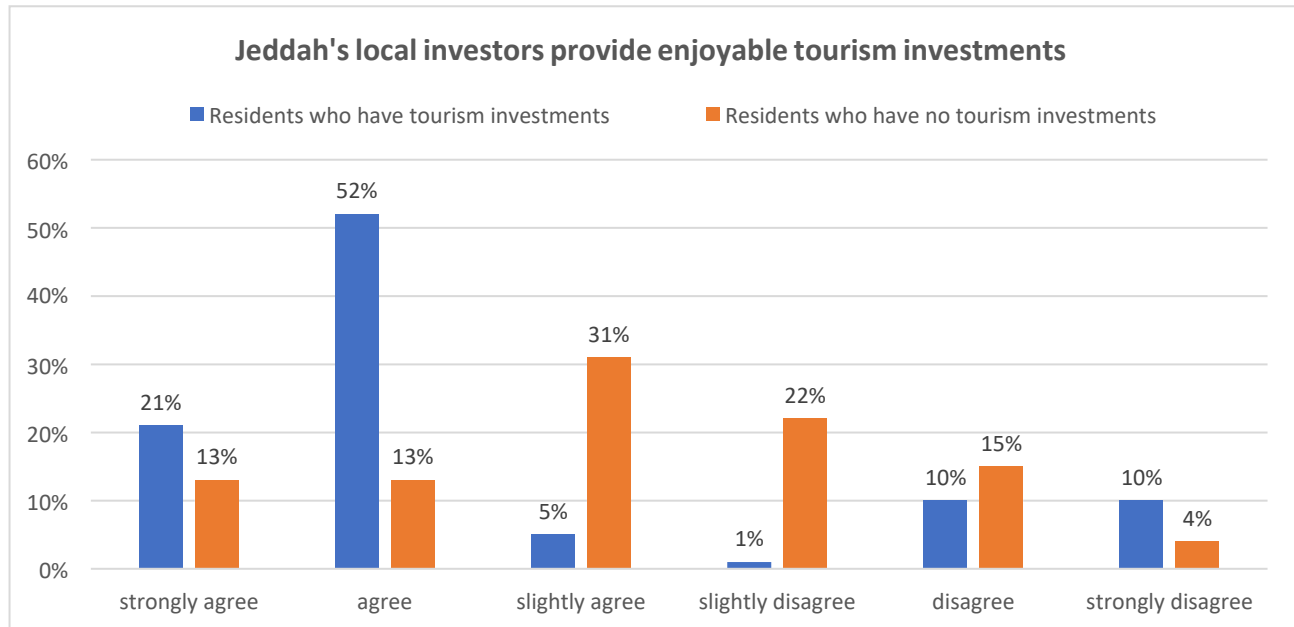


Figure 4.24. Perception of the above average income residents who have tourism investments and who have not, toward local tourism investors

Figure 4.24 indicates that 78% of the above average residents who have investments in tourism were in the agreement side of the scale when asked about the ability of the local investors to provide competitive tourism investments, 21% strongly agree, 52% agree, and 5% slightly agree. The above average residents who have no investments in tourism were almost in the middle of the scale when asked about their opinion toward the local investor's ability. Figure 4.24 shows that 57% were in the agreement part of the scale, 13% strongly agree, 13% agree, and 31% slightly agree.

