Determinants of Interior Tourism Industry in kingdom of Saudi Arabia: Economic and Social Impacts

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ABSTRACT

Given the significance of development of tourism sector in KSA, this research aims to identify and address the means that would promote and stimulate domestic tourism in KSA. The study aims to detect the social and economic determinants of the domestic tourism weighting on the foreign tourism, which will being considering in the formulating policies. The results reveal that increase the chances of internal tourism weighting on foreign tourism to the Saudi citizen in compared with non-Saudi resident. The mouthy capita, spending on domestic tourist trip, education, and the effectiveness of the role of the media is one of the most important factors that had increased the ratio of the weight of internal tourism opportunities in the Kingdom. The study recommends to increase and improve the quality of tourist services and give more attention of internal tourism for marketing and other purposes as well as the stimulation of local tours.

1. INTRODUCTION

Saudi Arabia tourism business occupies a special sector, where it witnessed rapid growth rates in comparison to other sectors. The total contribution of tourism sector in Saudi economic performance is approximately 241 billion Saudi Riyals (RS) in 2017 and increased of approximately 4.6% of the total GDP growth which is about 5239.13 billion Saudi Riyals (RS) (The world travel and Tourism Council, 2018) and this percentage is expected to reach about 9.4% of GDP by 2030 Kingdom vision (2017), which stressed the need to neutralize the oil as a source of income through multiple alternative income means that the decisions of huge projects in the tourism sector such as draft right and the Red Sea and recreational camels club and falcons club pour into this direction. Furthermore, the vision presented for localization of entertainment and a way to promote attractions in the Kingdom. Accordingly, the expected entertainment projects have been created thorough studies in terms of responding to the requirements of promoting local tourism, reduce the drain of funds and people abroad in most seasons leading to, and rotate tens of billions inside the home economy instead of wastage on foreign tourism. The UNWTO (2018) also announced that during 2005 and 2016 in Asia international tourists arrivals increasing an average 7% per year compared to the world average of 4%. Saudi Arabia accounts for about 80% of them. Meanwhile the Tourism is one of the wildest growing business of various countries and in 2017 tourists estimated as 1.32 billion arrivals worldwide, that is more with 84 million in compared by 2016 (UNWTO, 2018) KSA has countless prospective for tourism expansions and promotions due to its well-known ancient religious stories and history, traditional norms and variety of natural ecosystem and well–organized kingdom. In addition, to the KSA try to stimulate and motivate the national income growth. The present study aims to address the indicators of tourism in KSA in terms of tourism preference, purposes, and quality. Furthermore, the study aims to detect the social and economic determinants of the likelihood of domestic tourism weighting on the foreign tourism, which will be being considering in the formulating policies.

From figure 1. The total expenditure of the external tourism beyond 2009 is exceed to the total expenditure of the domestic tourism; however, it is reduced after 2009. The expenditure of the internal tourism is greater than the external tourism during last year's i.e. as the per capita.

Figuer 1. Development of tourism expenditures and percapita income
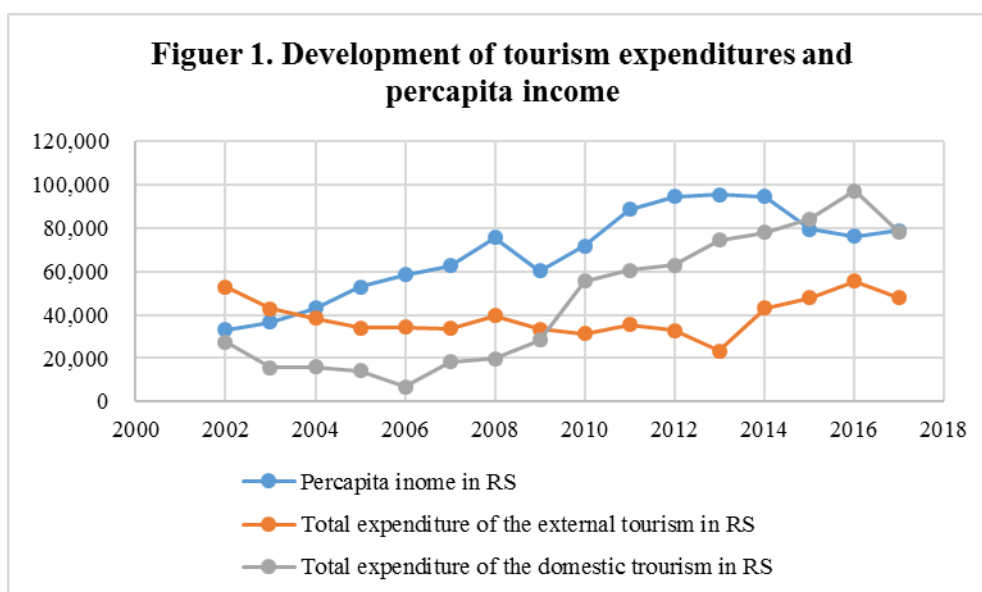
Source: Saudi Arabian Monetary Authority, 2019.

