ABSTRACT

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ALJOHANI, MONA S. B.S. KING ABDULAZIZ UNIVERSITY, 1999
M.S. KING ABDULAZIZ UNIVERSITY, 2006

A STUDY OF THE IMPACT OF TOURISM ON THE ENVIRONMENT AND
JEDDAH CITIZENS’ PERCEPTIONS TOWARD TOURISM
IN JEDDAH, SAUDI ARABIA

Committee Chair: Gerry L. White, Ph.D.

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This study examined the impact of tourism on the environment and Jeddah citizens’ perceptions toward tourism in Jeddah, Saudi Arabia. The sample consisted of citizens who reside in the city of Jeddah. The variables analyzed included the following: cleanliness of the city, crowding of the city, access to facilities, availability of water, and the quality of air and sea. An explanatory research design was utilized to generate the study, and purposive sampling was employed to gather the analysis. A total of 115 participants participated in the study. The study results suggested that cleanliness of the city, crowding of the city, access to facilities, availability of water, and the quality of air and sea affect the perception of Jeddah citizens toward tourism. Particularly, both crowding of the city and quality of air and sea were significant predictors of perceptions toward tourism.
A STUDY OF THE IMPACT OF TOURISM ON THE ENVIRONMENT AND
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IN JEDDAH, SAUDI ARABIA

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MONA ALJOHANI

WHITNEY M. YOUNG, JR., SCHOOL OF SOCIAL WORK

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CHAPTER I

INTRODUCTION

Tourism, by definition, concerns travel or touring for pleasure, including entertainment and the experience of different environments. A broader definition of tourism includes travel for reasons beyond the traditional perceptions of leisure, encompassing all travel and stays in places outside usual environments for business, education, religious, health, and other purposes. In essence, tourism, in the traditional sense, involves the opportunity to get away from the normal and monotonous pattern of life to rejuvenate one’s motivation and psychological energy (Cunha, 2014). In this context, tourism could be local (domestic) or international, reflecting the trend of considering people who travel to places that are not their usual environments both within and outside their countries as tourists.

In the contemporary world, where countries seek to exploit their endowments to achieve financial and economic advantages in socioeconomic development, tourism represents a vital source of income for communities. As a trade or industry, tourism is a unique activity with essential effects on the lives of communities and nations. This is mainly because it has direct effects on the economic, educational, religious, cultural, environmental, social, and business sectors of national societies, along with the international relations that exist among societies and governments (Khizindar, 2012).
Tourism, as an economic sector, presents massive amounts of revenue for local economies and communities because of tourists’ demand for local services and products. Alongside the increase in demand for local products, tourism also creates employment opportunities in local societies, especially in the service sectors relating to accommodation, hospitality, and associated services, such as transportation, communications, entertainment, arts, and Internet services (Jaafar, Ismail, & Rasoolimanesh, 2015). In rural areas, tourism creates diversification in the local economy, thus benefitting local community members in terms of reducing their dependency on only one industry for income.

These factors and assessments are relevant in the case of tourism in Saudi Arabia, particularly in Jeddah, which is the principal urban center in western Saudi Arabia. The Jeddah Economic Gateway (JEG) (2016) noted that, as the second largest city in the country following the capital, Riyadh, and hosting about 4,000,000 inhabitants, the city is an important destination for tourism because of its status as the principal gateway to both Mecca and Medina. Mecca and Medina are the holiest cities in Islam, which requires all able-bodied Muslims to visit Mecca at least once in their lifetime (JEG, 2016).

Jeddah is also home to some of the most significant mosques in the Muslim world, including Al Madina. Owing to this status and the focus of the city’s leadership on improving capital and innovative investment, Jeddah is a primary resort city in Saudi Arabia. The city's proximity to the Red Sea also enhances its status as a tourist resort because of attractions relating to seafood and fishing. The strategic geographical position
and the massive natural resources improve the advantage of Saudi Arabia, generally, as a tourist destination (Khizindar, 2012).

A report on tourism in Saudi Arabia by the Jeddah Economic Gateway organization notes that tourism is one of the most promising economic sectors in Saudi Arabia, especially following a subdued performance in the oil sector. In 2015, tourism was the second highest contributor to growth in the Saudi gross domestic product (GDP), with a value of USD 21.33 billion and contributing 2.7% and 5.4% to total and non-oil GDP, respectively (JEG, 2016). Religious tourism, especially around Jeddah, is a principal component of tourism in the country, with a value of USD 5.68 billion. Nineteen million pilgrims visited the two holy sites around Jeddah (Mecca & Medina) in 2015, with analysts expecting these figures to reach 30,000,000 by 2025 (JEG, 2016).

The JEG (2016) report noted the anticipation of tourism experts that the holy sites of Medina and Mecca shall attract 25-30 million visitors each year by 2025, thus enhancing the industrial status of the two areas and Jeddah, as the principal gateway to those locations, in tourism. Tourism, particularly religious tourism, presents enormous economic benefits in Jeddah and the broader region. In 2015, visitors to Saudi Arabia, especially religious tourists to Jeddah and the holy cities of Mecca and Medina, generated USD 9.62 billion, while individual and government spending owing to the tourism amounted to USD 15.14 billion (JEG, 2016). This tourism contributed 3.6% of total Saudi GDP; while, in average terms, total direct contribution improved by 6% in 2015 owing to increased domestic expenditure and the development of infrastructure and hotels (JEG, 2016).
As the tourism industry grows, the local community benefits from increased economic opportunities relating to efforts to improve the industry and serve tourists, including infrastructure spending and other opportunities for investment. The industry induces improvements in the provision of public utilities, such as water, lighting, sidewalks, sewerage infrastructure, landscaping, and management of waste. The transport infrastructure in an area represents a major focus of economic benefits from tourism because efforts to develop the tourist sector in an area typically involve improvements in transport infrastructure, leading to upgraded roads, airports, and public transportation (Choi & Murray, 2010; WTTC, 2016). All these benefits improve the local economy, thus contributing to local socioeconomic development.

