

## The reality of tourism in the Hail region

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### Summary

Hail is the tourist attractions in the Kingdom of Saudi Arabia, because of its distinct geographical characteristics, it is an area with a long history of civilization, and with a relatively mild climate compared to other areas of Kingdom. The aim of this study was to analyze the motives of tourism in the Hail region, measuring the views of tourists and their impressions of the region and the tourism services provided, the study also aimed at identifying the role of media in promoting local tourism, and monitor the most important problems faced by the tourists.

The importance of this study being one of the specialized studies in tourism in Hail, and the analysis of the motives of tourism and the satisfaction of tourists with the services provided are important in tourism planning and media promotion of the area, The study was based on published data on the variables of the study, and the results of the field study conducted by the researcher for three months, and used in data analysis statistical methods such as measures of central tendency and dispersion, and use the analysis Chi-square, has found that motivation to visit family and relatives accounts for about ( ) of the motives of tourism in the region, has also reached to the weak role of the media audio and video in the promotion of the region. Therefore, the study recommends the development of appropriate plans to promote tourism to the region targeted by the definition of internally and externally, as well as plans are made up of tourists and the level of services provided.

**Key words: motivation of tourism, tourist, tourism services, tourism planning, tourism promotion, obstacles to tourism.**

## **Introduction**

Tourism as a phenomenon geography have the content and broad means to enjoy tenets of natural and human resources in vacations and leisure time in other place of residence, which is an activity designed to meet the needs of the individual for comfort and curiosity through leisure and recreation, and tourism, the process of changing a temporary place of residence in order to identify other areas, then, tourism : is the journey undertaken by an individual outside his home and spend the night in which at least outside the residence can be exercised during recreational activities or it may exercise hiking in the new location (1).

Known tourist: that the person who leaves his place of residence and travels from place to place for leisure and recreation, provided that spend one night at least in the place of the target, and not long stay for a whole year, this includes the definition of domestic tourism and international including Provisions also of Tourism seasons, religious and tourism conferences and study (2).

And highlights the role of tourism in many countries of the world through the development process and the development of different economic sectors, where leading the expansion of tourism projects to achieve a certain degree of integration between the other economic sectors, thereby increasing employment opportunities, reduce unemployment, and is a source of hard currency that contribute to the national income (3).

The World Tourism Organization estimated the number of tourists in the world in 2010 at about one billion tourists, an increase (4%) for the year 2008, which reached the number of tourists (880) million tourists (4).

And the Arab Kingdom of Saudi Arabia came second after Egypt in terms of the number of tourists, has had about where (10.85) million tourists in 2010 (5).The Hail of the important tourist areas in the Kingdom of Saudi Arabia, due to its history of cultural tradition, and a climate relatively mild, so they resort an important role in the Kingdom, has been acquired (3.2%) of tourism in the Kingdom in 2010 (6).

County is located Hail in north-western Saudi Arabia, between the degree Showing 25 to 29 degrees north and longitudes 50 to 38 - 35 - 43 degrees in the area of Jabal Shamar Western Valley Aladara (Wadi Hail), and away from Riyadh, the capital (690 km), and Medina (450 km) (7).

Prevail in the province of Hail continental climate, with high temperatures in summer to reach (38 ° C on average), ranging in winter between (10-15 ° C), and down sometimes to below zero, and rain in winter and spring, and an average height of from the sea about (915 m) (8).

The population of the province of Hail (412,758 people) of them (327,541 people) from the Saudis, about (79.4%), while a proportion of non-Saudis (20.6%). The number of male Saudis (163,564), while the number of Saudi females (163 977), and the number of dwellings in the province of Hail (61,902 homes) (9). The population density in the province (about 412.76) people \ km 2, while the Kingdom in about (14) people \ km 2.

According to archaeological studies and historical that the region is rich in many components of different eras, but have no identity of a tourist-known and defined a tourist destination, famous, and the development of ingredients available can make the Hail identity of the tourist a tourist market is good, and the tourism in Hail, divided into three types (10):

- Ingredients and natural resources of the valleys and plains, desert and mountains, some Nafud Ghraib can be considered as of the wonders of White Mountain.
- Effects - Hail, capital is very old dating back thousands of years, and the ancient monuments such as castles, forts, inscriptions and drawings and the ancient pilgrimage route, making it the open-air museum.
- Culture, Arts and Letters - Hail the point where poetry, literature and poets - as well as hospitality and ancient Arab tradition and horsemanship, courage, and many cultural events and festival Hail Rally. (Appendix 1 Detailed map of Hail)

Therefore, it is expected to contribute to this study to analyze the motives of tourism in the region and measure the views of tourists and their impressions of the region and the tourism services provided, is also expected to contribute to this study to identify the main problems and constraints faced by the tourism sector in the region, which in turn contribute to the process of tourism planning .

