



# FACTORS AFFECTING SAUDI INTERNAL TOURISM DURING ACHIEVING VISION 2030

BY

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**Declaration of Authenticity**

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## Certification of Approval

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## ABSTRACT

The Kingdom's ambitious strategic initiative, Vision 2030, aims to achieve full growth in all sectors, including domestic tourism, as well as economic diversification. For Saudi Vision 2030, which is working to diversify the national economy and open new job and investment opportunities, local tourism is a crucial element. To do this, a discussion of the factors affecting local tourists' behavior and their attraction to phenomena in the Kingdom is critical. Tourism, which is one of the essential aspects of growth for Saudi Arabia's ambitious Vision 2030, aims to redefine the Kingdom's financial field. For me, the native tourism industry is a significant aspect. Nonetheless, many other factors will influence how successful domestic travel will be during this period. On the bright side, Vision 2030 promises to spend large sums on the infrastructure in the tourism field. This investment might include the inception of completely new cultural destinations, consolidating historical preservation projects, and expanding the transportation system. Further, I expect several legal reforms to happen since the government will have to lift certain social restrictions to make domestic travel more attractive. Moreover, Saudi Arabia has an increasing population and more disposable income. These factors create a massive opportunity for domestic tourism. As people's lives get better, they want to spend time doing pleasant things and traveling. Without comprehensive marketing and strategic advertisement, these amazing destinations of breathtaking scenery and diversified culture and history are unknown to many Saudis. Realizing this potential is only possible with huge investments in marketing local destinations. Comprehensive marketing that would promote natural beauty and historical significance of local destinations is impossible without education. Moreover, Saudi Arabia has to spend more effort and resources making sure that these destinations are preferred to international analogs. That means that the Kingdom must weaponize the cultural heritage and historical sites already existing in the region and become culturally diversified and rich. Therefore, knowledge of these factual elements is essential for achieving the main objectives of Vision 2030 in terms of domestic tourism. Saudi Arabia can fully realize the huge potential of its domestic tourism business by investing in infrastructure aggressively promoting local destinations and contributing significantly to the diversification and growth of its economy under Vision 2030.

*Keywords:* Vision 2030, tourist, travel, culture, projects, heritage, development.

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## CHAPTER 1: Introduction

Steeped in rich history and different geographies, Saudi Arabia is embarking on an ambitious trip of metamorphosis with Vision 2030. Within this transformative design lies an important piece – a thriving domestic tourism sector. As the Kingdom seeks to diversify its frugality and enrich the lives of its citizens, domestic tourism holds enormous implicit, promising a woven shade of profitable openings, artistic exchange, and particular disquisition. still, unleashing this implicit requires a deep understanding of the complex factors shaping it's present and unborn. Positive forces drive growth on the positive side, several factors paint a promising picture for domestic tourism. Diversification of destinations and gests is a crucial motorist. Gone are the days of counting solely on religious tourism. enterprise similar to the Red Sea Project, Dariya Gate, and NEOM reveal preliminarily hidden treasures – stunning natural geographies, artistic heritage spots, and vibrant entertainment capitals. It caters to a wide range of interests, attracts both original and transnational callers, and transforms the tourism geography from a technical field to a multifaceted bone. The diverse landscape of Saudi Arabia encompasses mountains, deserts, beaches, seas, and protected areas, showcasing its distinct natural variety. The various range of natural features should be conserved and enhanced to offer a wide array of exploration and experiential possibilities for visitors. Government programs that are by the objectives of Vision 2030, promoting private sector investments, and fostering sustainable practices in the tourism industry. The changing attitudes of Saudis towards leisure activities and travel are influenced by increasing disposable income and cultural changes. Demographic shifts are affecting travel choices due to a younger population with diverse preferences and family dynamics. Societal norms and cultural values significantly shape people's decisions and preferences when it comes to tourism. The level of income and spending habits of individuals directly impact their ability to afford and select different travel experiences. Efforts to diversify the economy are expected to alter the factors that determine leisure and travel. Comparing the cost competitiveness of traveling domestically versus internationally. The field of psychology explores how people perceive security and safety while traveling in the Kingdom, with a specific focus on female travelers. The allure and variety of local destinations in comparison to choices available internationally. The efficiency of marketing and promotion in boosting Saudis' awareness and curiosity in local tourism. Utilizing digital platforms and employing focused marketing tactics. According to Al-Sowayan (2022), Saudis should show interest in their heritage and consider investing in these regions. Moreover, Saudi nationals need to visit and acknowledge this place and create initiatives that promote it. This study provides comprehensive details about this subject.



## 1.2 Objectives and Aim

Examine and comprehend the primary elements influencing the development of domestic tourism in Saudi Arabia and formulate efficient approaches to facilitate its progression by the Vision 2030 blueprint. Identify and assess the influence of various factors on the social and cultural aspects of domestic tourism in Saudi Arabia.

- Examine the changing patterns in terms of entertainment and travel in Saudi society.
- Examine the influence of cultural values and social norms on decisions made in the tourism industry.