Tourism further contributes to the improvement of environmental resources in an area, on the one hand, while also contributing to their degradation, on the other. Notably, areas with natural resources of high value, such as oceans, waterfalls, unique fauna and flora, scenic beauty, or mountains, are great attractions for tourists, who seek spiritual and emotional connections with nature. The high value of such natural resources in tourism influences efforts aimed at their protection and preservation from ecological destruction or decline (Muresan et al., 2016). In addition, income from the tourism industry enables the restoration and preservation of historic buildings and natural environments. On the other hand, tourism can contribute to degeneration of the environment through the generation of waste and pollution or improper use or overuse of natural resources. Provision of services to tourists can lead to alterations in natural resources and the natural landscape. Demand for land, especially in prime locations,
increases as the tourism industry in an area expands, leading to loss of flora and fauna (Muresan et al., 2016). The industry also influences increased demand for resources such as water, thus contributing to overexploitation of natural resources.

Khizindar (2012) observed that one of the essential considerations in tourism concerns the behaviors and attitudes of residents towards tourism developments and tourists in their communities. These attitudes and behaviors are the results of perceptions and understanding about the value of tourism and tourists in the lives of local residents. From the effects that tourism and tourists have on life and experiences in the local economy and society, local residents develop particular attitudes and behaviors towards the industry and tourists, thus facilitating or undermining its success. Perceptions about the quality of life and the effects of tourism are essential influences on the behaviors and attitudes of residents towards tourism.

Khizindar (2012) noted that these are essential factors in the success of tourism because of local residents, as the hosts of tourists and tourism developments and activities are important stakeholders in the tourism sector. Economic effects and the unique concepts of leisure and tourism among individuals in the local community are essential factors in this context. Tourism analysts believe that improvements in the quality of life among residents due to tourism create positive behaviors and attitudes towards tourism and influence sustainability in tourism development (Khizindar, 2012). Scholars identify two aspects of life quality at individual and community levels. The first concerns a narrow view focusing exclusively on consumer wellbeing, while the second is broader and more contemporary, focusing on an expanded concept including economic, cultural,
social, health, family, work, political, leisure, environmental, and spiritual (religious) factors. Khizindar (2012) observed that the perceptions of residents towards tourism are significant at the individual level, especially concerning the personal conception of the economic value of tourism.

Despite the optimistic outlook, some sections of the community could consider tourism in Jeddah as inconvenient and undesirable. Such perceptions could relate to the feelings of residents, at a personal level, that the tourism industry results in neglect of local communities and their interests. While tourism presents enormous economic benefits for the residents of Jeddah and surrounding regions, it could undermine the quality of life in the perceptions of residents, especially regarding environmental resources. Khizindar (2012) cited the findings of other researchers that extend beyond the initial feelings and focus on development and exploration, the cycle of tourism development proceeds to stagnation and decline (or rejuvenation, depending on potential and strategies).

With the expansion of tourism and its increased impact in an area, residents are likely to move from the experiences of euphoria towards feelings of apathy, antagonism, and frustration. Such feelings result from perceptions by local communities that tourism undermines the quality of life and occasions some unacceptable costs, including social, environmental, and cultural effects (Khizindar, 2012). These problems are likely outcomes when the process and activities of tourism development fail to consider and incorporate the needs and interests of local residents effectively, thus influencing their perceptions of neglect in tourism development. In this context, the tourism industry in
Jeddah ought to consider the interests of residents if it is to be sustainable and fruitful in the long term.

**Statement of the Problem**

Khizindar (2012) and Choi and Murray (2010) noted that local residents represent an important stakeholder in tourism because they are the hosts of tourism developments and activities. The processes, activities, infrastructure, and services that apply in tourism, as an industry, affect the local residents most significantly and directly. As an example of the significance of such focus, a case study of tourism at the Kinabalu National Park in Malaysia established that residents experienced seasonal problems such as overcrowding, strain on natural resources (including water and energy), and congestion in transport services during peak seasons (Jaafar, Ismail, & Rasoolimanesh, 2015).

Such circumstances in areas of tourist attractions make it necessary to incorporate the interests of local residents in the development of the tourism industry. Based on past research, Choi and Murray (2010) observed that when tourism and its development fail to consider and prioritize the needs of residents, the industry is likely to have a disruptive effect on their lives, culture, social values, and economic systems, resulting in antagonism towards the industry. The authors noted that various factors relating to planning activities, environmental sustainability, and participation of the local community are essential to incorporate in tourism development to ensure the industry’s sustainability. If local residents fear or resent tourism because of its effects on their lives, culture, and economic systems, their resistance, hostility, and lack of support have the potential to destroy the potential of the industry (Choi & Murray, 2010).
This assessment demonstrated the value of local residents and incorporation of their interests and participation in the process, activities, and objectives of tourism development. Such need transcends the potential benefits of tourism, including economic benefits, since the continued support of residents is the basis of the sustainability of tourism (Muresan et al., 2016). While revenue and other economic benefits from the industry may grow and promise long-term socioeconomic development, the attitudes and behaviors of local residents are fundamental because their hostility and lack of cooperation could undermine this potential.

These assessments imply the need to study the perception of local residents in Jeddah towards environmental impact of tourism in the city and region as a way of assessing potential problems or issues that could threaten (or opportunities that could enhance) the sustainability of tourism in the city. Such understanding is vital to evaluate the perceptions of local residents about tourism in the region and its effects and value in their community and from a personal perspective. Targeting Jeddah in the study is a relevant strategy because, as discussed above, the city is the principal gateway to two of the most popular and holiest destinations of religious tourism worldwide - Mecca and Medina.

**Purpose of the Study**

The purpose of the study was to assess the impact of tourism on the environment and the perceptions of Jeddah citizens toward tourism. It aims to investigate whether there is a relationship between the impact of tourism on the environment and the perceptions of Jeddah citizens toward tourism. This study is an effort towards this
objective through an investigation of the perceptions of local residents that are influenced by one or more of the following factors: cleanliness of the city, crowding, access to facilities, availability of water, and quality of air and sea. To understand the levels of their hostility, antagonism, or resentment, on one hand, or support or enthusiasm, on the other, concerning tourism. For the development of tourism in Jeddah to be sustainable and successful in the long-term, it is necessary to consider and incorporate the interests and needs of residents. The participants in this study are citizens who reside in the city of Jeddah.

**Research Questions**

The research questions of the study were as follows:

1. Is there a statistically significant relationship between the impact of tourism on the environment and Jeddah citizens’ perceptions toward tourism in Jeddah, Saudi Arabia?

2. Is there a statistically significant relationship between cleanliness of the city and Jeddah citizens’ perceptions toward tourism in Jeddah?

3. Is there a statistically significant relationship between crowding and Jeddah citizens’ perceptions toward tourism in Jeddah?