### **First, the theoretical framework of the study:**

#### **1-1 the importance of the study and justification:**

The importance of this study it is one of the first studies specialized in tourism geography of the Hail region, due to the attention of decision makers at the present time the development of the tourism sector in the Kingdom, comes this study to analyze the motives of tourists to visit the area, so, the rationale for this study are:

- 1 - the urgent need for such studies to all regions of the Kingdom, to form a base of information contribute to tourism planning.
- 2 - Design and develop a clear strategy to promote the region's media focuses on the competitive advantages and relative to the Hail region.
- 3 - identify the main obstacles and problems experienced by tourists, for submission to the decision maker in order to speed up the resolution.

#### **1-2 the problem of the study:**

Despite the availability of the elements of tourism in the Hail region, but it was the convergence of insufficient attention by decision makers, which explains the low rate of tourism in the region, and confined to domestic tourism, and the motives and constraints of tourism in the region did not address a scientific study of specialized before, and here the problem lies in the study to answer the following questions:

- 1 - motivated tourists to visit the Hail?
- 2 - What the media in influencing tourists to visit the Hail?
- 3 - What the views of tourists and their impressions about the region and the tourism services provided in?
- 4 - What are the problems faced by tourists in the region?

#### **1-3 Objectives of the study:**

Are studies on the subject of a few tourist motives - and even rare in the Hail region, so this study was to try to achieve the following objectives:

- 1 - Knowing the degree of satisfaction of tourists visit the place.
- 2 - Studying the obstacles to tourism and ways to remedy them.

3 - Providing important information to decision makers and planned tourism.

#### **1-4 Previous studies:**

Despite the importance of the tourism sector in the Kingdom, but there is a clear lack of specialized studies dealing with the tourism sector, particularly in the Hail region.

And specialized studies dealing with the reality of tourism, the study of celestial (11), 2005, which aimed to study the characteristics of tourism in the province of Latakia, to know the impressions of tourists on the visit highlighted the problems faced by tourists for the development of tourism and development in the study area, The study of through the analysis of the views (843) tourists, that the main motives of tourism motivated summer rest and recreation and tourism, as it was observed that the most important media outlet to visit the coast is the role of friends and family, and the impressions of tourists around the area were satisfactory, but did not reach the excellent level, and researcher recommended the need to increase to satisfy the desires of tourists and their satisfaction through more tourist services that meet the tastes of tourists, and follow the policies of sophisticated marketing and promotional to attract tourists.

In a study dedicated to tourism in the Pacific coast of Costa Rica (12), it was found by scanning a two-year, tourism and after it was local tourist, based on local resources, due to political instability and lack of government and lack of expertise and resources, and the failure to attract foreign investment, able since 1987 to become the main destination for eco-tourism, due attention to infrastructure such as the establishment of the airport and attract foreign investment, and taking into account sustainability in tourism services. Among the most important specialized studies dealing with the tourism sector in the Kingdom, a study (Ramadan, 2011 AD) (13), which aimed to analyze the role of media in the direction of domestic tourism, The importance of this study is to examine and evaluate tourism information, and its impact on the tourism industry of Interior in Saudi Arab Saudi Arabia.

The study found that the majority of the public felt that the Tourist Information in Saudi Arabia, contrary to the reality of tourism, as the study concluded that all the media used in the Tourist Information in Saudi Arabia need to be developed in the content and not in design, and be content provides a real message for domestic tourism and be attractive, study also found that there is exaggeration in the cost of some of the media and does not constitute popularity or importance of the group surveyed, the study recommended the need for attention to diversifying the media-based research and study, and dissemination of tourism culture based on the scientific method and studies the exact conditions of domestic tourism and their actual needs , and make it an integral part of general culture, both for those working in the tourism field or ordinary citizens, and make the local population in tourist areas is an integral part of the tourist information programs.