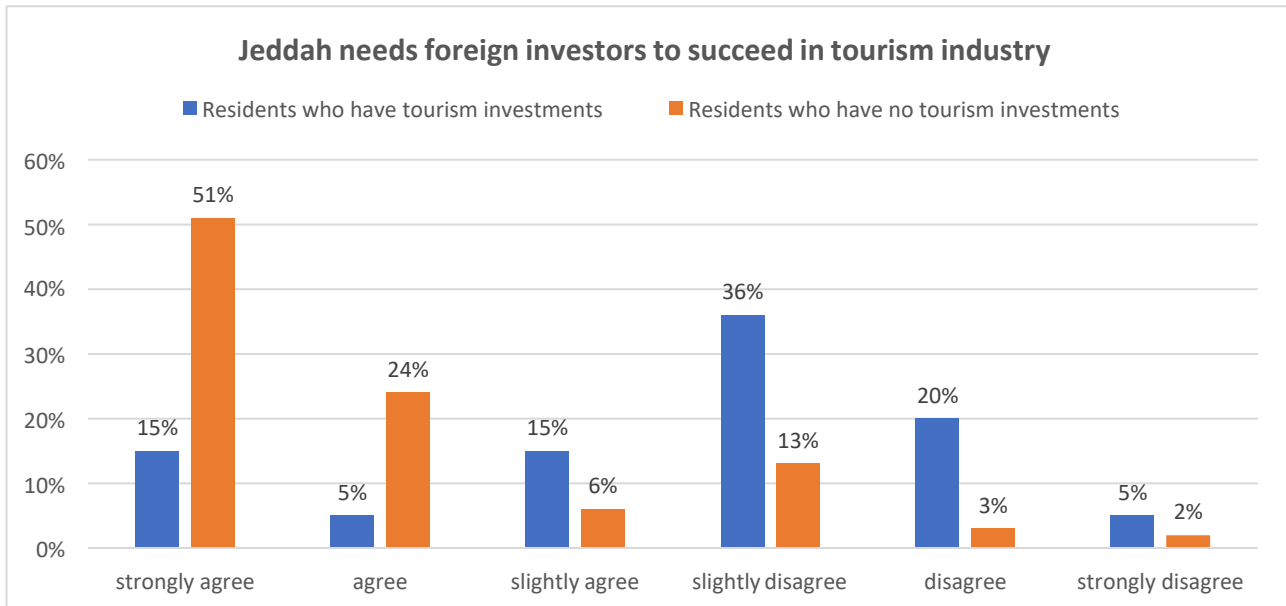


Figure 4.25. Perception of the above average income residents who have tourism Investments and who have not, toward foreign tourism investors

Figure 4.25 above shows that above average income residents who have tourism investments were mostly in the disagreement side of the scale when responding to the need for foreign investors to succeed. About 61% of the participants were in the disagreement side of the scale, 5% strongly disagree, 20% disagree, and 36% slightly disagree.

The above average income residents who have no tourism investment responded differently to the same question. Figure 4.25 indicates that 81% of the participants were in the agreement side of the scale when responding to the need to have foreign investors to succeed, 51% strongly agree, 24% agree, and 6% slightly agree.

5. CHAPTER FIVE: CONCLUSION

5.1. Summary of key findings

Generally, the perception of Jeddah's residents seemed to be positive toward tourism. Although the residents were divided into three different categories based on their financial status, below average income residents, average income residents, and above average income residents, the perceptions of the three categories of respondents were quite similar. Each category was asked about their perception toward tourist attractions and how the impacts of tourism were perceived. In the last category, above average income residents, the participants of the same category were divided into two parts, above average residents who have tourism investments and those who do not. Only the above average residents were asked about their perception of the foreign and local investors. There was a huge gap in the perception of those who have tourism investments and those who do not. Above average income residents with tourism investments were significantly in agreement when they were asked about the ability of local investors to provide competitive tourism investments; about 80% were in the agreement part of the scale. While only 57% of the above average income residents who have no investment in tourism believe in the ability of the local investment community to provide competitive tourism attractions. This possibly occurred because the above average income residents who have tourism investments are likely to have bias toward their investments. Moreover, above average income residents who have tourism investments were not as supportive about engaging foreign investors as those who have no tourism investments, likely because Jeddah's local investors believe in their ability to invest in tourism infrastructure and prefer to avoid competition from a foreign country in the market.

Interestingly, there was a difference between the perception of those who worked in the tourism industry those who did not when asked about their opinion toward the ability of the current

tourist attractions to compete with the world tourist attractions. Those who work in the industry seem to have quite a positive perception. Perhaps they already know the value of the tourism industry.

It is important to mention that residents had a positive perception toward Jeddah's current and future attractions while the same participants showed significant agreement toward the importance of improving the current tourist attractions. Apparently, having a strong interest in improving the tourism attractions does not mean the residents of Jeddah are unhappy with the current attraction since there usually must be constant improvement in the tourism facilities to maintain outstanding customer experience for the potential target customers. Perhaps Jeddah's residents are certain that the local investors and tourism authorities have the ability to provide competitive tourism facilities and show more improvement due to the economic status of the Kingdom of Saudi Arabia.

To sum up, Jeddah residents were asked about their perception toward the tourist attractions in Jeddah. Also, residents of Jeddah who participated in the study were asked about the impact of the tourism industry when it comes to culture change and language. These two factors are indicators which help to identify how supportive the residents are. According to the study findings, Jeddah's residents are more likely to be supportive toward the tourism industry in general and specifically, tourism development.

