



Some Inhibiting Factors of Domestic Tourism in Saudi Society: Perspectives from Males and Females

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ARTICLE INFO	ABSTRACT
	<p>This research examines the behavior and attitudes of Saudi tourists towards domestic tourism in the Kingdom of Saudi Arabia. The study aims to understand the factors influencing citizens' preferences for domestic tourism, their motivations, and their demand for domestic tourism services. The research utilizes survey data collected from a sample of families and university students in Riyadh. The findings highlight the importance of promoting domestic tourism as an industry that contributes to the national economy and prevents the outflow of money outside the country. The study recommends comprehensive tourism planning, raising tourism awareness, supporting family-oriented tourism activities, improving tourism services, ensuring affordability, and encouraging research in the field of tourism.</p> <p>Keywords: Saudi tourists, domestic tourism, tourism services, tourism planning, tourism awareness.</p>

1 Introduction

In the past three decades, tourism has witnessed an unprecedented global interest. It has evolved from being a luxury reserved for a limited segment of affluent individuals to becoming a desired activity for the general public. This growing interest in tourism is not coincidental; rather, it is a result of several factors. One of these factors is urban expansion, which drives people to escape the city and the daily routine in search of relaxation and leisure.

Domestic tourism is considered a vital source of revenue for any country's tourism industry, accounting for approximately 80% of the total global tourism expenditure. However, this percentage varies from one country to another. For example, in the United States, it reaches 94%, while in the United Kingdom, it is 70%, and in Switzerland, it is 46% (Al-Aqeel, 1423 AH). Saudi Arabia is among the countries that are in great need of promoting and revitalizing domestic tourism among its citizens, given the low contribution of the tourism sector to the Kingdom's overall GDP. In 2001, it accounted for only 4%, equivalent to 9.6 billion dollars, ranking it third in terms of importance after the oil and gas industry. Additionally, there are high levels of expenditure on international tourism by Saudi citizens. The average expenditure of Saudi tourists on international tourism per night is one of the highest globally, reaching around 500 Saudi riyals, compared to a range of 250 to 300 riyals spent domestically per night (Al-Aqeel, 1423 AH).

This study aims to identify some inhibiting factors of tourism in Saudi society from the perspectives of both males and females. The need for such knowledge becomes apparent when considering that overcoming the difficulties and obstacles facing domestic tourism will lead to its prosperity and reduce the negative social and economic impacts associated with international tourism on the society.

2 Problem of the Study and its Significance:

The current study's problem lies in understanding the opinions of a sample of individuals from the Saudi society, both males and females, regarding the inhibiting factors of domestic tourism. This knowledge will help identify the obstacles hindering domestic tourism and consequently attempt to mitigate these barriers for the development of a promising domestic tourism sector.

The significance of this study is highlighted through its connection to the importance of the tourism sector in the Kingdom of Saudi Arabia and its economic impact on the society. By identifying the prominent inhibiting factors of domestic tourism from the perspectives of males and females and presenting them to the responsible authorities in charge of domestic tourism planning in the Kingdom, it aims to establish effective policies and measures to enhance domestic tourism. Furthermore, this study will contribute scientifically to our understanding of the nature of inhibiting factors of domestic tourism in Saudi society from the viewpoints of both males and females, thereby enriching our knowledge in this field.

3 Study Objectives and Research Questions:

Based on the review of the study's problem and significance, it is evident that the primary objective of this study is to identify the inhibiting factors of domestic tourism from the perspectives of males and females in Saudi society.

This study aims to answer the following main research question:

What are the inhibiting factors of domestic tourism in Saudi society from the viewpoints of males and females? And what are the influencing factors?

This main research question branches out into the following sub-questions:

- Are there statistically significant differences between the male and female samples in their perceptions of the obstacles of domestic tourism?
- Do the attitudes of the respondents from different genders towards the barriers of domestic tourism differ based on their age groups?
- Do the attitudes of the respondents from different genders towards the barriers of domestic tourism differ based on their social (or family) status?
- Do the attitudes of the respondents from different genders towards the barriers of domestic tourism differ based on their educational levels?
- Do the attitudes of the respondents from different genders towards the barriers of domestic tourism differ based on their occupations?
- Do the attitudes of the respondents from different genders towards the barriers of domestic tourism differ based on their economic levels?

4 Theoretical Framework and Previous Studies:

4.1 Conceptualization of the Study:

Definition of Tourism: One of the initial challenges in studying tourism is the diversity of definitions and the overlap between tourism, recreation, and leisure. According to Robinson (1976), one early definition of tourism refers to the general concept of individuals traveling outside the political borders of their home country for a period exceeding 24 hours and less than one year, with the purpose not being permanent residence, work, study, or mere transit. However, this definition does not encompass domestic tourism that occurs within the borders of the country where the tourist resides. As this study focuses on the barriers to domestic tourism, the researcher will adopt the definition provided by Mathieson and Wall (1987) for domestic tourism, which defines domestic tourists as individuals who travel within their own country and stay away from home for a period exceeding 24 hours. This study will consider this definition as a procedural definition for the concept of domestic tourism. Barriers refer to all the social, cultural, psychological, personal, and spatial factors, including resources and services, that may influence individuals, both males and females, in a society to decide to spend their vacation outside their homeland.

Concept of Attitudes: Attitudes are defined as a tendency to act in a manner consistent with specific interconnected and defined subjects or positions. The social use of the term "attitude" refers to the extent of response through relationships, obligations, and social opinions towards a specific subject, forming an attitude towards it (Hamid, 1997). The construction of attitudes involves three components. The first component is the cognitive component, which involves a person's perception of the subject of the attitude, their beliefs, ideas, and acceptability of arguments related to it. The second component is the affective component, which refers to the person's feelings and desires towards the subject of the attitude, determining the degree of their liking or disliking of the subject. The third component is the behavioral component, which involves the response and readiness to respond to the subject of the attitude in some way. These three components of attitude construction are interrelated and differ in terms of congruence and degree of change (Sweif, 1978).

4.2 Theoretical Framework:

The majority of theoretical perspectives that have attempted to explain the reasons behind individuals' desire to move from their daily living places to new locations for the purpose of relaxation and leisure view tourism and recreation as intertwined concepts. These perspectives consider tourism as a social means to alleviate the nervous disturbances that arise from prolonged work hours. Tourism and recreation provide individuals with the freedom to explore and be spontaneous, which helps rejuvenate the body, restore depleted energy from work, and alleviate nervous, mental, and psychological stress. Some theoretical frameworks also view tour-

ism as an opportunity to satisfy personal needs and self-interests that cannot be fulfilled due to the routine nature of daily work.