The study (Yousef and El-Hadji, 1425) (14), it has aimed to provide detailed data on the characteristics of domestic tourist trips made by residents of the Kingdom, and followed the inductive approach - quantitative, and by placing a number of research questions and identify the variables and the data needed, and data were collected by questionnaire from a sample random-strong (880) tourists Saudi living in sixteen towns and villages in the administrative regions of different Kingdom, The study aimed to identify the places (villages and cities), which has had members of the sample within the Kingdom of Saudi Arabia to spend their vacations and holidays

during the period (1417-1421 AH), as well as to identify the factors affecting the number of places visited and had repetitive.

And arranged by the results of cities and administrative regions in terms of attractiveness for tourism, it became clear that the majority of tourist trips Interior finish in the big cities known just like him, Riyadh and Mecca; as ends in resorts mountain Ktaúv and Abha, come Makkah region at the forefront of administrative regions in terms of the attractiveness of tourism, and the results show also on the existence of statistical relationships between the direct economic factor, and the tourism experience for members of the sample, and the places they inhabit and the number of places that were repetitive visits and visit them.

And specialized studies study carried out by (the Supreme Commission for Tourism, 1422 (15)), which aimed to analyze the characteristics of tourists and tourism in the area of Abha, urban, and analyze the opinions and attitudes of tourists and their behavior tourist, was based on a sample of (1350) tourists, and the study found that the tourist area of Abha, who estimated at about (462,760) tourists spent nearly (5,553,120) for the nights, and spent nearly seven hundred million Saudi Riyals, has the form of Saudis 92% of tourists the region, while the formed age group (18-36 ) A majority of tourists, and tourists, the most prominent features of the Abha region, most of the learners who have university degrees and postgraduate, so the study recommended the need to offer programs to suit tourist educated Saudi family, and try to offer programs to be able to attract young tourists. The researcher did not find any study discussing the motives of tourism in the region, and constraints, and the degree of satisfaction of tourists, so what distinguishes this study being the first study that addresses these specialized characteristics of the study and analysis.

### **1-5 methodology of the study:**

The study used the approach of behavioral analytic to measure the views and aspirations of tourists in an attempt to build a planned tour starts from the taste of tourists, also used the approach to descriptive statistics analytic in the analysis of data collected, the study used measures of central tendency and measures of dispersion to describe the variables of the study, also used the analysis Chi-square to ascertain whether the differences between tourist groups differences are statistically significant 95% confidence limit and not the result of an accident.

The study relied on two sources to obtain data on the study variables:

1 - published data: The in the results of Population and Housing Census in 2010, implemented by the Department of Statistics Saudi Arabia, in addition to statistical bulletins periodical issued by the Diamond Center, also benefited the study of the data published in books and scientific research relevant variables of the study.

2 - field data: Due to the lack of data on tourism motivations and constraints, the questionnaire was designed to collect data about the motives of the visit, and the total personal spending, and the degree of satisfaction of tourists, and the problems faced by the tourists. (Appendix 2), the questionnaire was presented to three arbitrators, one in the Department of Geography at the University of Hail, and the second from the Department of Geography at the University of Jordan, and the third in the Department of Sociology at the University of Hail, and the tool to test the sincerity of the study. After collecting data on all variables of the study, was to use the Statistical Package for Social Sciences (SPSS) to analyze the study data.

1-6 The study hypotheses:

In order to achieve the objectives of the study was built the following null hypotheses:

1 - There are no statistically significant differences between the terms of the motives of tourists visit

- the Hail region at 0.05 level of significance.  
 2 - There are no statistically significant differences among the tourists in terms of media impact on their visit to the region at the 0.05 level of significance.  
 3 - There is no statistically significant differences among the tourists in terms of their impressions of the Hail region at 0.05 level of significance.  
 4 - There are no statistically significant differences among the tourists in terms of the problems they suffered during their visit to the region at the 0.05 level of significance.

**1-7 Choose a sample of the study:**

As the size of the study population is unknown, it has been extracted the size of the representative sample of the study population through the distribution of sample reconnaissance consisting of (50) questionnaire in hotels and furnished apartments and Events Hail Rally in a random sample and the conference of Hatim Tai, as response to the tourist and the response to the hotel management, then calculated the standard deviation of the size of the confidence rate of 95%, and applied the following statistical equation (16):

$$N = (z_s)^2 \cdot d$$

Applying the equation, the volume of the sample (832) questionnaires were distributed mostly in the Festival Hail Rally, and some hotels and furnished apartments within a period of three months (February - March - April 2012), and after filling out the questionnaire found incomplete (72) questionnaire, so deleted, Vaguetsr analysis (760) questionnaire, which means that the proportion of questionnaires under analysis (91.3%) of the total volume of the questionnaires.