## CHAPTER 2: Literature Review

### 2.1 Tourism in Saudi Arabia

Saudi Arabia possesses a remarkable array of landscapes, a vibrant culture, and unspoiled natural beauty. Many international destinations have interesting places to visit, but those in Saudi Arabia remain untouched by the negative effects of mass tourism. Certain locations can still be investigated without any disruptions caused by a lone group of tourists. (Zamani Farahani and Henderson, 2010) conducted the research cited in this text. In recent years, the industry has experienced transformations because of the authorities' endeavors to boost tourism. According to the World Bank data, Saudi Arabia is one of the top twenty countries in terms of tourist arrivals, suggesting a notable rise in visitor figures (Al-Salbi, 2010). Faith-based travel, also known as religious tourism or pilgrimage, is a significant segment of the market and likely the earliest form of tourism. As previously discussed, travel to Saudi Arabia was primarily motivated by religious tourism, but recent findings indicate that tourists now come to explore and admire the various attractions and landscapes this country offers, including the Sarawat, Hijaz, and Red Mountains. The ocean, along with other historical structures, has been present for a long time (Murad and Boulos, 2017).

### 2.2 Factors that affect internal tourism

Factors affecting domestic tourism in Saudi Arabia Saudi Arabia's Vision 2030 focused heavily on developing domestic tourism as a key driver of economic diversification and cultural exchange. However, several factors influence the success of this ambitious endeavor, requiring a multifaceted analysis.

- Factor 1 Expanding the economy.
- Factor 2 Diversification of destinations.
- Factor 3 Evolving social landscape.

**Factor 1 Expanding the economy:** Increasing the country's economy is a significant force behind the growth of local tourism in Saudi Arabia. The significance of domestic tourism is highlighted in Saudi Arabia's Vision 2030, which aims to lessen the country's reliance on oil revenue and promote economic diversification. This part delves into the various ways in which domestic tourism has a positive impact on economic growth. As the tourism industry thrives, it creates numerous job prospects across multiple sub-fields. This involves various positions in the field of hospitality, such as hotels, restaurants, and tour guides. It also encompasses jobs in transportation like airlines, taxis, and car rentals. Additionally, it covers roles in the retail industry, such as souvenir shops and local crafts. Lastly, it includes opportunities for cultural experiences, such as museums and historical sites. These job opportunities play a significant role in generating earnings, decreasing the rates of poverty, and working towards the attainment of overall economic prosperity. There is a rise in investment due to the flourishing local tourism industry, which is leading to improvements in infrastructure such as transportation systems, hotels, entertainment establishments, and recreational activities. This not only improves the tourism experience but also boosts other industries like construction materials, engineering services, and financial services. Regional development is fostered by domestic tourism, as it promotes the expansion of economic opportunities in areas beyond large urban centers. The development of local economies is boosted by tourists when they promote travel to various regions within Saudi Arabia. This involves supporting local enterprises, fostering traditional crafts and cultural events, and rejuvenating rural regions. The multiplier effect of tourism spending has a ripple effect on various sectors of the economy. All the money a tourist spends on lodging, meals, getting around, and keepsakes contributes to generating revenue for different businesses. This money is then used to purchase goods and services, which in turn boosts economic activity in different industries. Helping small and medium-sized enterprises (SMEs) is greatly aided by promoting domestic tourism across different industries. Many tourists are interested in having uncommon experiences and purchasing local goods, which leads to a high demand for services offered by small businesses like traditional eateries, craft stores, and local travel agencies. This gives local communities the ability to take charge and encourages the creation of new businesses. Saudi Arabia has made significant efforts to tap into the economic prospects of local tourism. The Saudi Commission for Tourism and National Heritage (SCTNH) is responsible for spearheading the growth and advancement of the tourism industry, which encompasses both national and regional tourism projects. The government is making significant investments in infrastructure projects to enhance connectivity and accessibility throughout the nation. Initiatives like the Shaba Festival are aimed at promoting Saudi Arabia's abundant cultural heritage and diverse environment, thereby enticing local tourists. Saudi Arabia can use its rich cultural heritage and varied landscape to tap into domestic tourism, which can play a significant role in boosting economic diversification, creating employment opportunities, boosting local economies, and contributing to the overall economic growth of the Kingdom.

