
Youth attitudes towards the economic and social impacts of inbound tourism in the Kingdom of Saudi Arabia

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Abstract : The study aims to identify youth attitudes towards the economic and social impacts of inbound tourism in the Kingdom of Saudi Arabia, by identifying the economic and social impacts. The study relied in its theoretical framework on the theory of trends. The study also benefited from previous studies and theoretical literature specialized in the field of tourism and social sciences. The study is considered one of the descriptive studies based on collecting and analyzing field data, which depends on the quantitative approach through the use of the social survey method through the random sample. In order to achieve the objectives of the study, a questionnaire was designed to determine the youth's attitudes towards the economic and social impacts of incoming tourism in the Riyadh region, as it is the capital and the most densely populated area. The study reached a set of results, the most important of which are: Tourism raised the level of individuals' income. The human being to enjoy free time, interest in archaeological sites is a factor that attracts tourists, and one of the most important proposals that the study reached for the development of inbound tourism is to exploit villages in which there are natural elements to attract tourists, employ trained tourist guides, encourage businessmen to support domestic tourism, open institutes and specialties in the tourism field.

Keywords:

Introduction

Tourism is one of the most important social phenomena that must be taken care of, so we find that tourism studies in the whole world have dominated the economic aspects, as a result of the focus of interest in tourism as a good source of additional income in many Arab and European countries, and it represents a high percentage of national income. At the global level, tourism is one of the vital industries that directly affect the economic, social and cultural changes of countries. The Kingdom of Saudi Arabia has all the tourist elements capable of attracting different types of tourists due to the great diversity of natural and historical tourism resources, which makes it have a comparative advantage that enables it to compete internationally in tourism, which can be considered one of the elements of development on which it depends in the field of important economic sectors. The 2015 report of the World Tourism Organization (WTO) indicates that the number of tourists reached 657 million, and the share of the Middle East was 18 million, or 2.7%, indicating that the Arab countries' share of this vital economic field is lost, which requires further study and research.

Problem statement

Tourism is considered one of the vital economic fields for many countries, whether developed or developing, and the individual plays the largest role in it through his constant awareness stemming from a tourism culture based mainly on the need to attract tourists constantly, as well as the tourism heritage and the capabilities and tourism sites that the state has the main factor in bringing in a number Big tourists. Interest in tourism and tourism development has increased in the recent period, due to their intertwining with many sectors and their role in creating new job opportunities, supporting the balance of payments balance and thus contributing to economic development. Recent studies (Al-Deeb, 2017) confirm that the tourism industry is one of the fastest industries in terms of achieving growth rates, so we find many developing countries seek to harness all means to provide facilities that are supported by the necessary legislation to ensure the achievement of the desired goals of developing their tourism sector and tracking data on tourism. International, both internal and external, notes that the tourism industry has become one of the largest industries in the world, if not the largest at all. The Kingdom of Saudi Arabia is witnessing a new era in the tourism and entertainment industry to achieve Vision 2030 and is heading to discover its cities and tourist destinations that include many picturesque coastal sites and distinct heritage areas, and this contributes to becoming one of the tourist and entertainment attractions in the Middle East within a few years, The entertainment and tourism sector is of great importance for the development of the local economy in diversifying sources of income and increasing the GDP on an annual basis, as it belongs to the third basic sector in the economy, which is the services sector, in addition to supporting small and medium enterprises and raising the percentage of foreign direct investment to generate jobs in the entertainment sector. Creating comprehensive and varied recreational opportunities in line with international standards and making them available throughout the Kingdom, suited to all segments of society, including citizens and residents, and in line with the Saudi Vision 2030, (The Kingdom's Development Plan, 2019) The General Entertainment Authority and the Saudi Authority for Tourism and National Heritage are working to organize And the development of the entertainment sector in Saudi Arabia and the provision of entertainment

options and opportunities for all segments of society in all regions of the kingdom To enrich life and stimulate the role of the private sector in building and developing entertainment activities, previous data of the Entertainment Authority indicate that the entertainment market needs 267 billion riyals of total investment to build entertainment infrastructure in all regions of the country, in addition to expectations of the arrival of the total investment in infrastructure Until 2030, to 18 billion riyals in Saudi gross domestic product annually, and consumer spending on entertainment to 36 billion by 2030, in addition to the sector providing more than 114,000 direct jobs and 110,000 indirect jobs. (Tourism Information and Research Center, 2019)