**Second, analysis of the results**

Acquired Hail to the 2.2% rate of local tourism. (Table 1)

(Table 1)

Tours by local administrative areas in 2010 (in thousands)

Area	Total	ratio
Riyadh	3892	14.4%
Mecca	10913	40.3%
Medina in	2275	8.4%
Qassim	386	1.4%
Eastern Region	3604	13.3%
Asir	2342	8.6%
Tabuk	723	2.7%
Hail	592	2.2%
The northern border	340	1.3%
Jazan	705	2.6%
Najran	202	0.7%
Baha	730	2.7%
Aljouf	376	1.45%
Total	27080	100%

**Source: Survey of visitors and expatriates, in 2010, Diamond Center, the Supreme Commission for Tourism**

The percentage of room occupancy during the study period (about 52.1%), and the percentage of occupancy of the family (57.3%), the average number of individuals in the room (2 people).

**2-1 analyze the motives of the tourist movement:**

The study showed that there are ten tourist motives prompted tourists to visit the study area, the table shows the number (2) results in the form of percentages.

(Table 2)

Motives of tourists to visit the Hail

Impulse	Frequency	rate
Visit relatives and friends	345	45.4%
Hail Rally events	142	18.7%
Summer	67	8.8%
Rest and recreation	32	4.2%
Business	21	2.8%
Seminars and scientific reasons	110	14.5%
Decline in the prices of tourism services	22	2.9%
Honeymoon	7	0.9%
Important historical and archaeological	11	1.4%
Provide security and stability	3	0.45
Total	760	100%

Defended the form of visiting friends and relatives largest contribution to the motivation to visit the region by (45.4%), followed by the Hail Rally defended by events (18.7%), and then defended (seminars and scientific reasons) by 14.5%, The proportion of the contribution of this factor because of the time of the study coincided with the conference of Hatim al-Tai, which saw a high turnout from all regions of the Kingdom, and some neighboring countries. The rest of the motives were the same contribution rate is low, was best defended by summer (8.8%) so that the region with a relatively mild climate compared to other regions of the Kingdom.

The analysis of chi square statistically significant differences concerning the motives visit among tourists, reaching a value of chi square calculated when the degrees of freedom 9 and the level of significance 0.05 18 879, while the value of Kay indexed 16.919 and therefore reject the null hypothesis and accept the alternative hypothesis, ie there statistically significant differences among the tourists in terms of motives to visit the region.

**2.2 The media in influencing the visit:**

Results of the analysis showed that there are many ways in which tourists know of the study area, illustrated in Table (3)

(Table 3)

Media influence on the visit of the study area

Media	Frequency	rate
Friends and Family	471	62%
Newspapers and magazines	32	4%
Radio and television	73	10%
Publications of the Ministry of Tourism (General Authority for Tourism and Antiquities	24	3%
Internet	46	6%
Tourism offices and travel	6	0.8%
Books of historical and archaeological	4	0.5%
Frequented the place for a long time	104	13.7%
Total	760	100%

The results showed that the most important means of knowledge of the area was by friends and family (62%), followed by attendance at the place of the long rate (13.7%), has accounted for these two factors (75.7%), while the rate did not exceed only the contribution of other factors (24.3%), confirming that the sources that draws tourists from the region are the sources of their information Hail marginal, as the proportion of the contribution of tourism offices and publications of the Ministry of Tourism. This result is consistent with the findings of his study in Ramadan (17), the results of a study showed that about Ramadan (60.3%) of the sample believe that the establishment of the General Authority for Tourism and Antiquities in Saudi Arabia has contributed to the sophistication level of domestic tourism.

The elderly share of the Internet in promoting tourism to the region so that it did not exceed 6%, and this result is consistent with the findings of Ramadan in the study (18), which found that about 43% of the sample of the study acknowledge the importance of new media on traditional media . The results of the chi square test to find out the differences between the influence of the media by region to come, it has turned out to be large and significant differences are statistically significant task confidence limit 0.996, it was a result of Chi square 42.367, degrees of freedom at 18, the level of significance 0.05. Accordingly, we reject null hypothesis.