**Factor 2 Diversification of destinations** reflects the concept of diversifying travel destinations. Encouraging the expansion of local tourism within the Kingdom of Saudi Arabia by diversifying its destinations. Saudi Arabia takes pride in its varied terrain, which ranges from breathtaking mountains in the southwest to idyllic Red Sea shores and expansive deserts in the middle. This natural diversity has the great capacity to draw in local travelers who are looking for exceptional and fulfilling experiences. Nevertheless, the success of domestic tourism heavily relies on the expansion of destinations beyond customary pilgrimage sites. Currently, the Saudi tourism landscape is primarily focused on religious tourism, with a particular emphasis on Mecca and Medina. However, there is untapped potential for other forms of tourism. Ensuring a diverse range of interests and demographics are satisfied is crucial for supporting long-term growth in the domestic tourism industry, even though it continues to be significant. Expanding appeal: Offering a range of destinations to choose from can accommodate different preferences of tourists, such as Cultural Heritage: Saudi Arabia is blessed with a wealth of historical sites that contribute to its diverse cultural tapestry. These range from the ancient remnants of Mada'in Saleh to the lively hubs of culture found in Jeddah and Riyadh. Attracting history and culture enthusiasts can be achieved by promoting these destinations. Adventure tourism offers various possibilities for individuals who seek excitement and thrills, thanks to the wide range of terrains available. The mountainous regions provide opportunities for hiking, rock climbing, and camping adventures, whereas the Red Sea and Arabian Gulf present thrilling possibilities for diving, snorkeling, and engaging in water sports. Ecotourism offers distinctive chances for environmentally aware travelers who are keen on sustainable travel and ethical exploration of the environment, with vast deserts and untouched nature reserves providing the perfect setting. Wellness tourism primarily focuses on attracting tourists seeking relaxation and rejuvenation through natural treatments and peaceful natural getaways offered by spas. Diversification offers several advantages and benefits when it comes to choosing destinations. Spreading economic advantages: The initiative aims to promote the growth of tourism in regions across the country, beyond the usual pilgrimage hubs. This will stimulate economic progress and generate employment opportunities in diverse areas. Fighting against the problem of seasonality can be done through diversification, which involves providing a range of different experiences in various locations that have different climates. This strategy helps to distribute tourist arrivals evenly throughout the year, thus addressing the issue of seasonal fluctuations. Encouraging cultural interaction: By highlighting lesser-known locations, the promotion of cultural exchange can be promoted, leading to a greater understanding and appreciation of the diverse heritage and traditions found in Saudi Arabia. Adapting to changing preferences: Catering to a range of interests is in line with the changing preferences of local travelers, specifically the younger generation who are looking for distinctive and immersive travel experiences. Various measures are being put into action to promote the expansion and variety of travel destinations. The Saudi Commission for Tourism and National Heritage (SCTNH) is a government organization that aims to boost tourism in Saudi Arabia by implementing marketing campaigns and improving infrastructure in different tourist destinations within the country. Mega Project Development: The Red Sea and Amala project, in addition to other large-scale initiatives,

strives to build exceptional tourist destinations that provide a variety of experiences and appeal to both domestic and foreign visitors. It is essential for long-term success to find a middle ground between tourism growth, safeguarding the environment, and preserving culture to ensure sustainable development. Expanding the variety of places to visit is crucial for fully harnessing the domestic tourism opportunities in Saudi Arabia. By displaying the wealth of cultural heritage, varied landscapes, and distinct experiences that go beyond religious pilgrimage spots, the Kingdom has the potential to appeal to a broad range of local tourists. This, in turn, can aid in diversifying the economy and fostering cultural exchange. By taking advantage of its distinct offerings, Saudi Arabia has the opportunity to establish itself as a premier tourism destination, both locally and internationally.

### **Factor 3 Evolving social landscape**

Relevant aspect 3 Changing societal environment. Changing societal dynamics: molding local tourism in Saudi Arabia. The social environment in Saudi Arabia is undergoing significant changes due to various factors, including Vision 2030, changes in demographics, and greater internet accessibility. These modifications have a significant impact on tourism within the country. A significant portion of the population in Saudi Arabia is younger than 35 years old, leading to a growing youth population. The current young generation is seen as being more inclined to travel, knowledgeable about different destinations, and curious about diverse experiences when compared to previous generations. They create a demand for contemporary tourism options that cater to their preferences. Vision 2030 focuses on empowering women and encouraging their increased involvement in both the workforce and leisure pursuits. This gives rise to a fresh group of local travelers who are searching for travel opportunities that align with their personal preferences and prioritization of safety. The increase in disposable income and evolving lifestyles has resulted in a rise in expenditure on leisure activities, such as travel. This presents a chance for the local tourism industry to cater to the increasing need. Social Transformation and Its Effect: Facilitating Social Facilitations Vision 2030 advances social changes that result in more lenient dress rules, diverse entertainment choices, and a shift in traditional gender roles. This fosters a friendlier atmosphere for local tourism, particularly for women and families. The growing usage of the Internet: The widespread use of the Internet and smartphones by people allows them to explore various travel opportunities around the world, influencing their desires and choices for local tourism options. To keep up with the changing preferences of young people, female travelers, and families, the domestic tourism sector needs to transform to meet the evolving social landscape. This encompasses providing a variety of experiences, guaranteeing safety and inclusiveness, and adjusting marketing tactics to connect with this particular group. Closing the divide between how things are perceived and the actual reality: Unfavorable views regarding specific places or activities in Saudi Arabia have the potential to discourage local tourists. Closing this gap can be achieved by directly communicating and highlighting the positive features of different places. Creating customized tourism packages and activities that are designed to meet the needs and preferences of young individuals, women, and families can attract a wider range of local customers. This can consist of thrilling outdoor experiences,

educational visits to important cultural sites, vacation destinations suitable for families, and serene wellness retreats. Take advantage of technology: Utilizing online platforms, promoting through social media marketing, and utilizing travel apps can effectively connect with tech-savvy individuals, promoting and simplifying the process of booking destinations. Promoting the concept of responsible tourism involves advocating for tourism practices that show respect toward local cultures and aim to preserve the environment. By doing so, it can attract tourists who prioritize sustainability and ethical travel. The changing social environment in Saudi Arabia presents both obstacles and prospects for internal tourism. By comprehending the shifting population characteristics, societal changes, and technological progress, the industry can adjust to cater to the changing inclinations of local tourists. By creating attractive products and services, utilizing technology, and encouraging ethical behavior, Saudi Arabia can utilize its domestic tourism industry to foster economic expansion, cultural interaction, and a thriving travel sector within the country.