Saudi Arabia has strengthened its steps towards entering the tourism and entertainment industry by launching many tourism and entertainment projects in various Saudi regions, and Riyadh has dazzled investors with a series of giant technology projects, and among the most important of these projects are six mega projects unveiled by Saudi Arabia, expected to reshape the new face of Saudi Arabia, and turn it into a point A global attraction that keeps pace with its ambitious vision, as the projects vary between high-level and unprecedented technical projects, as in the dreamy city of "Neom" and other cultural, sports and entertainment projects as in Qiddiya, and exceptional international tourism projects as in the Red Sea project, in addition to two gigantic projects to advance the hospitality sector in the two cities The two holy places and raising the capacity of their visitors, in addition to a third project at the western gate of the Kingdom, where the Jeddah Downtown project will be held. The Tourism Information and Research Center issued a statistic for a group of tourist establishments in the Kingdom of Saudi Arabia in 2018 to list 77,389 tourist establishments, and the percentage of Saudi Arabia in the tourism sector was 22.3%. 69 in 2019 (Tourism Information and Research Center, 2019)

Despite this increasing importance of the tourism sector in many countries, but in the Kingdom of Saudi Arabia it has not yet risen to the level that ensures the achievement of the desired goals, and its achievements remained limited if compared to neighboring countries and despite its possession of picturesque areas, a coastal strip, the diversity of the climate and others, which need To care and attention to become a global tourist pole.

The vision of the Kingdom of Saudi Arabia for the tourism sector starts from a value, societal and civilizational dimension in the first place, followed by a local economic dimension and an active international role that interacts with other values and societies. Therefore, the Saudi society in all its segments and sectors was the first participant in formulating those principles that emanate from the vision and after it. The tasks that are based on a comprehensive framework for implementing policies, the pillars of which are principles of sustainability, economic, social, cultural and environmental feasibility, and the supremacy of the Kingdom's Islamic values, heritage and traditional hospitality. The Kingdom of Saudi Arabia, which is the cradle of Islam, seeks a valuable and distinctive tourism development with social, cultural, environmental and economic benefits, based on its Islamic values, the authenticity of its ancient heritage and its traditional hospitality. Socially, it creates job opportunities, and preserves the environment and cultural authenticity (Ministry of Tourism)

Tourism vision indicators indicate that the Kingdom received 600,000 inbound tourist trips during the past month, which is the same number recorded during the same month of 2018, and the total expenditure of inbound tourism in the Kingdom during July 2019 amounted to about 2.5 billion riyals, compared to 2.7 billion riyals per month. The same for the year 2018, in addition to the number of tourist nights spent by foreign tourists in the Kingdom last month, which reached 3.1 million nights, compared to 3.3 million tourist nights in July of last year (Ministry of Tourism). The following main question: What are the youth's attitudes towards the economic and social impacts of inbound tourism in the Kingdom of Saudi Arabia?

Research importance

Tourism is an important source of national income, as it requires study and planning. Hence, the importance of research in contributing to achieving comprehensive development

The lack of social studies that dealt with youth attitudes towards the economic and social impacts of inbound tourism, and this scarcity is one of the obstacles to developing tourism in the Kingdom.

_ This research deals with an important topic of research that seeks to contribute to the realization of the Kingdom's development vision 2030

_ It represents a theoretical reference for researchers and specialists in the field of tourism and social sciences.

_ It contributes to providing information and data that helps planning agencies and decision-makers to benefit from them in support of tourism activity, in order to provide the natural and cultural elements that allow the practice of various types of tourism

Research objective

The study seeks to achieve a major goal: Determining youth attitudes towards the economic and social impacts of inbound tourism in the Kingdom.

It is achieved through the following sub-goals:

1. Determine the economic and social characteristics of the sample members.
2. Identifying youth trends towards the economic impacts of inbound tourism in the Kingdom
3. Identify youth attitudes towards the social impacts of inbound tourism in the Kingdom

The second main objective: to reach a proposed vision for the development of inbound tourism in the Saudi society

Research questions

The first question: What are the youth's attitudes towards the economic and social impacts of inbound tourism in the Kingdom?

Which is divided into the following sub-questions:

1. What are the economic and social characteristics of the sample members?
2. What are the youth's attitudes towards the economic effects of inbound tourism in the Kingdom?
3. What are the youth's attitudes towards the social impacts of inbound tourism in the Kingdom's vision?