1.1. Significant of tourism

In the recent years, definite countries worldwide seek for increasing and variation in the economics earning and put the priority to tourism sector by enriching systematic scientific researches via original articles and /or conferences. Such as the tourism sector act as significant parts for many nations as a source of income, employment, export earnings, public returns and commerce opportunities (Kesar and Čuić, 2017) and represent a dominant role in the economic well-being of some countries particularly the small counties (Šergo and Gržinić, 2018). Recently, tourism being unique of the chief dynamics industries in most countries (Pascariu et al., 2018) and impacts the livelihoods of destination communities for both good and bad moral (Ming et al., 2019) . Whereas, Castañeda et al. (2019) adopting a NOVA method to determine the tourism segments to a destination and spending, and indicate that, there were significant differences in average spend by tourist segment and distribution of total expenditure across the segments. Hence, some tourist travel in groups and the group with which the tourist is travelling affects the individual's spending patterns (Long-Yi & Chen, 2009). Moreover, Puah et al. (2018) analysing the tourism determinants by achieving the Auto Regressive Distributed Lag (ARDL) test of co-integration to examine the dynamic association between tourism demand and its determinants. In addition, Puah et al., (2014) found that, there are negative association between tourism demand with both exchange rate and travelling costs whereas there the real income and trade openness had positively affect tourism demand. Study achieved by Albaladejo and González-Martínez (2018), using, the nonlinear dynamic econometric model and further advanced to form the standard dynamic equation in order to estimate the tourism demand and effects between previous tourists and quality of tourism services and congestion. They found a non-constant effect of the previous number of tourists over current tourists according to their analysis period. Moreover, both the local tourism industry and related industry and sectors such as agriculture, forestry and fisheries, business associations, administrative agencies, and non-profit organizations should be more open-minded toward foreigners, so as to promote long stays and cooperate with tourism marketing.

1.2. Factors affecting tourism

Many studies search for most factors/ determinants affecting the tourism in the world thus most researches considering the economic, social, habits, geographical and heaths status of the country tourism elements. Furthermore, Manomaivibool (2015) and Filimonau and De Coteau (2019) argued that in developed countries the development and growth of tourism activities in the area correlates positively with hospitality food waste. Nikjoo & Ketabi, (2015) using pull and push model confirm that motivation is a basic determinant of tourists' behaviour and has an important role in tourism. Yang et al. (2010) confirmed a positive relationship between having heritage sites and tourist numbers in China and the relationship is stronger for natural rather than for cultural heritage sites.

Cafiso et al. (2016) using the gravity model to analyse the tourism economics as trade and they found that there are relationship between distance and travel costs and hence the distance is commonly expected to have a negative effect, in combined on the size of tourism movements. Cheng-Fei and King (2019) state that the top three factors supposed most important to destination attractiveness for tourists

are provision of accommodation, availability of public transportation and accessibility to tourism attractions. Moreover, Madaleno et al., (2019) mentioned that the traits of local agro-food products, food-related personality characters, as the most important aspects that impact visitors' intentions to consume these products and to recommend them after a tour. Study done by Chen & Lin (2019) for determining the effect of the weather and macroeconomic conditions on the Taiwan's whale-watching tourism industry and their results indicated that, the main factors effect whale-watching tourisms are temperature and relative price changes. Further Lee and change (2016) adopted some macroeconomics factors to detect the interactions with foreign-exchange earnings from tourism by applying the logistic growth curve and they attained to fact that the logistics growth curve has high explanatory power and that macroeconomic have significant effects on foreign-exchange earnings from tourists.