### 2-3 activities practiced by tourists:

Exercise the tourists some of the tourist activities during their visit to the region, and show results of the analysis in Table (4).

(Table 4)

Activities practiced by the tourists during their visit to the region

tourism activities	Frequency	Rate
Shopping	760	100%
Visit gardens	760	100%
Cruises	456	60%
Attend the festivals	342	45%
Imaging	42	5.5%
Walking	465	61%

It was found from the results of the field survey that all tourists in the region engaged in shopping, as well as visit the gardens.

While the land trips were limited to only 60% of the study sample, and the walking was practiced by about 61% of tourists the region, and despite the attention of decision makers in the region by providing the elements of hiking, but they are still limited to certain areas of Hail, and not widespread, so tourists can practice walking anywhere.

It was noted a sharp decline in the proportion who engaged in photography, has been limited to about 5.5% of the study sample, it was observed that most of them young people.

So activity than shopping and visit the gardens on the rest of the activities, which confirms the limited activities that tourists can be exercised in the Hail region. The results of Chi-square analysis showed that there were significant differences between the activities practiced by tourists at the level 0.05% and 95% confidence level, reaching Chi-square degrees of freedom at 5 (12.987), while the tabular chi square (11 070 ).

Which emphasizes the need to focus on diversifying the base of services and tourism activities in the region.

#### 2-4 advantage over the study area of tourism movements

Is the economic benefits of one of the benefits that are seen as a result of movements of tourism, in addition to the effects of cultural, social and environmental level, the economic help movements tourism in the rebalancing of economic inter-regional through the purchase and use of tourism products, then grow in the regions tourist hotels and chalets, restaurants and shopping to provide tourists with the necessary services (19).

The results of analysis of data on the costs of tourist trips in the Hail region appears in the following table 5:

(Table 5)  
Rate and type of expenditure per tourist (SAR)

Type of expenditure	Housing facilities	Food and drinks	transportation	entertainment	shopping	Other	Total
Spending	72	183	188	123	297	20	883

Therefore, it is clear that the average daily expenditure per capita tourist in the Hail region has amounted to about (883) SR.

As for the extent of the region benefits from this tourism movement, you should calculate the average daily expenditure on all aspects of spending, multiplied by the duration of residence, and the following table shows the distribution of sample No. 6 The study by length of stay.

(Table 6)  
Distribution of sample by length of stay

Period	1-3 nights	4-7 nights	8-14 nights	15-28 nights	29-91 nights
Frequency	261	376	77	41	5
The ratio	34.3%	49.5%	10.1%	5.4%	0.7%

Accordingly, the rate of tourism spending in the journey for the individual are as follows:

$833 \times 2 = 1666$ Per person $1666 \times 261 = 434826$
$833 \times 5.5 = 4581.5$ per person $4581.1 \times 376 = 1722644$
$833 \times 11 = 9163$ per person $9163 \times 77 = 705551$
$833 \times 21.5 = 17909.5$ per person  $17909.5 \times 14 = 734289.5$
$833 \times 60 = 49980$ per person $49980 \times 5 = 249900$

Total spending for all categories of tourists =  $434,826 + 1,722,644 + 705,551 + 734,289.5 + 249,900 = 3,847,210.5$

In light of these results, the tourism in the region of Hail generate tourism income is not significant, it operates hotels and furnished apartments, and move the buying and selling effectively and clear, but it indicates a decline in the number of nights held by the tourist, with about 83.8% rate varied night that they lodged in the Hail between 1-7 nights only, which reduces the benefit of tourism, the more the number of tourist nights hosted by the increased economic importance of tourism.

## 2-5 the views of tourists and their impressions of the region and tourism services

Several studies suggest that previous to the views and desires of tourists and the degree of satisfaction with the tourism product is important to know the real behavior, and therefore the decision maker can make plans for the development of the tourism sector (20).