4. Is there a statistically significant relationship between the access to facilities (parks, restaurants, entertainment, landmarks, and shopping centers) and Jeddah citizens’ perceptions toward tourism in Jeddah on?

5. Is there a statistically significant relationship between the availability of water and Jeddah citizens’ perceptions toward tourism in Jeddah?
6. Is there a statistically significant relationship between the quality of air and sea and Jeddah citizens’ perceptions toward tourism in Jeddah?

**Hypotheses**

The null hypotheses for the study were as follows:

1. There is no statistically significant relationship between the impact of tourism on the environment and Jeddah citizens’ perceptions toward tourism in Jeddah, Saudi Arabia.
2. There is no statistically significant relationship between cleanliness of the city and Jeddah citizens’ perceptions toward tourism in Jeddah.
3. There is no statistically significant relationship between crowding and Jeddah citizens’ perceptions toward tourism in Jeddah.
4. There is no statistically significant relationship between the access to facilities (parks, restaurants, entertainment, landmarks, and shopping centers) and Jeddah citizens’ perceptions toward tourism in Jeddah.
5. There is no statistically significant relationship between the availability of water and Jeddah citizens’ perceptions toward tourism in Jeddah.
6. There is no statistically significant relationship between the quality of air and sea and Jeddah citizens’ perceptions toward tourism in Jeddah.

**Significance of the Study**

The significance of this study was to investigate the impact of tourism on the environment and Jeddah citizens’ perceptions toward tourism. Focusing on influencing
tourism in the community, this study aimed to develop a framework and policies that mitigate the negative impact in the future. The objective of developing tourism as a sector concerns maximizing selected positive effects while simultaneously minimizing the adverse effects (Muresan et al., 2016). This study promised extensive and relevant knowledge that can enumerate prevalent opportunities and threats to the sustainability of tourism in the region.

Understanding the particular effects of tourism in a community and their scope, members of local communities, including leaders, can cooperate in planning for the growth and development of the industry, and hence promote its positive impact by minimizing its disruptions and costs in other aspects of community life. Such understanding is necessary for policy makers, city planners, social workers and program managers in Saudi Arabia to review the existing urban policies in the area and enable the design and implementation of effective strategies for the needs of Jeddah residents in tourism development. Notably, this is essential to ensure the continued support of Jeddah residents for tourism in the region, and hence promote the long-term sustainability of tourism in Jeddah. This strategy would enable the residents of Jeddah and Saudi Arabia, in general, to draw optimum benefits from the endowment that the tourism attractions in the region present.
CHAPTER II

REVIEW OF LITERATURE

On one hand, tourism plays an important role in increasing positive economic outcomes; indeed, it has been shown to be among the most significant sources of economic empowerment in the world. On the other hand, tourism, as an industry, is complex, requires a considerable amount of resources to manage effectively, and has numerous players and stakeholders who may have opposing interests and agendas. In this regard, tourism can have different effects on the environment depending on how different players and stakeholders manage the activities in and around tourism. Studies show that positive management of tourism results in positive outcomes, such as improved socio-cultural development, economic enhancement, political development, and environmental preservation. In this regard, tourism contributes to development in community, national, and global levels. However, if poorly managed, tourism can be the cause of unwanted, undesirable, and damageable impacts. This section provides a review of literature concerning the environmental impacts of tourism in Jeddah, a city in Saudi Arabia that is located on the coast of the Red Sea.

The Historical Prospective of Tourism in Jeddah

Jeddah, the principal gateway to the holy cities Mecca and Al-Medina, is the largest sea port on the Red Sea (Alshaikh, 2013). Given its location and touch of
modernity, it is among the most popular tourist destinations in Saudi Arabia and the world at large (Briassoulis & Van der Straaten, 2013). The history of Jeddah as a tourism attraction site is closely related to the antecedents of Islamic pilgrimage. Initial pilgrimage to Mecca was done almost entirely by the overland routes that did not pass through Jeddah. Nonetheless, during the centuries of wars at that time in the Middle East, it became difficult for people to pass through the desert roads that passed through Egypt, Aqaba, Sinai, and the Red Sea en route to Mecca. Due to the dangerous nature of the traditional routes to Mecca, pilgrimages were forced to sail through Jeddah to Mecca (UNESCO, 2014).

The 15th century saw a growing number of pilgrims coming to Mecca, most of who came from Indonesia and India. In the 17th and 18th centuries, Islam continued to grow in various parts of Asia. As millions of Asian citizens converted to Islam, pilgrimages to Mecca also increased (UNESCO, 2014). In response to the increased number of pilgrims, multiple heads of the states from the region sent more ships to ferry them to Mecca. Most of the ferries that were sent for transportation purposes were large enough to carry close to 6,000 pilgrims per year. Besides, an additional 5,000 pilgrims travelled to Mecca through small boats every year. Overall, it is estimated that between 10,000 and 15,000 Malay and Indian pilgrims travelled to Mecca through Jeddah every year for Hajj period (UNESCO, 2014). Hajj is the Arabic word for pilgrimage. It is the fifth pillars of Islam, which requires all Muslims who are financially and physically capable to visit Mecca at least once in their lifetime (VOX, 2017). Most of the pilgrims had to stay in Jeddah as they awaited the official date of pilgrimage. According to some
available information, pilgrims spent several months in Jeddah waiting for the pilgrimage period to begin. Within this period, the city received huge crowds of visitors, which even exceeded the local residents.

The discovery of steam navigation in the 19th century completely altered the pilgrimage landscape. Most of the previously used boats and ships were gradually replaced by steam ships. Unlike the traditional boats, steam ships did not rely on monsoon winds for the trips back. For this reason, pilgrims could not stay in Jeddah for a long period as was previously the case. The opening of the Suez Canal in 1869 resulted in a sharp increase of pilgrimage through steam ships (UNESCO, 2014). In turn, Jeddah’s importance grew further as it was used as the port of entry for the pilgrims arriving through the Suez Canal. The high number of population arriving in Jeddah for pilgrimage in the 19th century led to the complete change of the city’s character. For instance, new markets were established, cisterns were cleaned, and new structures were developed. Notably, the most reputable value of Jeddah is associated with its peculiar architecture. Popularly known as the Red Sea architectural design, the Jeddah architecture was designed to symbolically imply the gate to Mecca for Muslim pilgrims (Bagader, 2014).