2. MATERIAL AND METHODS

The present study based on the comprehensive primary data using the interview via structural questionnaires. The study adopted sectional data, which gathered through filed survey (2017/2018), whereas the random sample including the regions among the best received by tourists in KSA. Three dissimilar regions in Saudi Arabia named as Medina, Riyadh and Eastern region (Tourist Information and Research Centre, 2018), so as one of the most important shrines of Medina in Saudi Arabia, Riyadh for being the capital city and its urbanization, the eastern region is the largest population areas and by province, Mont-newly designated World Heritage list according to UNESCO.

The study relied on quantitative statistical analysis method by applying logistic regression model to identify the most important factors influencing the likelihood of domestic tourism in the Kingdom on foreign tourism. This model was selected since the dependent variable values are binary variables (preference for domestic tourism or foreign tourism) (Gerdoci, 2017). Logistic regression model was estimated by maximum likelihood method to overcome the problems that arise if the estimate using simple regression method of Ordinary Least Square (OLS). As well as the study using a dummy variable to distinguish the effectiveness or ineffectiveness of the role of information and tourism and antiquities.

According to equation constructed by Puri (1980)[1] to determine the sample size, given that the total population of Saudi Arabia in 2017 is approximately constituted 32,552,336 inhabitants (General Statically Authority, 2018), the sample size of this study as about 400 people and consequently were grouped around 440 identification, 44 were excluded as identification for not fulfilling the required data where the number of final questionnaires and the analysis about 396 identification only. According to the data identifying the main study variables that are trying to include logistical model according to Kleinbaum and Klein (2010), he stated that the logistic regression is a popular mathematical modelling procedure used in the analysis of epidemiologic data. Whereas the independent variables future included both quantitative and qualitative variables. The information about economics aspects such as the average of per capita income (in 1000 SR/month), average of spending on domestic tourist trip (in1000 RS/flight) and other economics quantitative information were gathered. Whereas the qualitative data are collected subject to:

Ordinary variables: Citizen, education level, place the individual's residence, the purpose of internal tourism trip (religious, medical, visit relatives, education..etc.), effectiveness of public authority for tourism campaigns and national heritage, the effectiveness of the role of the media in the promotion of domestic tourism, age, gender, types of transportation using in the internal tourist trip and information about tourism quality.

3. RESULTS

Based on study objectives, three qualitative indicators of the tourism had analysed named as tourism preferences, purposes and quality. The simple analysis result illustrates that 68.7% of the responses prefer foreign tourism while 31.3% of them prefer domestic tourism (Table 1). In the past Saudi tourists travel to outside nations, particularly to Asian or Europe nations for spending their main vacations but our results indicate that this norm declines and may be related to the financial crisis or improvements/promotions of the domestic tourism in KSA.

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[1] Pur equation to determine the sample size illustrates as: $n = \dfrac{4N}{4 + \frac{(N-1)e^2}{pq}}$. Whereas: n =sample size, N= population size, e: error rate is equal to 0.05, p availability of neutral and property equal to 0.50, q: is equal to 0.50 to avoid bias.

Table 1. Qualitative indicators of tourism in KSA

Tourism preferences		
Tourism manner	Frequencies	%
Internal	272	68.7
External	124	31.3
Total	396	100
Tourism purposes		
Tourism purposes	Frequencies	%
Religious tourism	246	62.12
Historicaltourism (Archaeological)	111	28.03
leisure tourism	33	8.33
Other	6	1.52
Total	396	
Tourism quality		
Quality Scales	Frequencies	%
Amazing	112	28.3 %
Good	95	23.9 %
Mediocre	81	20.5 %
Need improvement	73	18.5 %
Depraved	35	8.8 %
Total	396	100

Source: Field survey results, 2017/2018.

Furthermore, it is clear that 62.12% of the samples surveyed prefer religious tourism and 28.03% of them prefer archaeological tourism while 8.33% prefer leisure tourism (table 1.). The results of the study reveal that the highest percentages of the sample surveyed (28.3%) graded domestic tourism in Saudi Arabia as excellent, whereas 23.9%, 20.5% and 18.5% graded the domestic tourism as good, mediocre and needs to improve; respectively. A few percentages of the sample surveyed (8.8%) considered that domestic tourism in Saudi Arabia is depraved.

From table 2, the present results correlation matrix show that, identity card had significant association between internal tourism purposes (p >0.05) and internal tourism expenditures. (p >0.01), likewise, effectiveness of media reveals a positive relation between effectiveness of public authority for tourism campaigns and internal tourism expenditures (p >0.05), beside, the latter two variables connected firmly with each other and have highly significant impact on tourism.