Other theoretical dimensions perceive tourism as a fertile field for relaxation and escaping the troubles and tensions resulting from daily life. For some, tourism may be seen as a form of escape and staying for a specific period in a place far from the pressures of daily life and its routines. The tourist aims to change the familiar places they are used to seeing and discover new places that they are not accustomed to in their home country. Thus, tourism is a search for new experiences that the tourist cannot find in their original homeland (Burkart and Medlik, 1987; Cohen, 1979; Colton, 1987; Fish, 1982).

In this study, "attitudes" refer to the combined judgments, emotional feelings, and behavioral tendencies of the participants towards domestic tourism, which are expressed through their written responses to the questionnaire items used in this study.

4.3 Previous Studies:

The truth is that the Kingdom of Saudi Arabia did not experience tourism as a professional organized industry until recently. Therefore, the available research in this field is limited, and we will review some of them as examples to complement the aspects of the topic.

One of the closest studies to this research is the study conducted by Al-Nabawi (1412 AH) on tourism in the city of Jeddah. The study included a random sample of 350 Saudi tourists in Jeddah during the half of the academic year to determine the most important variables in attracting individuals to domestic tourism. The researcher found that family income and expected travel costs are the most significant variables that attract individuals to domestic tourism.

Another study conducted by Al-Ghamdi (1996 CE) examined the attitudes of tourists towards domestic tourism services in the Kingdom of Saudi Arabia to understand their motivations for domestic tourism. The researcher found that Saudi families are interested in domestic tourism for recreational purposes, and visiting relatives comes in second place as a motivation. The cultural motivation, which involves acquiring new knowledge about tourist areas in the kingdom, ranks third, while shopping motivation ranks fourth.

The Turkistani (1406 AH) conducted a study on the factors influencing the behavior of local tourists towards domestic tourism, with the aim of making domestic tourism decisions. The study was conducted on a sample of 222 individuals randomly selected from several tourist regions in the Kingdom. The researcher found that the most important factors influencing tourists' attitudes towards domestic tourism, ranked by importance, are geographic and natural factors, followed by economic factors. The researcher also found that recreational factors are influenced by the age and social status of local tourists. However, the researcher did not find any relationship between domestic tourism and the income level of families.

In the study by Al-Aqeel (1423 AH) on the factors influencing citizens' attitudes towards domestic tourism in the Kingdom of Saudi Arabia, it was found that citizens' attitudes towards domestic tourism vary depending on their perception of its compatibility with their social customs and traditions, family size, price levels, and the educational level of the respondents.

4.4 Discussion of Previous Studies:

The reviewed previous studies represent some of the studies that discussed the dimensions of domestic tourism. It is worth noting that the majority of these studies had small sample sizes and did not differentiate between males and females. Additionally, most of these studies were academic theses characterized by limited resources and geographic coverage. The aforementioned highlights the urgent need for further in-depth studies on the subject.

5 The procedural measures:

5.1 A. Procedural Definitions of Study Variables:

The objectives and research questions of the study included several variables and terms that require procedural definitions (specification of measurement levels) to facilitate their collection and statistical analysis. In this study, we attempted to follow the procedural definitions used in previous studies to facilitate comparison of the results. This is particularly evident in the characteristics (or attributes) of the sample individuals, such as age, marital status, educational levels, economic status, and occupation.

The term "sample individuals" or "units of sampling" in this study refers to those from whom the data was collected (those who responded to the study questions).

The term "visitor" or "tourist" refers to an individual who has traveled from their place of residence (made a visit) to another place within the Kingdom of Saudi Arabia for the purpose of tourism or vacation and stayed at least one night in that place.

5.2 Sample and Data Collection Tool:

The study population represents Saudi citizens residing in various regions of the Kingdom. Two samples were selected, one representing the male population and the other representing the female population. The samples were chosen from seventeen locations (cities and villages) distributed across different administrative regions, representing both urban and rural communities.

The primary sample for males consists of 1000 men aged 17 years and above. The female sample consists of 500 women aged 17 years and above.

To collect the data, a questionnaire was constructed for each sample. Each questionnaire consists of three parts. The first part includes questions about the participants' tourism experiences (places they have visited for tourism, preferred places to visit within the Kingdom, and perceived obstacles to domestic travel). The second part includes multiple statements measuring the participants' attitudes and opinions towards tourism concepts, both domestic and international, as well as working in tourism professions. The third part includes questions about the characteristics and attributes of the sample individuals and their families, such as place of birth, age, marital status, educational levels, and economic status.

Since this study examines the opinions and attitudes of the sample individuals regarding the obstacles perceived to hinder domestic tourism, the following statistical analyses will focus on the individuals in the sample who have undertaken domestic trips during the specified period. The analysis includes individuals who have undertaken only domestic visits or both domestic and international visits, totaling 1351 tourists, or approximately 87.6% of the total sample population.

6 Data Description and Analysis:

This section of the study involves the description, analysis, and extraction of data. It consists of two main parts:

- Part 1: Preliminary statistical description of the study variables, including a comparison between the male and female samples regarding these characteristics.
- Part 2: Addresses the research questions by analyzing the attitudes of males and females regarding the perceived obstacles to domestic tourism. The second part begins with a binary comparison between males and females regarding their agreement or disagreement with twenty-two selected statements that describe potential obstacles to domestic tourism. This is followed by the construction of aggregate indicators for these statements. Finally, a descriptive and analytical presentation is provided for these indicators and the factors influencing them.

6.1 First: Preliminary Statistical Description of the Characteristics of the Male and Female Samples:

1. Ages: The age group (26-35) represents the highest percentage among both the male and female samples, accounting for 37.5% for males and 37% for females.
2. Marital Status: Married individuals represent the highest percentage, with 67.4% of males and 71.2% of females being married, compared to 32.6% of unmarried males and 28.8% of unmarried females.
3. Educational Level: The study data indicates that the majority of the male sample holds a high school diploma or equivalent, accounting for 39.2%. On the other hand, the female sample predominantly holds educational qualifications below a high school diploma, accounting for 46.7%.
4. Occupation: The study data indicates that the majority of the male sample works in government positions, accounting for 44.2%. Meanwhile, the majority of the female sample are engaged in domestic work, accounting for 73.5%.
5. Monthly Family Income: The study data indicates that the majority of the male sample falls within the income range of 6000 to 9000 Saudi Riyals, accounting for 31%. The female sample falls within similar income levels compared to males, with a slight increase in the percentage, accounting for 35.7%.
6. Travel and Tourism Experience: The data indicates that the majority of the male sample have experienced both domestic and international travel, accounting for 55.7%. On the other hand, the vast majority of the female sample have only experienced domestic travel, accounting for 70.2%.