The second question: What is the proposed vision for developing inbound tourism in the Saudi society?

Research concepts

Trend :

The trend is a common concept between the social sciences and the psychological sciences, and it means the constant behavior of the individual that he learns, whether positive or negative, towards various types of behavior, people and things. The trend in social service means two basic things. First: The process of changing trends is considered an objective of social policy such as Amending, or removing harmful trends in certain areas, or teaching people to adopt different trends towards certain behaviors. The second: General trends are taken as reasons for implementing a certain policy or justification for the inapplicability of some policies (Al-Sukari, 2000: 48)

AH Eagly and S. Himmelfarb see the trend as "a relatively stable set of regular feelings, beliefs, and behavioral preparations directed towards specific people, or specific things." The trend includes three basic components, the first of which is an exempt or intellectual component and refers to the concepts, knowledge and experiences of the individual About a specific thing, or a specific situation, the second: an affective component, which is the individual's feelings about something, or a specific social situation, and these feelings may be pleasant or unpleasant. Specific, or specific position (Al-Sayed, 1995: 178)

tourism :

The Tourism Information and Research Center is defined as a social, cultural and economic phenomenon that requires the movement of people to countries or places outside their usual environment for personal, commercial or professional purposes. Tourism expenses and the Ministry of Tourism defines the concept of inbound tourism as including the activities carried out by a non-resident visitor in the reference country as part of an inbound tourism trip

Literature review

Study (Amer, 2013) on the effectiveness of strategic planning in the development of Egyptian tourism This study aims to identify the effectiveness of strategic planning to achieve tourism development in accordance with foundations, plans and programs at the local and regional level. The study reached a set of results, the most important of which are: Spreading tourism awareness through the media Encouraging investment in the tourism and hotel industry, diversifying incentives to encourage tourism and hotel investment. The study (Khudair, 2013) entitled Competitiveness of the Tourism Sector in Arab Countries The study aims to research some indicators of the performance of the tourism sector in Arab countries. Although Arab countries enjoy a comparative advantage related to geography and history, their share of global tourism is still much lower than its potential due to The constraints it faces, including the lack of investment in the infrastructure, the weakness of services and specialized and qualified human cadres, and the lack of a policy directed at developing and marketing tourism

In a study (Nusseibeh, 2014) that dealt with the role of tourism in economic and social development in Algeria, the study aimed to identify the reasons for the decline of tourism in Algeria, and to identify the obstacles that still prevent interest in this sector in the development policy in Algeria, and the study reached a set of results The most important of them are: the weakness and neglect of the tourism sector, with its lack of contribution to solving the unemployment problem, and the study recommended the necessity of optimal exploitation of the tourism potentials available in the country, as well as supporting investment in infrastructure projects, basic equipment, modern technologies in communications and information systems that serve tourism development.

(Al-Tayyar, 2000) dealt with a study on the impact of tourism on the economies of the Kingdom of Saudi Arabia. The study aimed to clarify the importance of tourism as an industry and pillar of the economy of the Kingdom of Saudi Arabia, the contributions of tourism to solving the problem of unemployment in the Kingdom of Saudi Arabia. The results of the study revealed that tourism clearly contributes to the balance of payments of many countries, and that its revenues sometimes exceed the revenues of all productive sectors from

industry and agriculture, and it is expected to match the oil revenues in the Kingdom of Saudi Arabia, according to the opinions of officials. The study recommended increasing the granting of work licenses to specialists in the field of feasibility studies and project evaluation, as well as opening more institutes specialized in the field of tourism and travel. Graduates would have an intermediate diploma that qualifies them to work in the field of airlines (sales), hotels (all the requirements of hotel service and restaurants), tourist guidance and the rest of tourism sciences That the kingdom needs. The two researchers (Hafiz and Raziff, 2013) dealt with the position of the local community and provide support for tourism development on the island of Tioman in Malaysia. The study aims to identify the extent of the importance of tourism to local communities and the study reached a set of results, the most important of which are: The tourism industry is a critical factor in growth Economic, transportation and entertainment services. Tourism also contributes to increasing income, exchanging currency and providing job opportunities

A study (Farioborz, 2013) has a role for local communities in the development of tourism and research in how local communities can develop tourism in the local area, and there are five aspects and the contribution of tourism to the development of societies in economic terms, raising the income of the local population, creating job opportunities in tourism and from the social point of view. The standard of living and the promotion of societies culturally, encourages the creation of respect between different cultures, encourages cultural exchange, and instills development in the culture of society.