Therefore, this study aimed to provide information about the views and impressions of tourists in the Hail region, and shows (Table 7) the degree of response of the sample, according to a scale: excellent, acceptable, unacceptable

(Table 7)

Evaluation of tourism in the region of Hail%

Opinions and impressions	Excellent	Acceptable	Unacceptable
Beauty of the atmosphere	23%	42%	35%
Cleanliness of the area	39%	31%	30%
Bathrooms and laundry service	9%	31%	60%
The level of the food and drink	74%	18%	8%
Prices of food service	71%	16%	13%
Prices of hotels and furnished apartments	23%	31%	46%
Security and stability	88%	11%	1%

Publications and tourist maps	12%	13%	75%
Dealing with the local population	35%	33%	32%
The role of the Tourist Police	14%	24%	62%
Traffic signals	56%	29%	15%
The general impression of the area	40.4%	40.4%	32.3%

Gave the tourists an excellent indicator for the factor of security and stability by 88%, then the worker level food and drink by 74% and factor traffic signals (56%). While tourists gave the index is not acceptable for a worker service laundries and bathrooms by 9% and worker publications and tourist maps by 12%, then the role of the Tourist Police by 14%.

Overall, the impression of tourists from the region an excellent rate of 40.4% of the tourists, and 40.4% acceptable, and 32.3% is unacceptable, and despite the high percentage of tourists who believe that the overall impression of the reality of tourism is excellent, but we can not ignore half the other tourists who were not satisfied with reality tourism to the region. The results of the chi square test was (22.765) at the 0.05 level of significance and 95% confidence level when the degrees of freedom 10, which confirms the existence of statistically significant differences in the difference of opinions and impressions of tourists from around the region, so reject the null hypothesis

## 2- 6 problems faced by tourists in the region of Hail

The study showed many of the problems experienced by tourists in the study area, have been classified into seven groups as shown in the Table 8.

(Table 8) Problems experienced by tourists in the study area

Problem	The ratio
Problems related to roads and transportation	32%
Interruption of electricity and water	21%
Lack of hygiene and insects	93%
Higher prices	76%
The lack of tourist information	92%
Deficiency in services	89%
Lack of recreational activities	88%

Have shown results of the analysis that the proportions of tourists who have suffered from problems during their visit to the region are high, with about 93% of the tourists confirmed the existence of problems in hygiene and the presence of insects, then the lack of tourist information by 92% and approximately 89% of the tourists suffered from the lack of services, and 88 % citing a lack of entertainment services.

While less problems were those related to the interruption of electricity and water by 21%, then the problems related to road and transportation by 32%.The price rise has stressed that the problem about 76% of the study sample.With regard to the results of the chi square test to show if there are significant differences for the problems experienced by tourists in the region, it was (14.234) the level of significance 0.05 and when the degrees of freedom 6 and confidence level 95%, which confirms the existence of statistically significant differences in the study sample with respect to the problems suffered by the tourists during their visit to the region, so reject the null hypothesis.

### **Third, the findings and recommendations:**

**3-1 Results:** The results of data analysis showed the following results: 1 - motivated form to visit relatives and friends the first media outlet to find out about tourist Hail rate (62%), followed by attendance at the place of long-term rate (13.7%), while not contributing to other media by only (24.3 %).

2 - varied activities practiced by the tourists, the March of all tourist activity of shopping and visit the gardens by (100%), but who have flights land They formed about (60%), and attending festivals (45%) and walking (61%), imaging by (5.5%).

3 - generate tourism in the region of Hail tourism income is not significant, reached for the study sample (about 3,847,210.5) riyals.

4 - a duration of about 83.8% of the sample between 1-7 nights only.

5 - indicates that the views of tourists to the overall impression of the area an excellent rate of 40.4%, and an acceptable rate of 40.4%, while not acceptable for 32.3% of the tourists.

6 - suffered about 93% of tourists from the problem of lack of hygiene, insects, and 92% from a lack of tourist information, and 88% from a lack of recreational activities, and 89% from a lack of services.

**3-2 Recommendations:** Based on previous results we recommend the following: 1 - interest in diversifying the base of services and tourism activities, in order to diversify the tourist motives of the trip to the region, so as to meet the tastes of all segments of the community tourism.

2 - follow the marketing and promotional policies developed to attract tourists by focusing on the visual media and audio-visual.

3 - the provision of tourist information and publications, maps, tourist places to visit.

4 - Activating the role of the Tourism Promotion Authority of the Ministry of tourism in the region both in terms of media promotion, or diversify and control of tourism services.