6.2 Second: Attitudes of the Sample regarding Obstacles to Domestic Tourism:

A. Preliminary Description and Comparison between the Male and Female Samples:

Table 1 includes 22 phrases or sentences that describe potential obstacles that may hinder domestic tourism or discourage Saudi individuals from engaging in domestic tourism. Each phrase has a frequency distribution and percentage representing the extent of agreement (or disagreement) of males and females in the sample with the content of each phrase. To measure the similarity or difference (discrepancy) between genders for each phrase separately, the Chi-square test was used, and the result was recorded in the last column of the table.

It is noteworthy that, except for the three phrases with numbers (3, 5, 8) which are respectively: "Despite what is said about domestic tourism, there are still social obstacles that hinder its success," "Tourism requires more flexibility in organizing tourism activities," and "Continuous tourism awareness is necessary in domestic tourism areas for tourism to succeed," all the results of the Chi-square test indicate statistically significant differences between males and females in their evaluation of the various phrases. These differences can be detailed as follows:

The first phrase in Table 1 indicates that the majority of the male and female sample respondents' answers ranged from somewhat agreeing to fully agreeing that "Tourism investors are only concerned about excessive

profit." The percentage of somewhat agreeing and fully agreeing respondents reached 42.3% and 43% for males, and 35.4% and 22% for females, respectively, which are the highest percentages in the table. This variation in the responses of the sample individuals is statistically significant.

Table (1): Comparison between male and female participants in terms of their attitudes towards domestic tourism barriers

Num-ber	Statements	Gender	Strongly Disagree		Disagree		Uncertain		Somewhat Agree		Strongly Agree		Value of Squar e
			Frequen- cy	%	Frequen- cy	%	Frequen- cy	%	Frequen- cy	%	Frequen- cy	%	
1	Tourism investors are only concerned with excessive profit.	Males	17	1 . 8	92	10. 0	89	9.7	326	42. 3	369	43. 0	71.5*
		Fe- males	22	5 . 1	84	19. 6	47	11.0	181	35. 4	94	22. 0	
2	Considering the repetitive and expensive activities, I believe that the relevant authorities do not monitor the operators of tourism activities.	Males	25	2 . 7	94	10. 3	202	22. 0	308	33. 6	288	31. 4	22.8*
		Fe- males	17	4 . 0	80	18.7	95	22. 2	128	30. 0	107	25.1	
3	Tourism services should be offered at prices that are suitable for all economic levels in our country.	Males	2	. 2	10	1.1	28	3.1	287	31.3	591	64. 4	9.0
		Fe- males	1	. 2	6	1.4	6	1.4	109	25. 4	307	71.6	
4	Despite what is said about domestic tourism, there are still social obstacles that hinder its success.	Males	24	2 . 6	141	15.3	135	14.7	384	41. 8	235	25. 6	* 43.6
		Fe- males	22	5 . 2	109	25. 5	64	15. 0	177	41.5	55	12. 9	
5	Tourism requires more flexibility in organizing tourism activities.	Males	12	1 . 3	44	4.8	79	8.6	410	44. 6	374	40. 7	9.2
		Fe- males	1	. 2	18	4.2	29	6.7	223	51.9	159	37. 0	
6	Many individuals in Saudi regions do not know how to deal with tourists.	Males	53	5 . 8	179	19.5	143	15.6	340	37.1	202	22. 0	54.9*
		Fe- males	44	1 0 . 3	145	33. 8	48	11.2	142	33.1	50	11.7	

Number	Statements	Gender	Strongly Disagree		Disagree		Uncertain		Somewhat Agree		Strongly Agree		Value of Square
			Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%	
7	The interference and intrusion of some people make me uncomfortable with domestic tourism.	Males	72	7.9	237	25.8	144	15.7	262	28.6	202	22.0	80.8*
		Females	62	14.5	183	42.8	46	10.7	104	24.3	33	7.7	
8	Continuous tourism awareness is necessary in domestic tourism areas for tourism to succeed.	Males	4	.4	11	1.2	29	3.2	283	30.8	593	64.5	6.1
		Females	0	0	8	1.9	8	1.9	148	34.4	266	61.9	
9	The shyness of meeting acquaintances prevents me from engaging in many activities in tourist sites within the Kingdom.	Males	205	22.3	372	40.5	134	14.6	124	13.5	84	9.1	* 36.5
		Females	74	17.2	241	56.0	28	6.5	56	13.0	31	7.2	
10	Compared to international tourism, domestic tourism complexities are not unique or exclusive.	Males	69	7.5	177	19.3	250	27.2	258	28.1	165	18.0	133.7*
		Females	48	11.2	195	45.5	95	22.1	71	16.6	20	4.7	
11	Domestic tourism means more social pressure for me and my family.	Males	157	17.0	422	45.8	165	17.9	135	14.7	42	4.6	118.7*
		Females	99	23.1	210	49.0	49	11.4	62	14.5	9	2.1	
12	Tourism services in our country are still weak and limited.	Males	89	5.2	198	21.5	86	9.3	344	37.4	245	26.6	159.5*
		Females	48	20.7	161	37.4	20	4.7	125	29.1	35	8.1	
13	We do not have tourism activities in the true sense of tourism.	Males	110	12.0	237	25.8	90	9.8	287	31.2	196	21.3	* 57.7
		Females	82	19.1	171	39.8	37	8.6	95	22.1	45	10.5	