Saudi Arabia's Vision 2030 represents a strategic frame to reduce the country's dependence on colorful oil painting coffers( Abu Al-Shamat, 2020; Alomi et., 2018), expand its frugality, and ameliorate public service sectors similar to structure, entertainment, and tourism. This ambition is pivotal for Saudi Arabia(Fahim et al., 2020; Waheed et al., 2020). This look is confined to the tourism sector. This work is extremely important to the frugality of the Kingdom of Saudi Arabia and generates significant income to support the Saudi frugality. There are different types of tourism in the Kingdom of Saudi Arabia, including religious tourism, sports tourism, literal tourism, marketable tourism, and medical tourism. All forms of tourism are pivotal to Saudi Arabia, and each type contributes to the overall donation of the tourism assiduity. Religious tourism is the most influential type of tourism. Because Saudi Arabia is home to colorful Islamic holy places, Muslims from all over the world visit Saudi Arabia every time. This study assumed that tourism can be promoted using organizational identity. numerous associations seek to develop the tourism sector in the Kingdom of Saudi Arabia. numerous associations are uniting on Vision 2030, and these associations are also working to promote tourism and other areas. ( Sudari et al., 2019; Sugandini et al., 2019).

Diversification of destinations Studies similar to Al-Mousa et al.( 2022) punctuate the government's focus on developing different destinations similar to NEOM and the Red Sea Project. These cater to different interests, attracting original and transnational excursionists, as explored by Assaf et al.( 2021). Rising disposable income exploration by the World Bank( 2022) shows rising inflows and a growing Saudi middle class as rest spending increases. This trend, bandied by Al-Mutairi ( 2020), represents an implicit request for different tourism offers. Evolving social geography Societal reforms, anatomized by Al-Rasheed ( 2023), are promoting a more open terrain, and encouraging domestic trips, as noted by Al-Hajri ( 2022). Increased women's participation in trips, bandied by Kreidi( 2021), is expanding the domestic tourism request. Technological advances in Internet platforms for booking, propagating information, and individualized recommendations, studied by Al-Yahya ( 2022), grease trips, meet the requirements of technology- expertise Saudis, and encourage domestic tourism, as Al-Saqqaf ( 2021) noted. Limited accommodation options The vacuity and variety of quality accommodation,

especially in rising destinations, remains limited, as proved by Al-Sulaimani ( 2022). It's necessary to feed different budgets and preferences, as suggested by Al-Otaibi ( 2020). This review outlines the colorful factors affecting Saudi domestic tourism during Vision 2030. While positive rudiments like diversifying destinations and perfecting structures produce openings. Feting these multifaceted impacts and enforcing informed strategies will be pivotal to unleashing the full eventuality of Saudi domestic tourism and contributing to the Kingdom's metamorphosis trip.

## 2.3 Model and Hypothesis

A simplified model that includes three main categories of factors affecting Saudi domestic tourism during Vision 2030:

- Factor 1 Expanding the economy affects adopting internal tourism.
- Factor 2 Diversification of destinations affects adopting internal tourism.
- Factor 3 Evolving social landscape affects adopting internal tourism.

Independent variables:

Factor 1: expands the economy = income levels + travel planning and booking + tourism revenues.

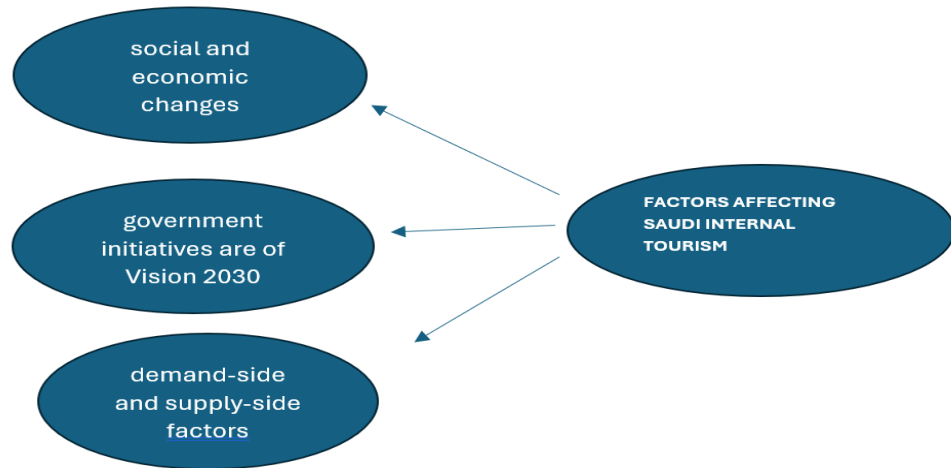
Factor 2: Diversification of destinations = cultural attitudes + transportation networks + accommodation options.