A study (Fayissa, and Nsiah, 2008) dealt with the impact of tourism on the development process and economic growth in sub-Saharan Africa. The results showed that tourism revenues directly affect economic growth, and that investment, whether human or material investment, improves productivity This, in turn, is reflected in economic growth and development. The study also recommended the need to improve tourism by increasing investments, whether local or foreign, in the tourism sector, which leads to an increase in tourism’s contribution to the process of sustainable economic growth and development.

A study (Ashe, Jone, 2005) on tourism investment as a tool for development and poverty reduction The study aimed to demonstrate the importance of the tourism sector in the economies of developing countries in general, and the study reached the importance of awareness of the role of tourism in economic development, and the need for economic integration between sectors operating in the country, And policy planning in national development strategies for tourism and hotel companies

Seventh: the methodological procedures for the study

Type of study: This study is one of the descriptive and analytical studies aimed at trying to determine the youth’s attitudes towards the economic and social impacts of inbound tourism in the Kingdom. It depends on gathering facts and interpreting them in order to extract their significance and then arriving at issuing generalizations about the phenomenon that the researcher studies (Hassan, 1998: 198)

Study methodology: The current study relied on the method of social survey using a random sample of young people in universities in the city of Riyadh, as it is one of the most appropriate curricula for descriptive and analytical studies.

Study population: The human domain: This study was applied to a random sample of young people in a number of universities in the city of Riyadh, namely Prince Sultan University, Imam Muhammad bin Saud University, King Saud University, the spatial domain: Riyadh city, the temporal domain: 1/6/2020 1/7/2020

Study tools: The researcher used the questionnaire as a tool to achieve the objectives of the study and consisted of two parts. The first part: includes the primary data for the study sample while the second part includes the three study axes, which is the first axis: youth attitudes towards the economic effects of inbound tourism and consists of (10) phrases, the second axis: trends Youth towards the social impacts of inbound tourism, consisting of (10) phrases, and finally the third axis: includes the phrases of the proposed vision for developing inbound tourism in the Kingdom (7) phrases.

Table 1 : level of age

Percentage	Age
24.4%	From 18 to 20 years
41.5%	From 21 to 24 years
34.1%	25 years and above

Table 2: economic level

Percentage	Level
12.9%	High
78%	.Medium
9.1%	Low

Table No. (2) shows that the highest percentage of individuals in the sample are middle-income people with a rate of (78%), followed by high income by (12.9%) and finally those with low incomes came at (9.1).

Table 3: The university to which the study community belongs

Percentage	University
85%	Prince Sultan private university
21%	King Saud university

Disagree	Simi agree	Agree	Phrases	⤴
%7,3	%30	%61,9	The Ministry of Tourism contributes to attracting major companies from countries of the world	1
%7.3	%22.4	%70.3	Events in the Kingdom provide job opportunities for both genders	2
%4	%19.9	%76.2	The diversity of events increased the tourist flow	3
%6	%31.8	%61.9	The variety of offers presented by travel agencies increases the rate of tourism	4
%9,4	%30,1	%60,5	Religious tourism contributes to raising the national economy	5
%7	%31.8	%61.2	Tourism contributes to a kind of economic balance	6
%8	%30.4	%61.5	Inbound tourism increases tourism tax revenues	7
%4	%20	%75	Tourism raised the income level of individuals by providing job opportunities	8
%21.9	%31.1	%45	Tourism supports small businesses	9
%6	%31.0	%62.9	The diversified sources of shopping and leisure tourism contribute to the diversity of sources of income	10
21%			Al imam university	

Table No. (3) shows that the highest percentage of the sample members belong to Prince Sultan private University. It is (85%), followed by King Saud University (21%), and Imam Muhammad bin Saud Islamic University is equal to it by (21%)