Due to its unique architecture, Jeddah has remained an historical reflection of the Red Sea culture. In particular, the city reminds people of the type of a construction style that once united the cities that were on both sides of the Red Sea. In figure 1, the construction style is typified by the towering houses decorated with robust wooden Roshan that were constructed in the latter stages of the 19th century (Bagader, 2014).
Most of these historical buildings were built by the city’s rich businessmen and they included small public squares and coral stone houses among others. As a tourist destination, Jeddah is a reflection of the last phases of the flourishing of the Indian Ocean trade following the opening of the Suez Canal. The business resulted in colossal profits for the merchants who in turn utilized their returns to construct magnificent housing structures. Besides, the growth of sea going vessels led to additional pilgrimage activities to Mecca.

In extension, wealth merchants built more houses to accommodate the increased number of visitors visiting the city for pilgrimage purposes. Though most of the ancient structures are drastically aging, the city has remained popular among populations from
across the world. More particularly, Jeddah is a reputable city among the Muslim faithful who travel to Saudi Arabia every year for pilgrimages purposes (Bagader, 2014). Jeddah, today, is not only a flourishing business and trade center but also a harbour for citizens for many parts in Saudi Arabia and visitors from all over the world, attracted by modern shopping centers, restaurants, hotels, and magnificent beaches (Anderson, 2011).

The Environmental Impact of Tourism

The increasing number of tourists has brought about positive as well as negative impacts in the area. According to El Nemr and El-Said (2014), the quality of the environment, whether natural or man-made, is influenced by tourism. Gladstone, Curley, and Shokri (2013) observed that tourists relate with the environment in different ways through various activities. Some of these activities may have significant impacts on water, land, and air quality, while others may present mild or less harmful effects (Hazbun, 2013). For instance, construction of roads, hotels, airports, and other such facilities may improve tourist experience while damaging the environment. Such activities are unsustainable because environmental destruction results in reduction in the tourism appeal of an area.

Exploring the impacts of tourism development, a study by Dubois (2010) attributed it to a number of negative effects. In urban centers, tourism has led to the pollution of streams, rivers, and wells specifically due to air pollution from traffic congestion and poor water disposal. Resolving these problems requires sensitizing the public on the importance of litter prevention, having effective management, and making
improvements to the urban infrastructures. Besides, ancient buildings are also increasingly getting destroyed by a large number of tourists (Dubois, 2010). Additionally, a high number of tourists in the region have put emerging destinations under intense pressure, resulting in the need for enhanced systems of water disposal, garbage and sewerage disposal. Economically, tourism in the region has been associated with a substantial number of benefits. Notably, it has contributed to increased number of jobs, enhanced lifestyles, and income for the local members of the community. On a negative note, it has also been established that tourism inflates the prices for property, land, and some food commodities. On the same note, it has been established that tourism results in unequal distribution of economic benefits among the local communities. Social-culturally, tourism has led to an enhanced respect for arts and crafts, enlightenment about the outside world, partnerships with foreign countries, and improved support for religious organizations (Dubois, 2010).

Green et al. (1989) argued that, even though tourist development tends to create positive environmental impacts within the surrounding areas, it is also associated with two critical negative outcomes. The researchers identified littering and noise as the two primary negative outcomes of tourism development. Green et al. (1989) observed that the presence of a high number of visitors and their vehicles can cause an insurmountable amount of noise within surrounding areas. On the other hand, the researchers found that retailing activities around a tourist site results in a lot of littering of the environment. Identifying these two limitations in the initial stages of tourist projects is important in implementing counter measures.
GhulamRabbany et al. (2013) identified both negative and positive impacts associated with tourism development. On a positive note, tourism can increase the impetus for the protection of critical ecosystems such as national and game parks. Additionally, tourism development can increase the awareness for the need to preserve and rehabilitate existing historic sites and monuments. For instance, important historic infrastructures in Cape Cod, US, have been rehabilitated and preserved for tourism reasons (GhulamRabbany et al., 2013).

In spite of the positive environmental impacts of tourism development, negative effects can also be manifested. When tourists come to a new place, they may import disastrous substances that can destroy the environment. For instance, visitors may migrate with hazardous substances like predators, diseases, and weeds. Besides, tourists may pollute the environment through negative behaviors such as poor garbage sewage, fuel leakage, littering, and improper fire practices (GhulamRabbany et al., 2013).

Ghobadi and Verdian (2016) also reported a mixture of positive and negative consequences on the environment following the development of tourism destinations. Tourism development enhances the effectiveness of waste and wastewater production and management. In extension, this process results in the development of sustainable environment. Typically, groundwater and surface resources are adversely affected by the excessive usage of these resources. However, through the development of tourism sites, these resources can begin to be managed in a more prudent manner. In addition, the development of tourism destinations can result in the protection of natural heritage and attractions. Although the findings of Ghobadi and Verdian (2016) revealed a substantial
link between tourist sites and environmental conservation, they also found that there were no plans put in place to protect the environment. Mostly, tourist activities result in high amounts of waste disposal within a tourism site. Unfortunately, most of these sites are in a deplorable state due to a dearth of improper measures to conserve the surrounding environment. The study further attributed the development of tourism sites with pollution issues. According to Ghobadi and Verdian (2016), tourism growth in any geographical area is associated with water, air, and sound pollution. The continued accumulation of pollution effects can potentially result in irreversible damages. However, when compared with other industries, tourism development does not result in adverse pollution impacts. For this reason, it is certain that environmental conservation and tourism activities are closely interrelated.

In spite of the negative environmental impacts of tourism development, positive effects can also be manifested. Tourism can also have positive impacts on the environment. These positive contributions can be direct and may include protection of sensitive areas and habitats (Hazbun, 2013). In Jeddah, tourists pay special entrance fees to get admission into different attraction sites and the collected revenues are used to improve the environment. The money is put into different uses, some of which involve environmental protection programs. In an effort to attract more tourists, the government of Saudi Arabia is also undertaking numerous conservation measures, especially along the coast to ensure that the area retains its natural beauty and appeal to visitors. Being the gateway to Mecca, millions of pilgrims flock to Jeddah yearly; this has prompted the
government to institute measures that ensure sustainable use of available resources and environmental conservation (Touliabah et al., 2016).