Factor 3: Evolution of the social landscape = family structures + influence of digital platforms + number of domestic tourists.

Dependent variable: Saudi domestic tourism growth (number of domestic tourists, tourism revenues)

Moderating variables: government policies and initiatives (alignment with Vision 2030 goals, private sector investment) social and economic changes (system development, social reforms, economic diversification)

**hypothesis:**



H1: There is a significant positive relationship between the combined effects of demand-side and supply-side factors and the growth of Saudi domestic tourism during Vision 2030.

H2: The positive relationship between factors and tourism growth will be stronger when government policies and initiatives are aligned with the goals of Vision 2030 and encourage private sector investment.

H3: The positive relationship between factors and tourism growth may be affected by social and economic changes, requiring adjustment of strategies.

## CHAPTER 3: METHODOLOGY

### 3.1 Background

This research aims to examine the factors that influence Saudi domestic tourism while achieving Vision 2030. By identifying and analyzing these factors, policymakers, tourism authorities, and industry stakeholders can make informed decisions and develop effective strategies to promote and enhance domestic tourism experiences. This study will provide valuable insights into the challenges, opportunities, and potential interventions needed to promote a thriving local tourism sector. The research methodology for this study includes a combination of quantitative and qualitative research methods. The use of multiple methods allows for a comprehensive exploration of the factors influencing Saudi domestic tourism.

### 3.2 RESEARCH DESIGN

Research questions include:

What are the basic factors affecting the growth and development of domestic tourism in the Kingdom of Saudi Arabia?

How do these factors affect Saudis' decision-making process when choosing local travel destinations?

What are the challenges and opportunities associated with promoting domestic tourism in Saudi Arabia?

What strategies can be implemented to enhance the growth and sustainability of domestic tourism in line with Vision 2030?

Data collection

Quantitative data:

- Survey: Prepare an online survey and distribute it to a representative sample of Saudis. The survey will measure:
  1. Travel habits and frequency.
  2. Preferences for local travel destinations
  3. Perceptions of domestic tourism (reasons for choosing or not choosing domestic travel)

Segmentation of data by demographics (age, income, family structure) and travel preferences. This will help to understand the specific needs and opportunities within different segments of the local tourism market.

In quantitative research, the researcher carefully plans and designs the study before collecting the data. To collect the data, the researcher uses tools like questionnaires or tools that enable him to collect the statistical data. The data can therefore be presented in statistical and numerical form.

The researcher considers quantitative data. The quantitative method is more effective and can precisely test the hypothesis.



### **3.3 Research Methodology**

The research methodology used in this study is called the "Deductive Approach" In this study, we are not creating a new theory, rather, the researcher is testing a hypothesis. Argod (2012) states that the main benefit of the deductive methodology is that it enables the researcher to form and test his research hypothesis. A deductive methodology is typically related to quantitative data. Our research is logical in that it progresses from general concepts to conclusions. In this study, we have gathered our ideas from Saudi Arabia's tourist attractions and the future of domestic tourism in Saudi Arabia.

### **3.4 Sampling Methods**

We used convenient sampling methods to collect the study sample in this research. Convenient sampling methods are prone to bias and the variables are calculated according to our estimation. Convenient sampling is commonly used in experimental and hypothesis testing practices. Generate or collect detailed information about the study. In this research, the sample size was 106 research participants across different regions in the Kingdom. Targeted Saudi citizens include both genders and various age groups.

### **3.5 Data Collection Method and Tools**

Surveying is a quantitative technique that makes use of a series of direct, closed-ended questions that help the researcher gather research data. The ten closed-ended questions in the current poll are as follows. There is structure to these questions as well. The method used to collect the data is digital ethnography. Google Forms is the online survey technology used. Emails, Instagram, WhatsApp, and other digital methods will be used to help collect the data. The primary benefit of the questionnaire is that it gives participants the privacy and flexibility to reply to the questions. The current study's survey takes roughly five minutes to complete for each participant's time.

### **3.6 Data Analysis**

Different kinds of analysis techniques exist, such as statistical and descriptive analysis. Following receipt of the survey findings from the quantitative approach, the statistical analysis method is used to examine and present the data. The process of gathering and analyzing data to identify and document any patterns or trends is known as statistical analysis. Furthermore, data can also be presented and explained in simpler forms using content analysis.

## CHAPTER 4: RESULTS

The research's analysis of the survey will be shown in this section. There were 106 research participants in the sample. The survey's graphical analysis is shown in the Results section. There were questions about demographics in the first segment.