5.2. Implications

As discussed earlier, the purpose of this study is to identify the perception of Jeddah's residents toward tourism development. The literature review showed the importance of measuring the residents' perception toward tourism development to gain the residents' support which dramatically facilitates challenges to further tourism development. However, this study examined

a special situation. Unlike most of the studies, the Kingdom of Saudi Arabia is known as a religious country because it contains two of the Islamic holy cities, Makkah and Madinah. Therefore, the residents of Saudi Arabia may be more conservative than other countries. Additionally, for many decades, the Saudi citizens were the target market for many tourism countries.

The findings of this study will be helpful to get the tourism development plan to succeed since it aims to identify if the residents would have a positive attitude toward the tourists or not.

The study outcome shows how happy the residents of Jeddah are toward tourism investments. Moreover, the study focused on identifying how worried the residents are about tourism impacts. These two factors play a significant role in the residents' level of support.

Many tourism investments are taking place generally in Saudi Arabia, but specifically in Jeddah. Measuring the residents' agreement before establishing the tourist attractions is helpful to assess how supportive the residents are and to reduce the residents' negative perception toward the tourism industry before receiving tourists. It is important to note that unsupportive residents will damage the destination image due to the negative attitude against the visitors.

The outcome of the study helps to assure authorities that the visitors will be treated positively. In addition, the study participants were divided into three categories based on the monthly income. It is a helpful way to see how the individual financial stature can affect the way the tourism industry is received. Another example, the participants were asked if they have worked in the tourism industry. Participants who work (or have worked) for the tourism industry seem to be more supportive than those who have not worked in tourism. Accordingly, inviting the local residents to work for and be part of the tourism development is one way to gain their support toward tourism development. Lastly, the perception of the residents who have tourism investments does not seem to be similar to the perception of those who do not. Accordingly, encouraging the local investors to be involved in tourism investments is quite important to gain their support.

Having residents support dramatically impacts the way visitors will be treated and avoid having unhappy residents. Unhappy residents destroy the destination image and lead the visitors to not revisit the tourist destination.

5.3. Challenges and Future studies.

As it was mentioned earlier, it was necessary to ask the participants about their monthly income to identify in which categories they are. One of the challenges in this study was to ask the study's participants about their monthly income since this kind of question seemed to be too personal. Another challenge was to collect a representative number of participants in each category. In this study, getting the participants who belong to the above average income category was not as easy as getting the below average income residents. As a result, the sample size had to be very wide to reach the biggest possible number from the above average income residents.

When it comes to residents' awareness of the tourism industry, Jeddah residents seem to have a lack of awareness about the tourism industry. The experience of distributing the paper surveys consumed a considerable amount of the researcher's time. Residents handed the paper survey had many questions about tourism development in Jeddah.

The present study raised a broad range of opportunities for future research. The following recommendations are presented:

1. Future studies need to include more participants in the above average income residents category to have more representative sample. In this study, only 64 participants were from the above average income residents.
2. This current study mainly focused on the residents' perception of tourism's impact on culture, and language, but we did not examine the impact of tourism on the environment,

crime rate, traffic, and service quality in the tourism destination. These factors can be a great area of studies for similar future research.

3. The participants were categorized based on their monthly income, if they have tourism investments, and if they have worked in tourism. There are many areas that could be used to categorize the residents for more specific findings. For example, length of the residency in the destination plays a significant role on the perception of residents because those who have been a resident for a long time tend to be more conservative and worried about potential cultural and social changes. Another example is to categorize the residents based on their roots, asking them if they are originally from the area of study or have recently gotten citizenship. This is an important factor because residents tend to follow the culture of their roots more than the culture that belongs to their current residence. Lastly, the residents of the area of study can be also categorized based on geographical regions. As an illustration, survey the perception of those who live in the southern side of the area of study and those who live in the northern side.
4. This current study aimed to identify the perception of the local residents toward tourism. It would be a great area of research to identify the perception of the Saudi residents who live in different cities about Jeddah tourism development. This area of study will greatly help the authorities know various areas of development since there might be a bias from the local residents toward their own city. Moreover, future study can include the residents who have no citizenship in the study since there is still direct interaction with tourists.

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[reform/sociology-general-terms-and-concepts/social-exchange](https://www.encyclopedia.com/social-sciences-and-law/sociology-and-social-reform/sociology-general-terms-and-concepts/social-exchange)

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7. APPENDICES

7.1. Appendix 1: Survey

SURVEY QUESTIONNAIRE

Residents' Attitudes toward a Proposed Tourism Development in Jeddah City Survey

Part 1: This part was designed to identify if the participant is capable to be part of this study.