As tourists come into contact with the natural environment in Jeddah, they also experience new laws and policies aimed at encouraging environmental ethics among the tourists. In some areas, littering is prohibited and those found doing so are liable to the payment of fines and other duties. This has heightened awareness on the value of the environment and has encouraged individuals to engage in environmentally conscious behavior and activities even as they depart Jeddah for other tourist destinations within Saudi Arabia and around the world. Tourists are also encouraged to incorporate the principles of sustainable use of the environment (such as avoiding littering) during their holiday expeditions in order to encourage further development of the tourism industry.

When these environmental campaigns are sustained for long periods, tourists become used to the importance of environmental conservation, thus upholding services that encourage environmental development and conservation everywhere they go.

Waste and Littering (Cleanliness of the City)

Sunlu (2003) also detailed how tourism development is a real problem to waste disposal. Areas with attractive features attract huge numbers of tourists, which makes waste disposal to be a major concern. Such areas are mostly characterized by a lot of littering on the surface, mostly rivers, roadsides, and scenic areas. For instance, it is estimated that about 70,000 tons of wastes are produced by the cruise ships in the Caribbean (Sunlu, 2003). The possible effect of a lot of littering on the natural
environment is pollution and the death of marine organisms. In mountainous regions, trekking tourists have been indicated to leave behind a huge amount of wastes. Mostly, these type of tourist walk with a lot of food stuffs to consume as they continue exploring the region. However, due to the fact that there are no waste disposal infrastructures in such environments, they end up dumping leftovers on the ground surface. On the other hand, expedition tourists generate a great deal of wastes by leaving behind camping equipment, oxygen cylinders, and other forms of garbage. Such tourism activities mostly contribute to littering of the remote areas where there are few or no waste collection facilities (Sunlu, 2003).

In Jeddah, the same thing happens. Some tourists on expedition across the Red Sea leave behind their garbage, including camping items and kitchen wastes, thereby destroying scenic beauties. The collection of the garbage and maintaining environments as nature intended them can be difficult and expensive for the government. However, the government has no choice but to maintain these environments and to develop them further in order to encourage their appeal to local and international tourists. Around the beach in Jeddah, as shown in figure 2, it is not uncommon to find soda cans, water bottles, plastic paper bags, food containers, pieces of clothing, and other such pollutants (Momani & Fadil, 2013). Improper disposal of solid waste also contributes to the destruction of scenic environments, causes water pollution, and creates breeding grounds for diseases (Habibullah, 2014). The wastes can also be swept into the sea by surface run-off and this contributes to the death of marine life thereby reducing the outcomes of such economic activities as fishing.
Although the government has instituted legal framework to curb pollution, existing laws are often violated by tourists and private developers either knowingly or unknowingly (Bagader, 2014). It is for this reason that the pollution levels along the Jeddah beaches exceed global averages. Statistics show that existing laws can curb 80% of current environmental pollution along the coast of Jeddah, provided there are efficient control measures (Alshaikh, 2013). A recent study revealed that all the beaches in Jeddah are polluted but to different degrees; the area stretching between northern Abhur Bay and the 30-kilometer area to the south are the most polluted areas (Briassoulis & Van der Straaten, 2013). Swimming in these parts of the Jeddah coastline is also prohibited.
Another study showed that in order to salvage the environmental pollution situation at the coast of Jeddah, the government of Saudi Arabia would need to show dedicated effort in the next 15 to 20 years (Alshaikh, 2013). Approaches to solving the pollution can be human intervention or letting the environment repair itself, with the former projected to take more time than the latter.

Traffic Congestion

Traffic congestion and overcrowding have been associated with tourism development. In their study in Shadong China, Wang et al. (2010) reported how tourism activities in the region have resulted in overcrowding and traffic congestion. The participants contemplated that besides the positive outcome, tourism development may also result in unwanted impacts. For instance, Shadong residents have recently begun to experience traffic congestion and overcrowding. The participants of the study contended that traffic congestion and overcrowding have inconvenienced them to some degree. The participants particularly noted that due to these impacts, they were unable to carry out some activities in public spaces (Wang et al., 2010). In light of these outcomes, Wang et al. posited that most destinations in both underdeveloped and developed countries attract both positive and negative outcomes.

Similar results are reported by the Bagri and Kala (2016). The study reported how tourism development seems to have both negative and positive impacts on the society. On a negative note, the study highlighted how issues of traffic congestion and overcrowding are notorious effects of tourism development. Ordinarily, it is expected that residents may
show displeasure on these impacts. Surprisingly, the study revealed that most of the locals’ perceptions towards tourism are dependent on economic gains. Most of the respondents in the Bagri and Kala (2016) study showed less concerns about the issue of traffic congestion and overcrowding. They argued that as long as tourism development results in higher income, they did not have any concerns regarding the consequences on the environment (Bagri & Kala, 2016).

**Access to Facilities**

As a consequence of the high population in the world, challenges such as huge reduction of natural resources have taken place. As observed by the findings of Ghabadi and Verdian (2016), tourism development and its environmental implication have a substantial relation between them. Reflecting on the Noushahr attraction site, the study particularly revealed a significant shortage of basic facilities per each tourist. For instance, the findings demonstrated that tourism sites are suffering from a high shortage of facilities such as restrooms, catering, and parking spaces.

Habibullah (2014) observed that, over the last few decades, a significant number of large scale construction projects of recreational facilities, such as hotels and restaurants in Jeddah, especially the coastal parts, have been on the rise. These recreational facilities have promoted tourism in the area but have also contributed to negative environmental effects, especially in the marine ecosystem. According to Touliabah et al. (2016), the most significant threat to the marine environment in the Red
Sea emanate from activities taking place on shore. These activities include construction, industry development, purification of water, agriculture, and tourism (Youssef, 2015).

In Jeddah, luxurious hotels and other tourist amenities are being constructed on almost all available space and this has negative ramifications for the marine environment. Specifically, such activities as dredge and fill operations are common and leave the land vulnerable to increased soil erosion. Other destructive land-based activities associated with modernity and urbanization, which have negative effects on the environment include development of industries, power plants, water and sewage treatment plants, and habitat modifications (Momani & Fadil, 2013).