### 4.1 Demographic Data

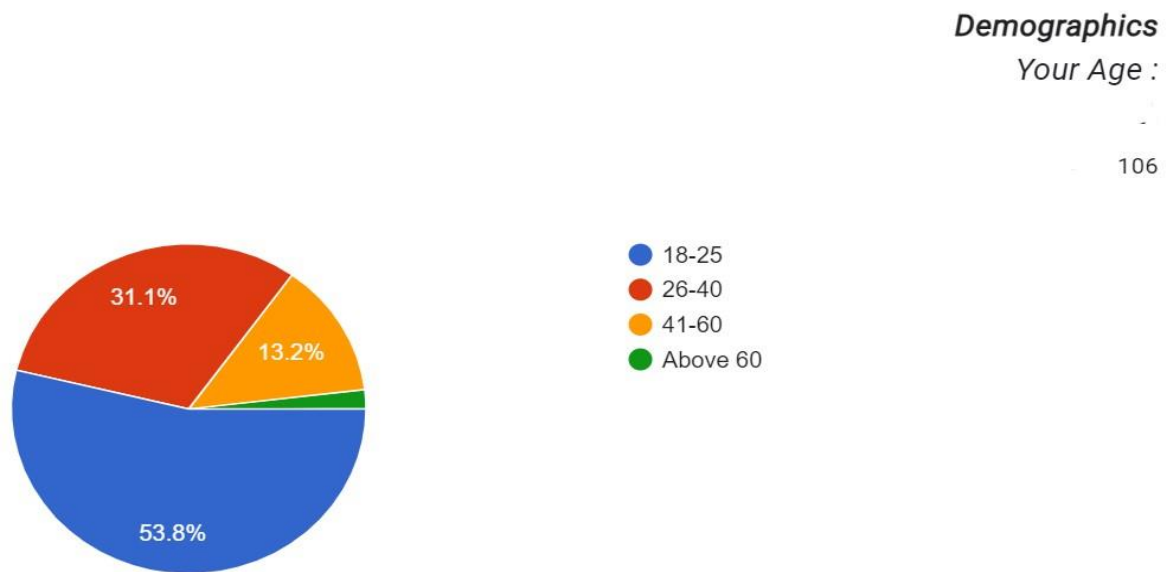


Figure 1

53% of the research participants belonged to the age group of 18 – 25 years, 31% of research participants belonged to the age group of 26 –40 years, 13% of the research participants belonged to the age group of 41 – 60 years and 2% of the research participants belonged to the age group of 60+ years.

Gender :

106

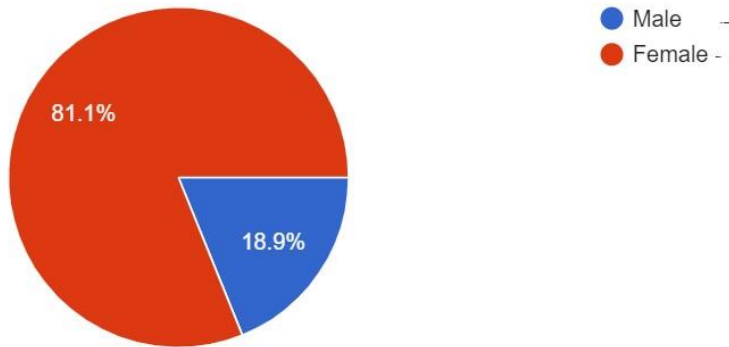


Figure 2

81% of the research participants were female and 18% were male.

Occupation :

106

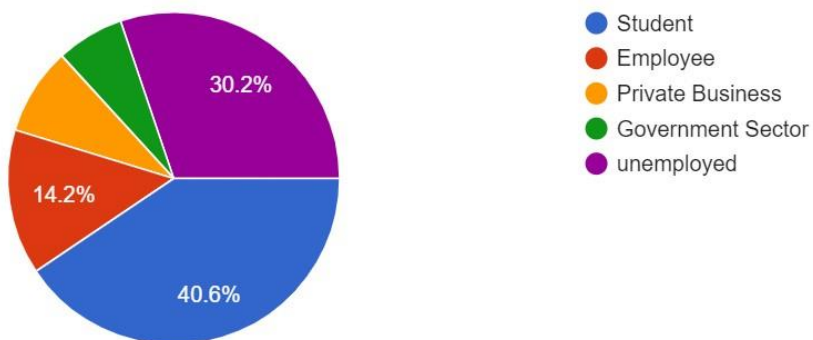


Figure 3

40% of the research participants were students, 30% of the research participants were unemployed, 14% of the research participants were employees, 8% of the research participants were private businesses, and 6% of the research participants were Government sector.

when have you recently traveled within Saudi Arabia ?

106

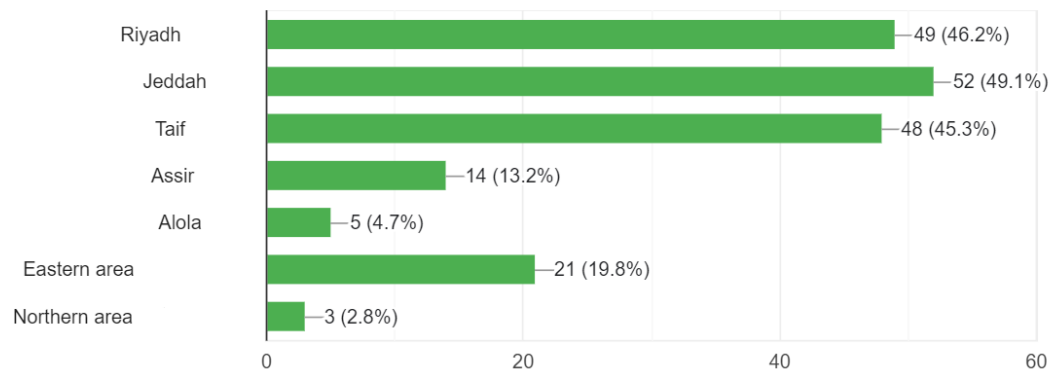


Figure 4

49% of the research participants traveled to Riyadh region, 52% of the research participants traveled to Jeddah, 48% of the research participants traveled to Taif, 21% of the research participants traveled to the Eastern area, and 14% of the research participants traveled to Assir, 5% of the research participants traveled to Alola, and 3% of the research participants traveled to Northern area.