14	Domestic tourism means a high financial loss in exchange for low-quality tourism services.	Males	122	1 3 3	339	36. 8	162	17.6	186	20. 2	111	12.1	118.7 *
		Fe- males	148	3 4 5	179	41.7	25	5.8	48	11.2	29	6.8	
15	Tourism activities in our country do not meet the needs of women.	Males	62	6 7	260	28. 3	177	19. 2	298	32. 4	123	13. 4	70.8 *
		Fe- males	26	6 0	124	28. 8	15	3.5	167	38. 8	98	22. 8	
16	Tourism activities in our country do not meet the needs of the elderly.	Males	69	7 5	150	16. 3	163	17.7	283	30. 7	256	27. 8	* 16.2
		Fe- males	15	3 5	90	21. 0	58	13. 6	151	35. 3	114	26. 6	
17	Domestic tourism is only directed towards children.	Males	79	8 6	269	29. 2	162	17.6	274	29. 8	137	14. 9	* 60.0
		Fe- males	61	1 4 2	140	32. 6	14	3.3	155	36. 0	60	14. 0	
18	Poor service in domestic tourist areas makes me prefer inter-national tourism.	Males	76	8 3	305	33. 2	161	17.5	235	25. 5	143	15.5	166.1 *
		Fe- males	103	2 4 0	228	53.1	29	6.8	52	12.1	17	4.0	
19	I believe that the tourist attractions we have in the kingdom are not enticing enough for tourism.	Males	160	1 7 4	273	29. 6	176	19.1	205	22. 3	107	11.6	111.1 *
		Fe- males	115	2 6 8	211	49. 2	18	4.2	64	14.9	21	4.9	
20	Domestic tourism is not real tourism, so I do not spend my money on it.	Males	138	1 5 0	389	42. 3	187	20. 3	124	13.5	82	8.9	126.0 *
		Fe- males	164	3 8 1	186	43. 3	24	5.6	40	9.3	16	3.7	
21	I do not think our country can be a genuine tourist destination.	Males	248	2 6 9	372	40. 4	124	13.5	108	11.7	69	7.5	* 23.6
		Fe- males	133	3 0 9	209	48. 6	31	7.2	40	9.3	17	4.0	

Number	Statements	Gender	Strongly Disagree		Disagree		Uncertain		Somewhat Agree		Strongly Agree		Value of Square
			Frequency	%	Frequency	%	Frequency	%	Frequency	%	Frequency	%	
22	I do not have much confidence in the advantages of domestic tourism compared to international tourism.	Males	97	10.6	297	32.3	228	24.8	202	22.0	95	10.3	* 59.8
		Females	83	19.3	195	45.3	68	15.8	64	14.9	20	4.7	

The value of the chi-square is statistically significant at a level of (0.05) or less

In the same context, the majority of the sample, both males and females, responded to statement number (2) in the table, which addresses "the lack of supervision of tourism activity operators regarding tourism service prices," with a response ranging from somewhat agree to strongly agree, indicating a lack of innovation in this area. This difference in response between males and females is statistically significant.

As for statement number (3), "despite what is said about domestic tourism, there are still social obstacles that hinder its success," although the majority of respondents, both males and females, lean towards somewhat agree to strongly agree, the data in the table indicate that these differences are not statistically significant.

The data in the table indicate that the majority of male respondents' responses to statement number (4), which indicates "the existence of obstacles that hinder the success of domestic tourism," range from somewhat agree to strongly agree, while females' responses varied between somewhat disagree and somewhat agree. This difference in agreement levels is statistically significant.

Regarding the perception of the sample respondents towards statement number (5) in the table, which addresses the "necessity of flexibility in organizing tourism activities," the variation between male and female responses in this statement does not represent statistical significance according to the chi-square value. The male respondents' answers mostly fell between somewhat agree and strongly agree, similar to the responses of females.

When asking the respondents about the extent of Saudis' proficiency in dealing with tourists (statement 6), the difference between males and females in this statement was statistically significant, as indicated by the chi-square value in the table. The majority of male responses ranged from somewhat agree to strongly agree, while female responses varied between somewhat disagree and somewhat agree.

The data in table number (1) in paragraph (7) indicate that "the interference and intrusion of others make some people uncomfortable with domestic tourism." The attitudes of males and females towards this statement varied significantly, as indicated by the chi-square value. The majority of male responses ranged from somewhat agree to somewhat disagree, while female responses varied between somewhat disagree and somewhat agree.

There are no statistically significant differences in the response of the sample individuals to the statement "The necessity of continuous tourism awareness in domestic tourism areas for tourism success" (paragraph 8), as indicated by the chi-square value. The responses of both males and females were mostly concentrated in the range from agree to somewhat agree.

"The embarrassment of meeting someone known to the domestic tourist is one of the reasons that some people avoid domestic tourism" (paragraph 9) represents a statistically significant variation, as indicated by the chi-square value. While the majority of male and female sample respondents fell into the disagree category, the percentage of female disagreement was higher, with 56% compared to 40.5% for males. The highest percentage of complete disagreement was among males with 22.3%, while for females it was 17.2%.

The majority of male and female sample respondents do not agree with statement number (11) in the table, which indicates that "domestic tourism means more social pressures for them and their families." The opinions of the sample individuals ranged from disagreement to complete disagreement with the previous statement, and the variation in attitudes between males and females regarding this statement is statistically significant, as indicated by the chi-square value.

The majority of male sample respondents agree to some extent or disagree with statement number (12), which states that "tourism services in our country are still weak and limited." Their responses ranged from somewhat agree to strongly agree. On the other hand, the responses of female respondents varied between disagreement and somewhat agree to the previous statement. This difference in response between male and female sample individuals is statistically significant.

The responses of the majority of male sample individuals ranged from somewhat agree to disagree with statement number (13) related to "the absence of real tourism activities" while the opinions of the majority of female individuals ranged from disagreement to somewhat agree. This difference in opinions between male and female sample individuals is statistically significant, as indicated by the chi-square value.

The responses of the majority of male individuals ranged from disagreement to somewhat agree with statement (14), which indicates that "domestic tourism means a high financial loss for low-quality tourism services." On the other hand, the opinions of the majority of female individuals ranged from disagreement to complete disagreement. This difference in opinions between males and females is statistically significant, as indicated by the chi-square value.

Regarding the satisfaction with the statement number (15) "The tourism activities in our country do not meet the needs of women," the majority of male responses ranged from somewhat agree to disagree, while female responses ranged from somewhat agree to disagree. The differences in responses between males and females were statistically significant.

As for meeting the needs of elderly individuals with tourism activities (statement 16), the responses of both males and females ranged from somewhat agree to strongly agree that tourism activities in our country do not meet the needs of the elderly. These differences between males and females were statistically significant.

Regarding "directing domestic tourism for children" (statement 17), the responses of both males and females were distributed between somewhat agree and disagree, and these differences were statistically significant.