Several attempts had performed to estimate a logistic model using SPSS software and exclude variables that did not prove confidence or not consistent with economic logic orientation, whereas the best results are shown in the following table 3.

From table 3. It is clear that the designed model seems significantly of the all involved variables in the model according to result of chi-square test. The independent variables included in the model contribute to the likelihood of internal tourism opportunities in the Kingdom on foreign

tourism by more of 32%. According to estimated model, is illustrated most important factors among those factors in the study-which increase the ratio of weighted odds ratio of domestic tourism in KSA, the probability that Y = 1), those factor are included: monthly per capita income, expenditure on internal tourism trip, identity card, purpose of trip, the effectiveness of the role of the media and tourism campaigns effectiveness and effectiveness of the Agency's tourism campaigns. Where there is a direct correlation between the average monthly per capita income and percentage of the weight of domestic tourism in the KSA, so that in case of increase in per capita real 1000/month that will increase the chance of tipping the domestic tourism in Saudi Arabia for foreign tourism by1%.

Whereas, the results show an inverse relationship between the amount of expenditure on internal tourism trip and the percentage of the weight of domestic tourism in Saudi Arabia for foreign tourism. Hence, that in case of increasing spending on domestic tourist trip by 1000/month, this leads to lower the weight of domestic tourism in the KSA of foreign tourism by about 9%. Likewise, it is clear that the weight of domestic tourism in Saudi Arabia about the resident foreign tourism below Saudi citizen counterparts by about 48%, this mean that any citizen has increased chances of internal tourism, foreign tourism weighting in comparison to the resident. In case of the purpose of tourism journey in KSA, the results reveal that the ratio of the weight of domestic tourism in Saudi Arabia for foreign tourism for religious purpose it is greater

Table 2. Simple matrix correlation of the estimated tourism variables

Measured variables	PCI	ID	ITP	EM	EPATC	ITE
PCI						
Pearson correlation (Sig. 2-talied)	1					
ID						
Pearson Correlation	-0.094	1				
Sig. (2-tailed)	(0.189)					
ITP						
Pearson Correlation	0.051	-.258-[**]	1			
Sig. (2-tailed)	(0.473)	(0.000)				
EM						
Pearson Correlation	0.000	0.880	0.056	1		
Sig. (2-tailed)	(1.00)	(.218)	(0.434)			
EPATC	-0.035					
Pearson Correlation	(0.626)	-.060-	0.076	.410[**]	1	
Sig. (2-tailed)		(.399)	(0.287)	(0.000)		
ITE						1
Pearson Correlation	0.107	-.176*	0.656	0.399**	0.243**	
Sig. (2-tailed)	(0137)	(0.013)	(0.656)	(0.000)	(.001)	

Source: Filed surveyed results, 2017/2018.
**. Correlation is significant at the 0.01 level (2-tailed). *. Correlation is significant at the 0.05 level (2-tailed).
Note: PCI= Per capita income, ID= Identity card (ID), ITP= Internal tourism purposes, EM= Effectiveness of media, EPATC= Effectiveness of public authority for tourism campaigns, ITE = Internal tourism expenditures.

Table 3. Explanation of logistic regression model for domestic tourism preference in Saudi Arabia

Variables in the Equation	B	Wald	df	Sig.	Exp(B)
PCI	.010	4.212	1	.040	1.010
ITE	-.094	5.983	1	.014	.910
ID (1)	-.649	3.972	1	.054	.523
ITP		18.655	2	.000	
ITP (1)	.262	18.460	1	.000	1.300
ITP (2)	-.229	2.701	1	.100	.796
EM (1)	.947	6.153	1	.012	2.578
EPATC (1)	.111	9.052	1	.001	1.117
EM (1)* EPATC(1)	1.711	13.172	1	.000	5.535
Constant	.661	.574	1.325	1	.250

* Chi-square = 22.431 (Sig. = .0 04), 2 Log likelihood = 123.716, Cox & Snell R Square = .287 and Nagelkerke R Square = .321.