How do you feel about the activities that attract Saudis to the city area

106

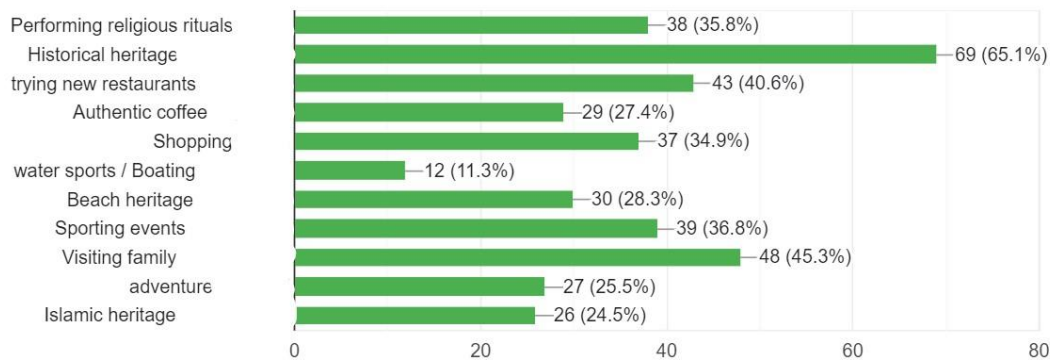


Figure 5

69% of the research participants displayed that performing religious rituals attracts visitors to the city/region, 48% of the research participants displayed that visiting family attracts visitors to the city/region, 43% of the research participants displayed that trying new restaurants attracts visitors to the city/region, 39% of the research participants displayed that sporting events attract visitors to the city/region, 37% of the research participants displayed that shopping attracts visitors to the city/region, 30% of the research participants displayed that beach heritage attracts visitors to the city/region, 29% of the research participants displayed that authentic coffee attracts visitors to the city/region, 27% of the research participants displayed that adventure attracts visitors to the city/region, and 12% of the research participants displayed that water sports and boating attract visitors to the city/region.

How often do you travel for leisure in ksa

106

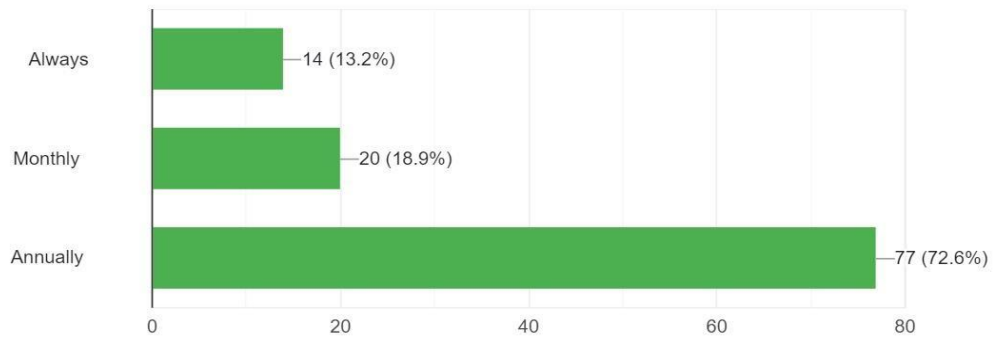


Figure 6

77% of the research participants annually travel for entertainment internally in KSA, 20% of the research participants monthly travel for entertainment in KSA, and 14% of the research participants always travel for entertainment internally in KSA.

What type of accommodation do you prefer ?

106

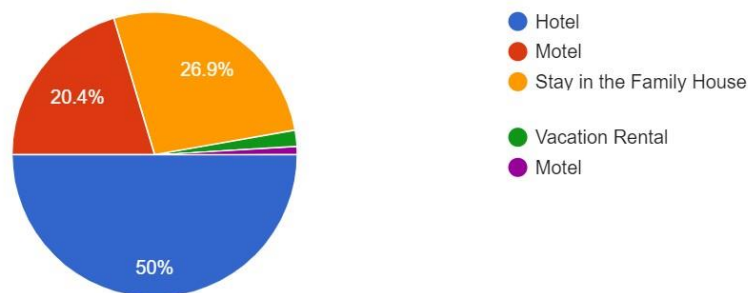


Figure 7

50% of the research participants prefer accommodation in a hotel, 26% of the research participants prefer accommodation in the family house, 20% of the research participants prefer accommodation in a motel, and 2% of the research participants prefer accommodation in a vacation rental.