Most of the recreational facilities in Jeddah, especially along the coast line, have been constructed without sufficient evaluation of their impacts on the environment (Farahat, 2016). The focus of local entrepreneurs as well as the government seems to be to promote tourism through the provision of world class catering and hotel services in serene environments. However, the policymakers have failed to monitor or control development of hotels and resorts, and the construction methods being used in an effort to conserve the environment. Constructions activities aimed at supporting tourism also produce sediments that find their way to the sea, polluting the water and affecting the marine life, which in turn alters bio-diversity (Deery, Jago, & Fredline, 2012). The sediments also affect nearby vegetation, such as mangroves, seagrass beds, and coral reefs. Land resources such as fertile soil, minerals, and wetland can be affected during the construction of tourist sites. Land clearing to pave way for tourism development can result in deforestation (Sunlu, 2003).
On the other hand, a study by Green, Hunter and Moore (1989) associated the
development of tourism activities with positive economic impacts (see figure 3). The
creation and improvement of public infrastructures is a direct positive effect of tourism
development. For instance, new roads are always developed to link the tourist activity
with other important points such as towns, airports, and markets. The development of car
parking lots is another important component of tourism development.

Figure 3. Aerial View of a Beach Resort

Adapted from United Nations environment programme (UNEP). Retrieved from
The study further identified an increase in retailing activities within a tourism site as a major potential effect of tourism development. Green et al. (1989) noted that the development of Saltaire in Shipley, United Kingdom, attracted a large number of traders who began selling a range of items to the visiting tourists. However, on a negative note, the researchers noted that sometimes the retail activities may be oriented towards the visitors as opposed to the locals.

**Availability of Water**

According to Sunlu (2003), water is one of the most important resources that is mostly affected with the presence of high numbers of tourists in a given site. Generally, the tourism industry uses a lot of water. The industry requires enough water for golf courses, personal use, hotels, and swimming pools. Due to this high consumption, it is more likely that the water resources in a given site may get depleted. The issue can be of great concern particularly during hot seasons and dry seasons such as the Mediterranean. The two climate conditions make tourists to consume a significantly higher amount of water than in other conditions (Sunlu, 2003). Golf maintenance is another tourism activity that consumes a lot of water, which may result in its depletion. In the recent decades, golf tourism has gained momentum across the world, making the number of courses to grow. Maintaining golf courses requires a lot of water daily, and this results in the excessive extraction of water. The problem of water depletion is further worsened by the fact that most of the golf courses are established in places facing water scarcity (Sunlu, 2003).
In Jeddah, resources are particularly scarce because, although the city is located in the coast of the Red Sea, the weather does not support much farming (Alshaikh, 2013). Since there is also no sufficient rainfall in the area, the supply of fresh water is low. Water is required for both domestic use and for irrigation and the explosive number of tourists visiting the area annually, consequently, piles pressure on these limited resources. This has led to the development of large, expensive facilities for water purification to support the needs of both the locals and tourists. El Nemr and El-Said (2014) argued that tourists consume up to 440 liters of water a day when on holiday, thereby putting pressure on natural resources, forcing the locals to compete, leading to conflicts. The conflicts often involved the use of natural resources and concerns private developers and members of the general public.

Tourism activities can also exert high pressure on the available resources such as food, energy, and other necessary raw materials that may already be scarce. In addition, development of tourism and recreational facilities results in an increased pressure on important land resources (Sunlu, 2003). Ghobadi and Verdian (2016) based their reflections on the study they conducted in Nousharhr, a port city in Iran. Owing to the beautiful shores, good natural climate, and other natural attractions, the city has been receiving high numbers of visitors every year. It is generally believed that huge numbers of tourists in the city have led to some environmental damages on the shores, the environment, depletion of natural resources, consequences that threaten the sustainability of the area (Ghobadi & Verdian, 2016).
Air and Sea Quality

Air quality. Briassoulis and Van der Straaten (2013) argued that when tourists exceed the natural capacity of an ecosystem, they become a source of pollution. Some specific forms of pollution include air pollution. Like other industries, tourism can also result in air pollution. In response to increased tourism activities, air, road, and rail transportations are on an increasing level. As a result of the increased transportation volume, air pollution has been on the rise. Air pollution from the tourism industry has serious effects on the global level, particularly due to excessive emission of carbon particles. Subsequently, the high volume of carbon particles in the environment can pollute local environments. Most of these effects are specific to tourism activities. For instance, in hot countries, tourists frequently leave their vehicles running for several hours while they are out for an excursion. While this strategy makes the vehicles comfortable, it results in the pollution of the surrounding air.

According to Sunlu (2003), a single flight can emit almost half of the carbon dioxide produced by all other sources such as cars, lighting, and heating. In extension, emissions from tourism activities have been associated with global warming, acid rain, and general air pollution.

GhulamRabbany et al. (2013) gave a detailed account on the extent tourism related activities contribute to air pollution. On land, automobiles are the biggest contributor of tourism-related air pollution as compared to other forms of transportation modes. For instance, in 1997, automobiles released 26 million tons of carbon elements as compared with 7 million tons of the same compound by ships. With the potential increase
of tourism-related activities, it is expected that the number of automobiles will also grow in number (GhulamRabbany et al., 2013). Due to the high number of automobiles, the amount of carbon monoxide emitted into the atmosphere is expected to grow further in the next few years. Besides automobiles, air transport is another big source of air pollution. Sixty percent of the contemporary air transport is related to tourism activities. Thousands of people travel by air on a daily basis in search of hospitality services (GhulamRabbany et al., 2013). The trend has further resulted in the increased emission of carbon monoxide into the atmosphere. Aircrafts require a lot of fuel to successfully complete a trip to specific destinations. Typically, higher consumption of fuel implies elevated emission of carbon monoxide. For this reason, airplanes account for a greater percentage of tourism-related air pollution (GhulamRabbany et al. 2013).

Besides air pollution, tourism can also contribute to noise pollution. Cars, tour vehicles, aircrafts, and buses transporting tourists to their destinations can result in a great percentage of noise within a tourist area. Besides causing annoyances and stresses, noise causes discomfort to wildlife (Sunlu, 2003).

**Sea quality.** Among many other issues, the implications of tourism activities along the coastal shores have the major focus of many scholars. A huge presence of tourists at the coastal regions during peaks seasons usually results in unusual water pollution. Serious pollution of the sea can happen if proper infrastructures are not put in place to protect it. In extension, sea pollution can result in serious health complications for the water-based organisms. Exploring the effects of tourism on marine environment, GhulamRabbany et al. (2013) pointed out negative implications of tourism development
on sea water and other water bodies. According to GhulamRabbany et al. (2013), tourism activities affect the quality of water through the establishment and maintenance of cruising vehicles, recreational facilities, and other infrastructures. Infrastructures related with tourism increase pressure on the current sewage treatment plants, potentially resulting in overflows of sewages. During peak periods, a lot of sewage is released into the sea and other water bodies due to poor waste management infrastructures. High amounts of sewage remains in the sea can affect badly marine animals such as the fish. In extension, contaminated fish can cause humans to develop serious health complications after consuming them. For instance, contaminated fish can cause health complications such as dysentery, typhoid, and infectious hepatitis (GhulamRabbany et al. 2013).