Table No. (4) A shows the youth's attitudes towards the economic effects of inbound tourism. The answer to the first question: What are the youth's attitudes towards the economic effects of inbound tourism in the Kingdom? responses of the sample members are as follows: With regard to the phrase diversity of activities, the flow of tourism in the Kingdom of Saudi Arabia has increased, showing that (76.2%) agreed that (19.9%) answered to some extent Finally, (4%) answered without agreeing, as the phrase came in first place, followed by the phrase that tourism raised the level of individual income by providing job opportunities by (75%) I agree and (20%) answer to some extent and disagree, it came at a rate of (4%) The statement that events in the Kingdom of Saudi Arabia provide job opportunities for both sexes came in third place with a percentage of approval (70.3%) and to some extent it came with (22.4%) and disagreed with (7.3%) and came in fourth place the expression of the diversity of shopping and entertainment sources that contribute to the diversity Income sources with an approval rate (62.9%) and a response to some extent (31.0%) and disagree (7.3%) and in the fifth place came the statement that the Ministry of Tourism contributes to attracting companies from all countries of the world with an approval response of (61.9%) to some extent By (30) and disagreeing with (7.3%), as was the expression of the diversity of offers submitted by the offices of the Council It increases the tourism rate in the same rank, where the approval came at a rate (61.9%) with an answer to some extent (31.8%) and disagreed (6%), followed in the same rank by the term inbound tourism that raises the tourism tax revenues with a high degree of agreement (61.5) and an answer to some extent What (30.4%) does not agree with (8%), followed by a percentage of approval (61.2%) for the phrase that tourism contributes to creating a kind of economic balance with a degree of agreement and to some extent (31.8%) and disagree with (7%), followed by the sixth and last place with the phrase Tourism supports small projects with a low degree of approval (45%) and to some extent (31.1%) and disagreement with (12.9%)

Disagree	Simi agree	agree	Phrases	⤴
%13	%17.5	%80.1	Tourism contributes to familiarizing people with customs and traditions	1
%7.4	%28	%46.5	Tourism increases the consolidation of good relations between peoples	2
%3	%15.4	%82.9	Interest in archaeological sites is a factor in attracting tourists	3
%7	%18.9	%75.5	Tourism raises cultural awareness of individuals and society	4
%10	%21	%76.6	Museums provide an opportunity to attract many tourists to learn about the history of the Kingdom	5

%12	%23.8	%57	Tourism contributes to social change	6
%10	%24.8	%70.3	Tourism plays an important role in acquiring new language skills	7
%8	%17.8	%81.1	Tourism is a civilized means of developing culture among peoples and celebrated societies	8
%7	%28	%68.9	Tourism expands human perceptions	9
%8	%27	%97.9	Tourism affirms the human right to enjoy free time through freedom to travel	10

Table No. (5) illustrates the youth’s attitudes towards the social impacts of inbound tourism in Vision 2030, where the degree of responses of the sample members came as follows: The phrase “tourism affirms the human right to enjoy leisure time through his freedom to travel” came in a high degree (97.9 %) And to some extent a degree (27%) and disagree (8%) and the expression interest in the archaeological sites in the Kingdom came in second place, an attractive factor for tourists with a degree of agreement (82.9%) and an answer to some extent (15.4%) and disagreed (3 As for the third place, the term tourism is a civilized means for developing culture among different peoples and societies with a degree of agreement (81.1%) and an answer to some extent (17.8%) and disagree (8%). And traditions with a degree of agreement (80.1%) and a degree to some extent (17.5%) and disagree (13%). As the phrase came, museums provide an opportunity to attract many tourists to learn about the history of the Kingdom in the fifth place with a degree of agreement (76.6%).) And to some extent an answer (21%) and disagree (10%), followed by a phrase in sixth place that raises the cultural awareness of individuals and society. With high approval (75.5%) to some extent (18.9%) and disagreeing with (7%), the term tourism plays an important role in acquiring new language skills ranked seventh with a degree of agreement (70.3%) and to some extent (24.8%) and disagree (10%), followed in eighth place by the statement that tourism works to expand human perceptions with a degree of agreement (68.9%) and to the same (28%) and disagree (7%) and came in the ninth place with the phrase tourism that increases From the consolidation of good relations among the people of the people, a degree of agreement (64.5%) and a degree (28%) to some extent and disagree (7.4%) and finally came the phrase that tourism contributes to social changes in a low degree (57%) and a degree to an extent What (23.8%) and disagree (12%)