Q1: Are you a Saudi citizen? ☐ Yes - ☐ No

Q2: Were you born in Jeddah city? ☐ Yes - ☐ No

Part 2: This part was designed to identify the participants' financial status and how related they are to the tourism industry.

Q1: Do you currently have any tourism investment? ☐ Yes - ☐ No

Q2: have you ever worked in any tourism sector? ☐ Yes - ☐ No

Q3: Are you currently employed? ☐ Yes - ☐ No

Q4: If the answer to the previous question is yes, please select one of the following.

My monthly income is

☐ \$1,999 or less

☐ \$2,000 to \$5,599

☐ \$5,600 or higher

Part 3: This part was designed to identify how the participants perceived Jeddah's tourism facilities and investments.

Q1: The coming tourists' attractions in Jeddah city such as world tallest tower are able to compete the world tourism attraction.

☐ strongly agree ☐ agree ☐ slightly agree ☐ slightly disagree ☐ disagree ☐ strongly disagree

Q2: The current tourists' attractions in Jeddah city are able to compete the world tourism attraction.

☐ strongly agree ☐ agree ☐ slightly agree ☐ slightly disagree ☐ disagree ☐ strongly disagree

Q3: Jeddah's current tourists' attraction match with the target market needs.

☐ strongly agree ☐ agree ☐ slightly agree ☐ slightly disagree ☐ disagree ☐ strongly disagree

Q4: Jeddah's current tourists' attractions match with the local people needs.

☐ strongly agree ☐ agree ☐ slightly agree ☐ slightly disagree ☐ disagree ☐ strongly disagree

Q5: Jeddah's tourism facilities need to be improved.

☐ strongly agree ☐ agree ☐ slightly agree ☐ slightly disagree ☐ disagree ☐ strongly disagree

Q6: Jeddah's local investors provide enjoyable tourism investments.

☐ strongly agree ☐ agree ☐ slightly agree ☐ slightly disagree ☐ disagree ☐ strongly disagree

Q7: Jeddah needs foreign investors to succeed in the tourism industry.

☐ strongly agree ☐ agree ☐ slightly agree ☐ slightly disagree ☐ disagree ☐ strongly disagree

Part 4: This part was designed to identify how the participants perceived both positive and negative impacts of tourism industry

Q1: Jeddah's local people are happy to receive a great number of visitors

☐ strongly agree ☐ agree ☐ slightly agree ☐ slightly disagree ☐ disagree ☐ strongly disagree

Q2: Foreign visitors who have different beliefs might change Jeddah's local people culture.

☐ strongly agree ☐ agree ☐ slightly agree ☐ slightly disagree ☐ disagree ☐ strongly disagree

Q3: Receiving a great number of Foreign visitors who have different language might threaten Jeddah's local language (Arabic).

☐ strongly agree ☐ agree ☐ slightly agree ☐ slightly disagree ☐ disagree ☐ strongly disagree

Q4: More job opportunities will occur due to the tourism development.

☐ strongly agree ☐ agree ☐ slightly agree ☐ slightly disagree ☐ disagree ☐ strongly disagree

Q5: Jeddah's local people will absorb positive qualities from the foreign tourists.

☐ strongly agree ☐ agree ☐ slightly agree ☐ slightly disagree ☐ disagree ☐ strongly disagree

Q6: Jeddah's gross domestic product (GDP) will increase due to the tourism development.

☐ strongly agree ☐ agree ☐ slightly agree ☐ slightly disagree ☐ disagree ☐ strongly disagree

7.2. Appendix 2: IRB approval

R·I·T

Rochester Institute of Technology

Form C
IRB Decision Form
FWA# 00000731

RIT Institutional Review Board for the
Protection of Human Subjects in Research
141 Lomb Memorial Drive
Rochester, New York 14623-5604
Phone: 585-475-7673
Fax: 585-475-7990
Email: hmfsrs@rit.edu

TO: Mohammed Basendwah
FROM: RIT Institutional Review Board
DATE: June 11, 2018
RE: Decision of the RIT Institutional Review Board

Project Title - Resident's Attitudes toward a Proposed Tourism Development in Jeddah City

The Institutional Review Board (IRB) has taken the following action on your project named above.

☒ Exempt 46.101 (b) (2)

Now that your project is approved, you may proceed as you described in the Form A.

You are required to submit to the IRB any:

- **Proposed** modifications and wait for approval before implementing them,
- Unanticipated risks, and
- Actual injury to human subjects.

Heather Foti, MPH
Associate Director
Office of Human Subjects Research

Revised 08.17.2017