GhulamRabbany et al. (2013) pointed out some of the possible effects tourism activities can result in marine environment. Establishment of breakwaters can alter the normal functioning of the coast lines and currents. Additionally, extraction of natural objects for building materials can adversely affect habitats. Besides, overbuilding and paving of the shorelines of the sea can result in pollution of water and destruction of marine habitats. Establishing multiple housing structures along the shores is a potential water pollution undertaking. Evidence from available sources suggest associate the increased number of buildings along shorelines with escalated sea water pollution (GhulamRabbany et al. 2013).

In Jeddah, tourists are attracted by various sites and activities. One of the most important destinations, especially for educational and or professional tourists, such as marine biologists, is the exceptionally unique coral reefs of the Red Sea (Bagader, 2014).
However, development of tourism in the area is putting undue pressure on natural resources and threatens the existence of these beautiful reefs.

Increased tourism leads to increased recreational activities. In the high season, most hotels are packed to the capacity and thus generate a lot of sewage, which is untreated and may find its way to the sea, polluting the water. Sewage released accidentally or intentionally into the sea encourages the growth of algae which affects coral reefs (Farahat, 2016). Sea water polluted by sewage as shown in figure 4, also poses dangerous problems to the health of humans and the survival of aquatic animals. Some coastal hotels and resorts in Jeddah also seem to be clashing with the design of the natural environment and hence seem out of place (Deery, Jago, & Fredline, 2012).

Environmental design and construction of structures should take into consideration natural topography and the environment in general in order to eliminate the mushrooming of structures that are in contradiction with the environment where they are situated. The lack of appropriate land-use planning and building regulations in Jeddah is responsible for the sprawling developments along its coastline and the resulting destruction of beautiful sceneries.
Citizens’ Perceptions

Tourism has brought about mixed reactions and attitudes among the citizens of Jeddah related to the environment. While the majority contend that tourism has created job employment, other citizens complain that the negative impacts of tourism on the environment outweigh the positive impacts. Citizens working in hotels and restaurants have and continued to praise tourism for the positive impact it has had on their lives. Those in the hotel and catering industry insist that more should be done in order to promote more tourism and even support the construction of more hotels and restaurants to attract more tourists and to provide sufficient resources that meet the demand. However, environmentally-conscious citizens with conservative tendencies, especially those not working within the hotel and catering industry, think that tourism not only
erodes the natural environment, but also the national heritage, culture, and way of life. As such, such individuals believe there is a need to protect local cultures and traditions from negative influence from foreign cultures and traditions, especially those advocated or transferred by tourists.

Some citizens, such as those working in the transport industry, support tourism but are concerned with the negative effects brought about by tourists. Most believe that there is a need to create a balance between tourism activity and natural resources, a view supported by the government and other environmentalists. They believe that a country could use the economic benefits of tourism to develop other sectors such as transport, health provision, and education. Stakeholders in environmental protection, including representatives of the United Nations Environment Program (UNEP) agree that the responsibility of protecting the environment belongs to all citizens. Besides, such groups argue that the function of the government is to create appropriate legal frameworks to support all works directed at environmental protection. Education programs and strict guidelines and requirements in major attraction sites could play an important role in influencing adoption of environmental ethics by both local citizens and international tourists.

Jaafar, Ismail, and Rasoolimanesh (2015) conducted an empirical study to determine how citizens perceive tourism development. The study focused on how the local community perceived the development of the Kinabalu National Park in Malaysia. The researchers found that the establishment of the Kinabalu National Park has led to both positive and negative implications on the local community. Nonetheless, the study
revealed that the members of the community believe that the positives of the park are more than the negatives. In particular, the participants contemplated that the park has improved transportation, accommodation, and other important services in the region. However, Jaafar et al. (2015) believed that further gains from the park can be sustained into the future if the local community is integrated in resolving the problem hindering the tourism sector. Besides, improved perceptions of tourism activities depend on how the local community is involved in the labor employment. By offering the local members jobs, it will be easier for them to realize the importance of tourism (Jaafar et al., 2015).

Exploring the same concept, Choi and Murray (2010) examined the attitudes of the community members towards tourism development in New Braunfels, Texas. The findings demonstrated that the positive perception of tourism resulting from outcomes such as employment opportunities and enhanced living standards results in greater support by the local community. In essence, the respondents who perceived tourism as a possible life-enhancing tool showed greater commitment to support future tourism development. On the other hand, the study revealed that negative perceptions attract substantial opposition from the members of the community in the future tourism development projects. However, the study demonstrated that perceptions towards environmental sustainability do not affect support for tourism activities. The participants contended that a society’s physical environment needs to be preserved and that proper morals and practices need to be maintained through educational programs. Nonetheless, the respondents did not believe that environmental sustainability would affect future support for tourism activities (Choi & Murray, 2010).
Support of tourism development by the local community is demonstrated by the Muresan et al. (2016) study. The study was particularly conducted to identify the support of local community members towards sustainable tourism activities in Nord-Vest, Romania. The results of the study demonstrated that tourism outcomes are regarded positively due to its potential to offer the locals the chance for employment and improved well-beings. A critical component of the local community members is the willingness to support the development of tourism activities.

The study revealed that local community members consider tourism as a potential income contributor. Due to this importance, the participants in the study showed a great desire to see more tourism activities in the community. At the same time, the local community members are aware of the need for significance of sustainable planning and managing of tourism sites. For this reason, Muresan et al. (2016) contended that the local community is a critical stakeholder in the development of the tourism industry and should be actively involved in the tourism processes. Although, Muresan et al. (2016) contemplated that even if local residents tend to have a positive perception towards tourism development, it is proper to take into account long-term transformations of their attitudes. Further, the study revealed that local residents tend to have stronger support for sustainable tourism development when policy makers focus on the interests of the community. Muresan et al. (2016) noted that a dearth of reliable knowledge concerning the members of the community’s perceptions towards tourism development has continued to negatively affect the decision-making processes in the industry.
A study by Khizindar (2012) reported how Saudi locals perceive tourism activities in Saudi Arabia. The analyses of the study outcome demonstrated a slight difference between men and women concerning their perceptions towards tourism development. In particular, men were found to be slightly more positive than women about the social aspects brought about by tourism development. At the same time, men were found to be more positive than women about the environmental effects of tourism. On the other hand, the study also demonstrated that age influences how Saudis perceive tourism development. Regardless of the gender, the participants who aged 30 years and below were found to be slightly less positive to tourism activities than their older counterparts. The study also implicated the level of education in Saudi residents’ perception of tourism activities. Compared with other levels of education, college graduates were found to have a considerably less perception of the economic effects of tourism development (Khizindar, 2012).