Percentage	Phrases
%17,1	Hire trained tour guides
%13,3	Providing hotels and accommodations at reasonable prices
%33,9	Exploiting villages in which there are natural resources to attract tourists
%12,3	Expediting travel procedures and facilitating the process of obtaining an entry visa (visa)
%16,1	Encouraging businessmen to support domestic tourism and promote it
%15,1	Opening institutes and specialties in the tourism field

Table No. (6) which shows proposals for developing inbound tourism from the point of view of the sample members. The response degrees of the sample members came as follows: The first place came to exploit the forces that have natural ingredients to attract tourists at a rate of (33.9%), followed by the second place by employing tour guides. Trainers with a rate of (17.1%). In the third place, encouraging businessmen to support and promote domestic tourism by (16.1%), and in fourth place came the proposal to open institutes and specialties in the tourism field at a rate of (15.2%) and the fifth place came to provide hotels and accommodations at prices (13.3%)

Conclusion

Ninth: Summary of General Results: Characteristics of the sample members:

- 1- The highest percentage was for the age group (21-24) with (41%)
- 2- The highest percentage of the average economic level (78%)
- 3- The highest percentage of universities came from Princess Noura bint Abdulrahman University, at 85%.
- Youth attitudes towards the economic effects of inbound tourism in the Kingdom?
- 1- Tourism raised the level of individuals ’income by providing job opportunities with an approval rate [75%]
- 2- Events in the Kingdom of Saudi Arabia provide job opportunities for both sexes at a rate of [70.3% approval]

- 3- The diversity of the sources of shopping and tourism entertainment contributes to the diversity of sources of income. With approval [62.9%]
 - 4- The Ministry of Tourism contributes to attracting companies from all countries of the world. With approval [61.9%]
 - 5- The diversity of offers presented by travel agencies increases the proportion of tourism. By [61.9%]
 - 6- Inbound tourism raises tourism tax revenues by [61.5%]
 - 7- Religious tourism contributes to raising the national economy by [60.5%]
 - 8- Tourism supports small enterprises. [45%]
 - 9- Tourism contributes to creating a kind of economic balance. Degree of [31.8%]
 - 10 The type of activities increased the tourist flow in the Kingdom. By [19.9%]
- Youth attitudes towards the social impacts of inbound tourism in the Kingdom?
- 1 - Tourism affirms the human right to enjoy free time through his freedom to travel, it came at a rate of (97.9%)
 - 2- Interest in the archaeological sites in the Kingdom is an attractive factor for tourists, it came at a rate of (9.82%)
 - 3- Tourism is a civilized means for developing culture among different peoples and societies, and it came at a rate of (81.1%)
 - 4- Tourism contributes to introducing people to customs and traditions, it came at a rate of (80.1%)
 - 5- Museums provide an opportunity to attract many tourists to learn about the history of the Kingdom, and it came with a rate of (76.6%)
 - 6- Tourism raises cultural awareness for individuals and society, and it came with an agreement (75.5%)
 - 7 - Tourism plays an important role in acquiring new language skills, which came at a rate of (70%).
 - 8 - Tourism expands human perceptions by (68.9%)
 - 9- Tourism increases the consolidation of good relations among the people of the people, it came at a rate (64.5%)
 - 10 - Tourism contributes to bringing about social changes that came at a rate of (57%)
- The proposed vision for developing inbound tourism from the viewpoint of the sample members?
- 1 _ Exploitation of villages with natural resources to attract tourists by (33.9%)
 - 2 _ Employing trained tour guides (17.1%)
 - 3- Encouraging businessmen to support domestic tourism and promote it by (16.1%)
 - 4- Opening institutes and majors in the tourism field at a rate (15.1%)
 - 5 _ Provision of hotels, accommodations and accommodations at reasonable prices, at a rate of (13.3%)
 - 6 _ Expediting travel procedures and facilitating the process of obtaining an entry visa (12.3%)

Tenth: study recommendations:

- Paying attention to conducting more research and studies on the trends of tourism communities, whether at the level of educational institutions or at the level of tourism devices, to know the development of trends in each period of time, to work to achieve compatibility between the needs of the incoming tourist movement and the trends of society towards it.
- The need to pay attention to tourism facilities and services and monitor the tourism services provided to ensure that they are adequately presented.
- Work to develop tourism awareness among the public in general through various media, as well as hold training courses for workers in tourism companies to raise their level of awareness.
- Benefiting from the experiences of major tourist countries that have made great progress in this field, and some of their areas are similar to the study area.

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