Regarding statement number (18) related to "preferring international tourism due to poor service in domestic tourist areas," the majority of male responses fell between disagree and somewhat agree, while female responses were mostly in the disagree to complete disagreement category. These differences were statistically significant.

When asked about their belief that "we do not have attractive tourist destinations" (statement 19), the majority of male responses fell between disagree and somewhat agree, while female responses had higher percentages ranging from disagree to complete disagreement. These differences were statistically significant, as indicated by the chi-square value.

The majority of both males and females do not agree with the statement that "domestic tourism is not real tourism, and money should not be spent on it" (statement 20). The majority of male responses ranged from disagree to uncertain about their position. As for females, the majority of their responses ranged from disagree to complete disagreement. These differences were statistically significant, as indicated by the chi-square value.

Regarding statement number (21) that indicates "I don't think our country can be a proper tourist destination," the majority of both males and females did not agree with the previous statement, ranging from disagreement to complete disagreement. The variation in responses between the respondents in the previous paragraph indicates statistically significant differences.

For the last statement in the table regarding "the respondents' lack of trust in what is said about the advantages of domestic tourism compared to international tourism," the responses of both males and females disagreed with the statement. This variation indicates statistically significant differences, as indicated by the chi-square value.

B. Constructing indicators of domestic tourism obstacles:

As evident from the analysis of the data in Table 1, there are significant differences between males and females in their attitudes towards the obstacles of domestic tourism. The question we can raise here is whether the attitudes of both groups differ based on their characteristics (age, marital status, etc.) and their tourism experiences. In other words, do the attitudes of genders vary in relation to the obstacles of domestic tourism based on their social and economic characteristics and tourism experiences? To answer this question, we can measure the differences for each statement and the different characteristics of both males and females. However, due to the possibility of similarity in responses among multiple statements as they measure a specific dimension of domestic tourism obstacles, such as the dimension related to service prices, for example, we

resorted to placing different statements in indicators that measure different dimensions of domestic tourism obstacles.

To construct these indicators, Factor Analysis was used to reduce the number of statements (22) to a smaller number of factors, where each factor includes a specific number of statements (or variables) that are correlated with each other.

The values of the analysis results shown in Table 2 indicate that the variables (or statements) are grouped under four main factors, with each factor containing a number of variables. Based on the wording of the statements included in each factor, we can assign the following labels to them:

- 1- Factor 1: It relates to obstacles associated with general tourism services and activities, or the general physical environment of domestic tourism. It contains eight statements.
- 2- Factor 2: It relates to obstacles associated with specialized tourism services and activities, or the physical environment of tourism specific to certain population groups. This factor contains three statements.
- 3- Factor 3: It relates to obstacles associated with the social environment, and it contains eight statements.
- 4- Factor 4: It relates to obstacles associated with the prices of tourism services and activities, and it contains three statements.

Although some variables have relatively higher values on one factor compared to other factors, many of them also load onto other factors with lower values in addition to the main factor they belong to. This situation indicates what is known as factor complexity, which shows that the variables describe more than one aspect of domestic tourism obstacles. For example, the statement "We do not have tourism activities in the true sense of tourism" is found to load onto Factor 1 (general tourism services and activities) in Table 2 in terms of factor loading values. However, it also loads onto each of the factors related to activities. Therefore, we have also created a fifth index (referred to as the overall index) that combines all the variables mentioned in the above four factors, as well as the economic factor. This factor complexity indicates that the statements describe different dimensions of tourism obstacles.

Table (2): Results of factor analysis for the attitudes of the sample individuals towards some obstacles of domestic tourism.

Statements	Factors			
	Factor 1	Factor 2	Factor 3	Factor 4
Firstly, Obstacles related to the physical environment of tourism (general tourism services and activities):				
Domestic tourism is not considered real tourism, so I don't spend money on it.	0.73			
Poor service in domestic tourist areas makes me prefer international tourism.	0.68			0.43
Domestic tourism entails high financial loss for low-quality tourism services.	0.66			
I believe that the tourist attractions we have in the Kingdom are not appealing for tourism.	0.65			
We do not have tourism activities in the true sense of tourism.	0.61	0.37		0.30
I don't think our country can be a proper tourist destination.	0.60	0.30		
I have more confidence in the advantages of international tourism compared to domestic tourism.	0.60	0.28	0.30	
The tourist services in our country are still weak and limited.	0.54			0.34
Secondly, Obstacles related to the physical environment of tourism (specialized tourism services and activities):				
The tourism activities in our country do not meet the needs of women.	0.30	0.95		
The tourism activities in our country do not meet the needs of the elderly.	0.28	0.87		
Domestic tourism is only aimed at children.	0.26	0.65		0.32
Thirdly, Obstacles related to the social environment of tourism (social obstacles):				
Tourism requires more flexibility in organizing tourist activities.	0.30	0.32	0.67	
Continuous tourism awareness is necessary in domestic tourist areas for tourism to succeed.			0.66	
Compared to international tourism, domestic tourism has numerous complications.	0.32		0.62	
Domestic tourism means more social pressures for me and my family.	0.30		0.49	
Many people in Saudi regions do not know how to deal with tourists.		0.31	0.47	
Some people's interference and intrusion make me uncomfortable with domestic tourism.	0.32		0.45	
The embarrassment of meeting people I know makes me avoid many activities in tourist sites within the Kingdom.	0.33		0.44	
Despite what is said about domestic tourism, there are still social obstacles that hinder its success.	0.30	0.34	0.43	
Fourthly, Obstacles related to the prices of tourism services (economic obstacles):				
Tourism investors are only concerned with excessive profit.				0.73

Statements	Factors			
	Factor 1	Factor 2	Factor 3	Factor 4
Considering the high cost of repeated activities, I believe that the relevant authorities do not monitor the organizers of tourist activities.	0.32			0.62
Tourism services should be offered at prices that suit all economic levels in our country.	0.30		0.36	0.54

And for setting indexes for the factors, it is possible to use standardized scores (correlation coefficients) for the factor that can be directly extracted with the results of computer outputs. Another method can also be followed to construct composite indexes by aggregating the raw values of the items that fall under each factor. This latter method is characterized by the ease and clarity of comparing the averages of the indexes compared to the first method. Therefore, the composite index method was followed, which is a method adopted in many previous studies. Four indexes were developed for the male sample, and the same applies to the female sample.