Note: Where: PCI = Per capita income, ITE = Internal tourism expenditures, ID= Identity card (1= citizen), ITP = Internal tourism trip purposes (1 = religious, 2 = shopping and entertainment shopping and entertainment), EM= Effectiveness of media (1 = effective), EPATC = Effectiveness of public authority for tourism campaigns (1 = effective).
Source: Authors' calculation, 2019.

that than others tourisms purposes by 30%. While the chances of internal tourism weighting for shopping and entertainment opportunities for other purposes of internal tourism weighting by about 20%. The results show that religious purpose is highest in increasing the chances of weight domestic tourism compared to other purposes (shopping and entertainment, visiting relatives, treatment, study and work). By way of the role of the Saudi Tourism Antiquities Authority in promoting and encourage the interior tourism , it is clear that whenever campaigns and festivals of Tourism Antiquities Authority are effective from the perspective of the respondent's vision, the greater the chances of tipping the domestic tourism in Saudi Arabia for foreign tourism twice and a half (158%). Whereas the various Saudi medias play significant role in stimulating domestic tourism as the Saudi media

were effective in promoting domestic tourism from the perspective of the respondent, the greater the likelihood ratio of domestic tourism in Saudi Arabia for foreign tourism by about 12%. Whereas role of tourism and antiquities authority together with various media are effectively in promoting domestic tourism, the likelihood ratio of domestic tourism in Saudi Arabia for foreign tourism increases with around 624.

4. CONCLUSION AND FURTHER SUGGESTIONS

The current article aims to detect the social and economic determinants of the likelihood of domestic tourism weighting on the foreign tourism, which will being considering in the formulating policies and in turn analyses the weight of domestic tourism to external tourism. The study depends on sectional data collected through questionnaires and depends on quantitative statistical analysis method using applied logistic regression model to identify the most important factors influencing the likelihood of domestic tourism in the KSA on foreign tourism. The most important obtained results reveal that increase the chances of internal tourism weighting on foreign tourism to Saudi citizen in compared with non-Saudi resident. Whereas the capita monthly, spending on domestic tourist trip, education, and the effectiveness of the role of the media is one of the most important factors that had increase the ratio of the weight of internal tourism opportunities in the KSA. The study address various suggestions and recommendation ensuring that the advised for further researches on tourism studies that are related to search of promoting and enhancing the role of knowledge and origination in tourism and embracing the vision 2030 in KSA. The study recommends to increase and improve quality of tourist services and give more attention for marketing purposes, recreational (sports, cultural, etc.) and focus on programs and diverse tourist patterns which targeting domestic tourism and local tourists as well as the stimulation of local tours.

5. ACKNOWLEDGMENT

Conflict of Interest

The authors declare no conflict of interest.

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الملخص العربي

المحددات الاقتصادية والاجتماعية للسياحة الداخلية في المملكة العربية السعودية

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هدف الدراسة : تسعى الدراسة إلى تحديد أهم المحددات الاجتماعية والاقتصادية لترجيح السياحة الداخلية بالمملكة على السياحة الخارجية لأخذها في الاعتبار عند رسم السياسات المعنية بذلك. وسوف تعتمد الدراسة على أسلوب التحليل الإحصائي الكمي بتطبيق نموذج الانحدار اللوجستي Logistic Model لتحديد أهم العوامل المؤثرة في ترجيح السياحة الداخلية بالمملكة على السياحة الخارجية نظراً لكون المتغير التابع ثنائي القيم Binary variables (تفضيل السياحة الداخلية أم السياحة الخارجية)، ويتم التقدير بطريقة Maximum Likelihood للتغلب على المشاكل القياسية التي تنشأ حالة التقدير باستخدام الانحدار البسيط بطريقة Ordinary Least Square. فضلاً عن استخدام Dummy Variable للتمييز بين فعالية أو عدم فعالية بعض المحددات. وسوف تعتمد الدراسة على بيانات مقطعية يتم جمعها من خلال مسح استبياني (خلال عام ٢٠١٨م) لعينة عشوائية من ثلاث مناطق وهي:المدينة المنورة، والرياض، والمنطقة الشرقية. وتم اختيار هذه المناطق كونها من ضمن المناطق الأكثر استقبالاً للسياح بالمملكة (مركز المعلومات والأبحاث السياحية، ٢٠١٨). ومن أهم النتائج المتوقعة أن تزداد فرص ترجيح السياحة الداخلية عن السياحة الخارجية للمواطن السعودي مقارنة بالمقيم غير السعودي، وأن كل من: دخل الفرد الشهري، وقيمة الإنفاق على الرحلة السياحية الداخلية، والتعليم، ومدى فعالية دور وسائل الإعلام تعد من أهم العوامل التي تزيد من نسبة ترجيح فرص السياحة الداخلية بالمملكة.

الكلمات المفتاحية :السياحة المحلية ، العوامل الاجتماعية والاقتصادية ، السياحة الداخلية ، الإنفاق