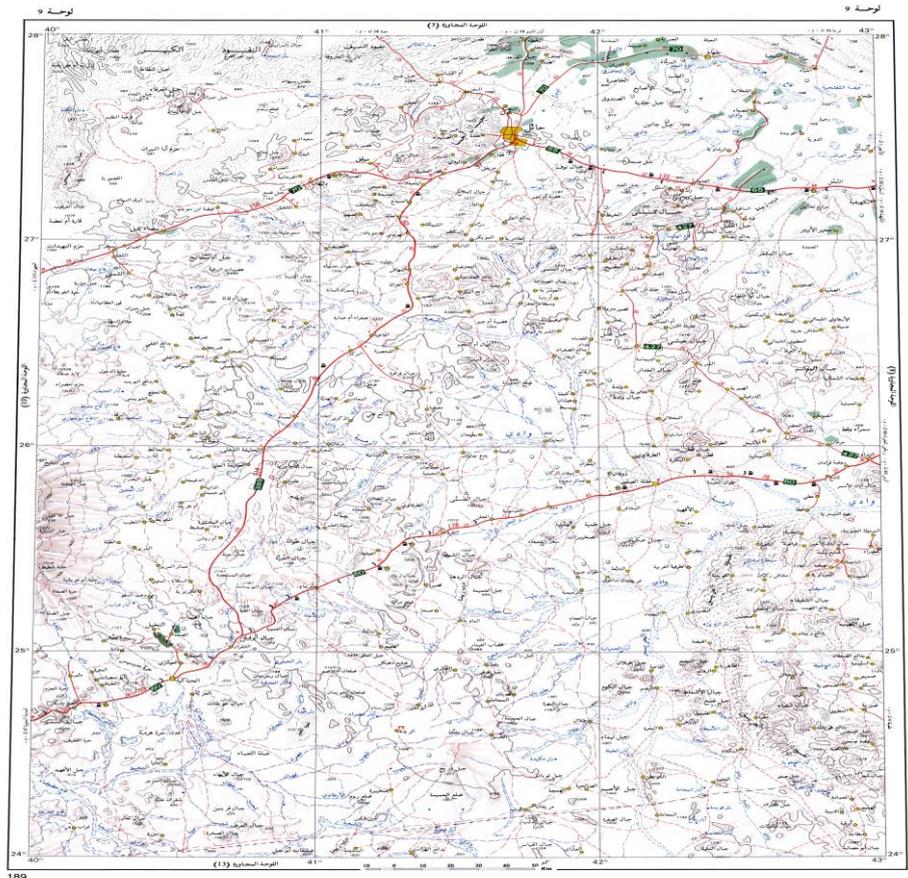
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**Appendix No. 2**

Place the signal for the statement that meets your you think

**Q1: Motives of tourists to visit the Hail**

Impulse	
Visit relatives and friends	
Hail Rally events	
Summer	
Rest and recreation	
Business	
Seminars and scientific reasons	
Decline in the prices of tourism services	
Honeymoon	
Important historical and archaeological	
Provide security and stability	
Total	

**Q2: Media influence on the visit of the study area**

Media	
Friends and Family	
Newspapers and magazines	
Radio and television	
Publications of the Ministry of Tourism (General Authority for Tourism and Antiquities	
Internet	
Tourism offices and travel	
Books of historical and archaeological	
Frequented the place for a long time	
Total	

**Q3:Activities practiced by the tourists during their visit to the region**

tourism activities	
Shopping	
Visit gardens	
Cruises	
Attend the festivals	
Imaging	
Walking	

**Q4:Activities practiced by the tourists during their visit to the region**

tourism activities	
Shopping	
Visit gardens	
Cruises	
Attend the festivals	
Imaging	
Walking	

**Q5: Rate and type of expenditure per tourist (SAR)**

Type of expenditure	Housing facilities	Food and drinks	transportation	entertainment	shopping	Other	Total
Spending							

**Q6:Distribution of sample by length of stay**

Period	1-3 nights	4-7 nights	8-14 nights	15-28 nights	29-91 nights

**Q7: Evaluation of tourism in the region of Hail%**

Opinions and impressions	Excellent	Acceptable	Unacceptable
Beauty of the atmosphere			
Cleanliness of the area			
Bathrooms and laundry service			
The level of the food and drink			
Prices of food service			
Prices of hotels and furnished apartments			
Security and stability			
Publications and tourist maps			
Dealing with the local population			
The role of the Tourist Police			
Traffic signals			
The general impression of the area			

**Q8: Problems experienced by tourists in the study area**

Problem	
Problems related to roads and transportation	
Interruption of electricity and water	
Lack of hygiene and insects	
Higher prices	
The lack of tourist information	
Deficiency in services	
Lack of recreational activities	