Table (3) contains a statistical description of the constructed indexes of tourism obstacles. The differences in the statistical description measures for each index (such as means, for example) are due to differences in the number of items included in the composition of each index. It is noticeable that the means related to the male sample are somewhat higher than their counterparts in the female sample. Moreover, the standard deviations indicate a higher level of homogeneity in opinions among individuals in the female sample compared to the male sample.

Table (3): Statistical description measures for the indexes of domestic tourism obstacles for males and females.

Tourism Obstacles Indexes	Males				Females			
	Mean	Standard Deviation	Lowest Value	Highest Value	Mean	Standard Deviation	Lowest Value	Highest Value
Prices of Services and Tourist Activities	12.4	2.1	5	15	11.6	2.2	3	15
Social Environment of Tourism	27.4	4.6	12	40	25.0	4.3	12	39
General Tourism Services and Activities	23.4	7.0	8	40	18.4	6.3	8	39
Targeted Tourism Services and Activities	9.8	2.5	3	15	9.8	3.0	3	15
Overall Obstacles Index	73.1	12.8	39	110	64.7	12.5	36	105

C. The Relationship between Sample Characteristics and their Perception of Domestic Tourism Obstacles:

This section addresses the study's research questions and examines the data presented in Tables (4-16) to explore the relationship between the four mentioned indexes of domestic tourism obstacles and the characteristics of the male and female samples separately. The following is a summary of the results in light of the research questions.

• Research Question 1:

Are there statistically significant differences between the male and female samples in their perception of domestic tourism obstacles?

Table (4) indicates that there are substantial (or statistically significant) differences between males and females in three of the average scores of domestic tourism obstacles indexes: the economic index, the social index, and the general tourism services and activities index. This is supported by the calculated "t" value and the accompanying significance levels. The average scores of these three indexes suggest that males feel more strongly than females that the prices of services and tourist activities, the social environment of tourism, and general tourism services and activities are obstacles to domestic tourism. However, there were no significant differences between males and females regarding their perception of targeted tourism services and activities, indicating that the deficiency in this aspect is evident to both genders.

Table (4): Variations between Domestic Tourism Obstacles Indexes and Gender of the Sample Individuals.

Tourism Obstacles Indexes	Gender		"t" Value	The Significance Level
	Male	Female		
Prices of Services and Tourist Activities	12.39	11.69	6.05	0.00

Social Environment of Tourism	27.43	25.00	9.69	0.00
General Tourism Services and Activities	23.46	18.35	13.70	0.00
Targeted Tourism Services and Activities	9.89	9.86	0.19	0.85
Overall Obstacles Index	73.13	64.78	11.79	0.00

• Research Question 2:

Do the attitudes of male and female respondents towards domestic tourism obstacles differ based on their age groups?

Table (5) reveals that the opinions and attitudes of males towards the four indicators of domestic tourism obstacles (service prices, social environment, general and targeted tourism services and activities) statistically differ based on their age categories. This is indicated by the calculated "F" values and the accompanying significance levels. It is evident that the age category between 26-45 years (middle-aged group) significantly differs in their attitudes towards domestic tourism obstacles compared to the other two age groups: those below 26 years (young age group) and those above 45 years (elderly group). As for the female sample, except for the indicator of general tourism services and activities obstacles, it is not evident that their opinions towards domestic tourism obstacles significantly differ based on their age groups. In other words, women's age categories do not explain the observed variations in their attitudes towards domestic tourism obstacles, whether these obstacles are service prices, social environment, or targeted tourism services and activities. This is evident from the values in Table (6). The age group between 26-45 years still has higher averages compared to the other two groups. The same result applies to both genders in the overall index of obstacles, as indicated by the last row in Tables (5) and (6).

Table (5): Variations between Domestic Tourism Obstacles Indicators and Age Categories for the Male Sample

Tourism Obstacles Indexes	Age Categories			Value (F)	The Significance Level
	Under 26 years	26-45 years	Over 45 years		
Prices of Services and Tourist Activities	12.0	12.6	12.2	6.3	0.00
Social Environment of Tourism	30.1	30.4	29.4	2.8	0.05
General Tourism Services and Activities	22.6	23.9	22.1	6.3	0.00
Targeted Tourism Services and Activities	9.5	10.1	9.5	5.3	0.00
Overall Obstacles Index	74.3	77.0	73.3	6.7	0.00

Table (6): Variations between Domestic Tourism Obstacles Indicators and Age Categories for the Female Sample

Tourism Obstacles Indexes	Age Categories			Value (F)	The Significance Level
	Under 26 years	26-45 years	Over 45 years		
Prices of Services and Tourist Activities	11.5	11.8	11.7	0.78	0.45
Social Environment of Tourism	27.4	27.8	26.8	1.63	0.19
General Tourism Services and Activities	17.8	18.9	16.9	3.51	0.031
Targeted Tourism Services and Activities	9.8	10.2	9.8	0.73	0.48
Overall Obstacles Index	66.5	68.7	65.5	2.35	0.09

• Research Question 3 :

Do researchers' attitudes towards domestic tourism barriers differ based on their social (or marital) status?

The data from Table (7) indicates that there are no statistically significant differences between married and single men in terms of their attitudes towards domestic tourism barriers, including indicators such as prices of services and activities, availability of general and targeted tourist services and activities, as well as the overall index of tourism barriers. This is also supported by the values of (t). The only statistical difference between married and single individuals is in the indicator of social environment for tourism, where married individuals perceive it (on average) as a greater barrier to domestic tourism compared to singles.

Table (7): Variation in indicators of domestic tourism barriers and the marital status of the male sample.

Tourism Obstacles Indexes	Marital status		"t" Value	The Significance Level
	متزوج	Single		
Prices of Services and Tourist Activities	12.4	12.5	0.48	0.63
Social Environment of Tourism	30.9	29.3	1.81	0.05
General Tourism Services and Activities	23.4	23.3	0.21	0.83
Targeted Tourism Services and Activities	9.8	9.8	0.11	0.91
Overall Obstacles Index	76.3	75.5	0.75	0.45

For the female sample, the data from Table (8) indicates the presence of statistically significant differences between married and unmarried women in terms of considering prices of services, tourist activities, and social environment as barriers to domestic tourism. The average values reveal that married women perceive the social environment as a greater barrier compared to unmarried women, while unmarried women consider prices to be a greater barrier to domestic tourism compared to married women. Additionally, the data in the table also suggests that there are no statistically significant differences between married and unmarried women in the sample regarding barriers associated with general and targeted tourist services and activities or the overall index of tourism barriers.