Do you prefer to visit :

106

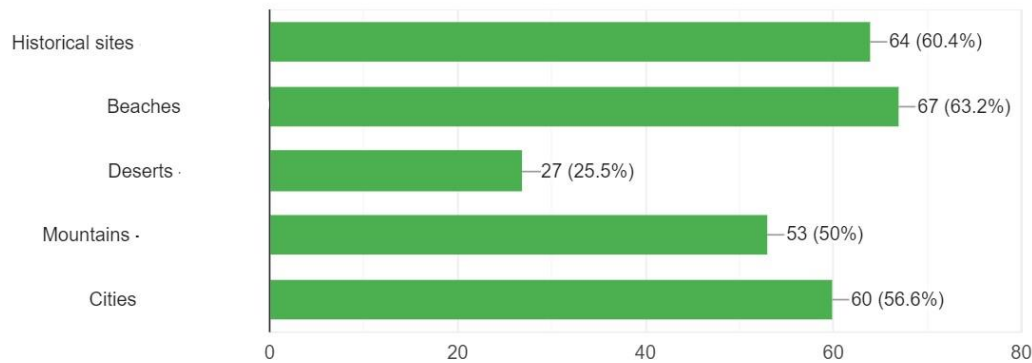


Figure 8

67% of the research participants prefer to visit beaches, 64% of the research participants prefer to visit historical sites, 60% of the research participants prefer to visit cities, 53% of the research participants prefer to visit mountains, and 27% of the research participants prefer to visit Cities Research participants prefer to visit deserts.

Since the launch of Saudi Vision 2030, the field of domestic tourism has developed  
Do you prefer internal or abroad travel ?

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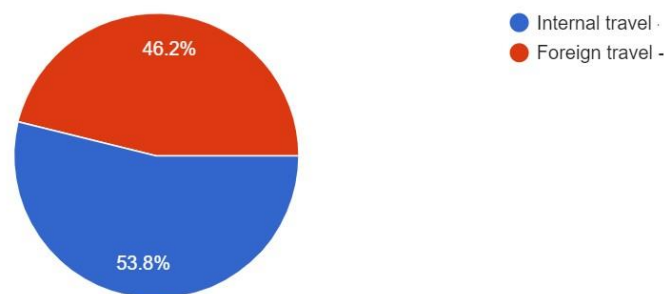


Figure 9

53% of the research participants prefer internal travel, and 46% of the research participants prefer external travel.

Are there any tourist attractions in Saudi Arabia that you would like to visit in the future

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Figure 10

40% of the research participants would like to visit Alola as a tourist attraction in Saudi Arabia, 30% of the research participants would like to visit Neom as a tourist attraction in Saudi Arabia, 30% of the research participants would like to visit a lot of tourist attractions in Saudi Arabia like Qiddiyah, AlDariyah, the Line, Umloj, Abha, Assir, Farsan Island, Alsoddah, Khobar, Ithraa Museum, Makkah, Madinah, Riyadh season, Jeddah season, Alehssa, Tabuk, Albaha, Alqassim, Hail.



## CHAPTER 5: CONCLUSIONS / DISCUSSION

### 5.1 Conclusion

The realization of Vision 2030's goals for domestic tourism will depend on a forward-thinking approach that seizes new opportunities, extending the encouraging trend of infrastructural growth and possible regulatory changes. This can involve organizing focused marketing efforts to highlight travel-friendly activities and places as well as expediting the booking process. Long-term sustainability will also depend on encouraging a responsible tourism culture that honors regional traditions and customs. These advertising campaigns ought to highlight the range of products and services on offer, from gorgeous locales and up-and-coming entertainment venues to historical and cultural attractions. Emphasizing the cost-effectiveness and ease of use of domestic travel in contrast to foreign choices will encourage Saudi citizens to travel within their nation. Last but not least, increasing the sense of patriotism and admiration for the nation's rich history will greatly increase domestic travel. Initiatives and educational programs that highlight Saudi Arabia's distinct cultural heritage might inspire people to discover and take in the beauties that exist right outside their doorstep. By cultivating a feeling of pride and attachment to native locations, Saudi Arabia can establish a devoted clientele of domestic travelers who will propel the industry's expansion in the future.

### 5.2 Discussion

In my opinion, A judicious combination of actions can help Saudi Arabia boost domestic tourism and realize Vision 2030's objectives. Infrastructure development should continue to be prioritized, with an emphasis on improving transportation networks, expanding the variety of lodging alternatives (such as low-cost lodges and family-friendly resorts), and developing distinctive attractions that appeal to a broad spectrum of interests. Incentives for travel, such as targeted discounts and loyalty programs, can also promote return trips and exploration of new areas. Marketing initiatives need to be multifaceted and data-driven. The secret is to highlight the uniqueness and beauty of Saudi sites using social media channels that are well-liked by the local populace. Working along with bloggers and travel influencers can help spread the word even more. Creating educational and aesthetically pleasing travel guides that target certain interests (such as historical locations, adventurous activities, or family getaways) will also be beneficial for attracting potential travelers. Lastly, encouraging ethical tourism behaviors that honor regional customs and cultures will guarantee the industry's long-term viability. Under Vision 2030, Saudi Arabia can establish a robust domestic tourism industry that drives economic growth and boosts national pride by putting these recommendations into practice.

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