Table (8): Variation in indicators of domestic tourism barriers and marital status for the female sample.

Tourism Obstacles Indexes	Marital status		"t" Value	The Significance Level
	Married	Single		
Prices of Services and Tourist Activities	11.3	11.9	2.34	0.02
Social Environment of Tourism	28.9	27.3	1.87	0.05
General Tourism Services and Activities	18.9	18.1	1.22	0.22
Targeted Tourism Services and Activities	10.1	10.0	0.42	0.67
Overall Obstacles Index	68.7	67.2	1.10	0.27

• Research Question 4 :

Do researchers' attitudes towards domestic tourism barriers differ based on their educational levels?

Based on the data from Table (9), it is evident that the opinions and attitudes of males towards domestic tourism barriers, as represented by the four indicators specified in the table, statistically differ based on their educational levels. This is indicated by the values of "F" and the accompanying significance levels. It is found that the average attitudes of males with a "university level or higher" education significantly differ from those with the two preceding educational levels in their attitudes towards domestic tourism barriers.

Table (9): Variation in indicators of domestic tourism barriers and educational levels for the male sample.

Tourism Obstacles Indexes	Educational levels				Value (F)	The Significance Level
	Below secondary	Secondary equivalent	or	University level or higher		
Prices of Services and Tourist Activities	12.2	12.3		12.8	6.9	0.00
Social Environment of Tourism	29.3	30.3		30.7	5.8	0.00
General Tourism Services and Activities	22.2	23.3		24.3	5.8	0.00
Targeted Tourism Services and Activities	9.8	9.8		9.9	0.18	0.83
Overall Obstacles Index	73.5	75.6		77.7	6.7	0.00

For the female sample, the data from Table (10) indicates a statistically significant difference in the attitudes of female researchers towards domestic tourism barriers, as represented by the four indicators, based on their educational levels. This is evident from the values of "F" and the accompanying significance levels. It is found that the average attitudes of females with a "university level or higher" education significantly differ from those with the two preceding educational levels in their attitudes towards domestic tourism barriers.

Table (10): Variation in indicators of domestic tourism barriers and educational levels for the female sample.

Tourism Obstacles Indexes	Average educational levels			Value (F)	The Significance Level
	Below secondary	Secondary or equivalent	University level or higher		
Prices of Services and Tourist Activities	11.5	11.7	12.2	3.5	0.03
Social Environment of Tourism	26.8	27.8	28.8	7.5	0.00
General Tourism Services and Activities	16.9	18.4	20.5	11.3	0.00
Targeted Tourism Services and Activities	9.8	9.9	10.6	2.9	0.05
Overall Obstacles Index	65.0	67.8	72.1	11.0	0.00

• **Research Question 5 :**

Do researchers' attitudes towards domestic tourism barriers differ based on the occupations they engage in? Based on the data from Table (11), it is evident that, except for the indicator of targeted tourist services and activities, there is a statistically significant difference in the opinions and attitudes of males towards domestic tourism barriers, as represented by the remaining three indicators, based on the occupations they engage in. This is indicated by the values of "F" and the accompanying significance levels. It is found that the average attitudes of males in the "employee" occupation significantly differ from the average attitudes in the other two occupations.

Table (11): Variation in indicators of domestic tourism barriers and occupational types for the male sample.

Tourism Obstacles Indexes	Occupational types			Value (F)	The Significance Level
	Employee	Self-employed	Other (retired, student)		
Prices of Services and Tourist Activities	12.6	12.5	12.0	5.2	0.00
Social Environment of Tourism	30.6	29.3	29.6	5.0	0.00
General Tourism Services and Activities	23.9	23.1	21.8	6.5	0.00
Targeted Tourism Services and Activities	9.9	9.8	9.6	0.9	0.97
Overall Obstacles Index	76.9	74.6	73.1	6.4	0.00

For the female sample, it is evident from the data in Table (12) that there is a statistically significant difference in the opinions and attitudes of female researchers towards domestic tourism barriers, as represented by the four indicators, based on their occupations. This is indicated by the values of "F" and the accompanying significance levels. It is found that the average attitudes of females in the "employee" occupation significantly differ from the attitudes and opinions of females in the "homemaker" occupation.

Table (12): Variation in indicators of domestic tourism barriers and occupational types for the female sample.

Tourism Obstacles Indexes	Occupational type		"t" Value	The Significance Level
	Employee	Homemaker or student		
Prices of Services and Tourist Activities	12.1	11.6	1.69	0.09
Social Environment of Tourism	28.6	27.3	2.57	0.01
General Tourism Services and Activities	20.2	17.7	3.45	0.00
Targeted Tourism Services and Activities	10.4	9.9	1.47	0.14
Overall Obstacles Index	71.4	66.4	3.42	0.00

• Research Question 6 :

Do the attitudes of male researchers towards domestic tourism barriers differ based on their income levels? Table (13) provides a statistical description of the indicators of domestic tourism barriers and income levels for a male sample. It was found that there are no statistically significant differences in their attitudes towards domestic tourism barriers, represented by the indicators of service and activity prices, social environment of tourism, availability of public tourism services and activities, targeted tourist services and activities, as well as the overall indicator of tourism barriers, regardless of their income levels. This is indicated by the values of "t" and the accompanying significance levels.

Table (13): Variation in indicators of domestic tourism barriers and income levels for the male sample.

Tourism Obstacles Indexes	Income Levels (in Riyals)			Value (F)	The Significance Level
	Below 6000	6000-8999	9000 and above		
Prices of Services and Tourist Activities	12.4	12.5	12.5	0.22	0.80
Social Environment of Tourism	28.9	30.1	30.6	1.48	0.22
General Tourism Services and Activities	23.2	23.0	23.9	1.20	0.30
Targeted Tourism Services and Activities	10.0	9.8	9.7	0.84	0.43
Overall Obstacles Index	75.6	75.2	76.7	0.99	0.37

For females, Table (14) indicates that there are no statistically significant differences in their attitudes and opinions towards domestic tourism barriers, regardless of their income levels. This applies to the four specific indicators mentioned in the table, as well as the overall indicator of tourism barriers. This is supported by the values of "t" and the accompanying significance levels.

Table (14): Variation in indicators of domestic tourism barriers and income levels for the female sample.

Tourism Obstacles Indexes	Income Levels (in Riyals)			Value (F)	The Significance Level
	Below 6000	6000-8999	9000 and above		
Prices of Services and Tourist Activities	11.6	11.7	12.0	0.93	0.38
Social Environment of Tourism	27.4	27.7	27.6	0.17	0.84
General Tourism Services and Activities	17.5	18.7	19.1	2.37	0.09
Targeted Tourism Services and Activities	10.0	10.1	10.1	0.09	0.91
Overall Obstacles Index	66.5	68.1	68.8	1.07	0.34

• Research Question 7 :

Do the attitudes of male researchers towards domestic tourism barriers differ based on their travel experiences?

It is evident from the data in Table (15) that the opinions and attitudes of males towards domestic tourism barriers, as represented by the four specific indicators mentioned in the table, statistically differ based on their travel experiences. This is indicated by the values of "F" and the accompanying significance levels. It is found that the average attitudes of those who have experienced both domestic and international travel significantly differ from the attitudes and opinions of those who have only engaged in domestic tourism. However, this difference is less pronounced in the indicators of service and activity prices, as well as targeted tourist services and activities.

Table (15): Variation in indicators of domestic tourism barriers and travel experiences for the male sample.

Tourism Obstacles Indexes	Travel Destination		"t" Value	The Significance Level
	Domestic travel only	Both domestic and international travel		
Prices of Services and Tourist Activities	12.4	12.5	1.41	0.15
Social Environment of Tourism	29.4	30.8	3.97	0.00
General Tourism Services and Activities	21.9	24.4	5.3	0.00

Targeted Tourism Services and Activities	9.7	9.9	1.65	0.08
Overall Obstacles Index	12.8	13.6	4.63	0.00

As for the female sample, the data in Table (16) indicates the presence of a statistical difference in the respondents' attitudes towards tourism constraints represented by the four indicators, depending on their travel experience, as evident from the values of (F) and the accompanying significance levels. It was found that the average opinions and attitudes of those who have had both domestic and international travel experiences statistically differ from the opinions and attitudes of those who have only had domestic travel experiences, particularly in relation to domestic tourism constraints. However, this difference appeared to be less pronounced in the indicator of directed services and tourist activities.

Table (16) Variation in Indicators of Domestic Tourism Constraints and Travel Experience for the Female Sample

Tourism Obstacles Indexes	Travel Destination		"t" Value	The Significance Level
	Domestic travel only	Both domestic and international travel		
Prices of Services and Tourist Activities	11.5	12.2	2.97	0.00
Social Environment of Tourism	27.1	28.6	3.04	0.00
General Tourism Services and Activities	17.4	20.4	4.34	0.00
Targeted Tourism Services and Activities	9.9	10.3	1.34	0.17
Overall Obstacles Index	65.9	71.7	4.09	0.00

7 Discussion of Results:

The field study results for the male and female samples regarding domestic tourism constraints revealed differences in the opinions of male and female participants regarding these constraints. This part of the results discussion will provide an explanation to highlight these differences.

It is also evident that there is agreement between males and females that there are social barriers hindering the success of domestic tourism. It is necessary to provide more flexibility in organizing tourist activities and ensure continuous tourism awareness in domestic tourism areas for the success of domestic tourism. There is an observed overlap among these three constraints, as social barriers require greater flexibility and awareness for people to accept societal changes and embrace domestic tourism.

The study results reflected that males feel more than females that the prices of services and tourist activities hinder the growth of domestic tourism. Naturally, as males are often responsible for family expenditures, their perception of this indicator is more prominent than that of females.

It is also evident that males perceive the social environment, general services, and tourist activities as more hindering elements for domestic tourism compared to females. This may be attributed to the fact that males have more experience in tourism experiences than females, enabling them to make comparisons. It is also evident that males between the ages of 26-45 perceive the four indicators of domestic tourism constraints (service prices, social environment, general services, and directed services) more than other age groups. This may be because this age group represents the productive segment of society, bearing the burdens and responsibilities of the family, and therefore, they have a greater awareness of problems and constraints compared to other age groups.

The study results also indicate that marital status does not significantly affect males' attitudes towards domestic tourism constraints, except for the indicator of the social environment for married individuals. However, for females, the social environment is considered a constraint for tourism among married individuals, while prices are perceived as a hindrance for tourism among unmarried individuals.

The truth is that higher education plays an important role in shaping the opinions of both males and females towards domestic tourism constraints. It has been evident that those with higher education levels, such as university or above, perceive economic, social, general services, and tourist activities constraints more than others, regardless of gender. This may be attributed to their awareness of the differences in others' experiences based on their level of education.

What is noteworthy in the current study is that income did not significantly influence individuals' attitudes towards tourism for both genders. This may be because individuals view tourism as an essential element in their lives, as indicated by the theories reviewed, where tourism has become a necessity for everyone. Therefore, everyone considers it a requirement of modern life regardless of their income level or economic situation.

Regarding travel experiences, they have had an impact on the opinions of both males and females regarding what they consider as constraints to tourism. Individuals' experiences in travel and international tourism enable them to make comparisons and assess the level of domestic tourism and their satisfaction with it.

The findings of this study align with previous studies and the theoretical frameworks reviewed in this study.

8 Recommendations:

Based on the findings of this study, the researcher recommends the following:

1. Transform domestic tourism in the Kingdom into an industry that contributes to the national economy and prevents the outflow of money outside the country. This can be achieved through comprehensive tourism planning that begins with identifying tourism resources and attractions and setting tourism plan objectives that do not conflict with the objectives of other sectors. The plan should then be implemented and monitored by the Supreme Tourism Authority in the Kingdom.
2. Raise tourism awareness to educate citizens about the importance of domestic tourism in the Kingdom. This can be done through media channels, brochures, newsletters, and organizing exhibitions and festivals that promote all tourism objectives and purposes.
3. Support and promote family-oriented tourism activities that respect social customs, traditions, and Islamic teachings, ensuring privacy during tourism activities in tourist areas within the Kingdom.
4. Provide unavailable tourism services and improve the existing ones in tourist areas within the Kingdom, catering to the aspirations, needs, and desires of all members of society, regardless of their age, social class, and economic and educational levels.
5. Ensure that all tourism services are affordable for families, with internal control imposed by the Supreme Tourism Authority in the Kingdom as the primary responsible entity for tourism.
6. Encourage tourism agencies to promote and market domestic tourism in the Kingdom by organizing promotional campaigns for tourist areas and arranging group trips to tourist attractions.
7. Encourage in-depth research and scientific studies on tourism by allocating a special budget for these studies and providing support for them.

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