Bagri and Kala (2016) demonstrated a positive perception by the members of the community towards the development of tourist activities. In their study, Bagri and Kala (2012) found that most of the local residents were aware of and proud of the existence of tourism infrastructures in their community. The positive attitude was attributed to the increased number of job opportunities tourism development generates. In the realms of the level of satisfaction, most of the respondents in the study were highly satisfied with the tourism projects developed by various stakeholders. According to the study outcomes, most of the respondents believed that tourism is the right option for the community members to gain economic benefits.
Further, Bagri and Kala (2016) study revealed that local community members believed that tourism promotion has the potential to strengthen and improve the status of public infrastructures such as electricity, road networks, and many more others, which will ultimately improve their lives. At the same time, some residents perceive tourism as the right component that opens opportunities to interact with people of other cultures. Meeting with citizens from other cultures offers local residents valuable experience and the chance to learn from others (Bagri & Kala, 2016). Besides, the respondents noted that tourism is an effective tool that allows them to become aware of their culture and tradition.

Further, the study also demonstrated that some locals perceive tourism positively because they believed that it is the incentive to the preservation of the community’s social-cultural aspects. However, though most of the respondents showed positive perceptions towards tourism, they contemplated that it could equally erode the community’s culture. In particular, the participants felt that tourism has the potential to expose the young generation to the outside values which are in contravention of the local culture (Bagri & Kala, 2016).

Further insights into how the local residents perceive tourism development are provided by Candrea, Ispas, and Hertanu (2012). The researchers recruited participants living around Brasov, a well-known tourism destination in Romania and interviewed concerning how they perceive the existence of the amenity in their community. Examination of the findings showed both a positive and negative perception towards tourism. In particular, the respondents showed a positive perception about the overall
implication of tourism on development aspects. On the negative side, the respondents believed that tourism activities may contribute to erosion of the environment. At the same time, the study showed that most locals perceive tourism development negatively because of unequal distribution of resources. Reflecting on the outcome of the study, Candrea et al. (2012) encouraged the local authorities to establish plans to help disseminate the benefits of tourism to the entire community to gain extra support from the locals. Further, the researchers contended that the establishment of tourism centers in the local communities can be viewed positively if they end up benefiting the wider part of the community.

The issue of residents’ perception about the development tourism activities has also been explored by Wang, Bickle, and Harrill (2010). The researchers particularly focused on how the members of the local community view the establishment of a tourist attraction in Shadong, China. Most of the participants that were employed in the study demonstrated a positive attitude towards most of the outcomes of tourism. A positive attitude by the participants was attributed to the benefits that are associated with tourism. For instance, most of them demonstrated their delight in the economic benefits that result from tourism activities. Nonetheless, the study confirmed that income level is not an important predictor of locals’ perceptions about tourism activities (Wang et al., 2010).

Similar findings are offered by the study by Rasoolimanesh and Jaarfar (2016) who investigated the Bujang Valley residents’ perceptions of the development of tourism activities. The outcome of the research demonstrated that members of the community have a positive attitude towards the development of tourism destinations in their region.
The positive attitude by the participants was due to the perceived benefits of turning the valley into a tourist destination. In particular, most of the respondents were influenced by the possibility of improved infrastructure, employment opportunities, and investments. Due to positive feelings, most of the locals in this community are ready to take part in any process related with the development of tourism destinations as well as environmental conservation programs. According to Rasoolimanesh and Jaarfar (2016), this positive perception should be expected in any tourist program that is in its developmental stages. The Bujang Valley is new and is yet to be fully developed, which could be the main reason the members of the local community perceive it positively. In most cases, tourism destinations at primary levels of development are received well by the locals because, at this point, they have not started to result in negative implications on the society (Rasoolimanesh & Jaarfar, 2016).

Further, the findings from the study showed that positive perceptions are critical in motivating the members of the community to support tourism development. Consistently, most of the participants in the study showed a greater interest to be incorporated in the processes geared to the development of tourism programs. Besides, participants were ready to join forces in the initiatives meant to preserve the valley for future purposes (Rasoolimanesh & Jaarfar, 2016).

Substantial information regarding how local citizens perceive tourism development is also highlighted by research by Sharma, Dyer, Carter and Gursoy (2008, p. 44). The study specifically sought to assess how the sunshine Coast, Australia residents perceive the impact of tourism activities in the region. The findings of the study indicated
that it is only a fewer percentage of the local community members that consider the coast not to be a better place of living. This finding gave a suggestion that the majority of the residents still considered the coast a better place to live even though it is frequented by a huge number of tourists.

In addition, the research also sought to understand the local members’ awareness about the projected population growth on the coast. The findings demonstrated that the residents’ level of awareness has been on the rise since 2009. Nonetheless, in regards to the participants’ perceptions about the projected population increase, the level of concern among the local residents has been constant. Concerning the employment related issues in the region; the findings revealed that most residents were highly concerned with the absence of job opportunities at the coast (Sharma et al., 2008). In regards to the general impact of tourism in the region, most participants were upbeat that the sector has positively contributed to the growth of the coast. The research though, failed to provide information concerning how the local residents perceive the role tourists play in job creation, environmental conservation, and enhancement of cultural integration. For this reason, Sharama et al. (2008) called for further studies to be conducted to fully determine the locals’ perceptions on these variables.

In their study on the mountainous valley of China, Shan-shi et al. (2014) highlighted information concerning the local members’ perception about the tourism activities in the region. In regards to economic impacts of the tourism development in the region, the participants showed a great degree of positivism. The degree of positivism among the residents from the main communities of the valley was significantly higher
than those from other neighbouring counterparts. In regards to employment opportunities, the findings demonstrated that the local residents were confident that tourism development is positively correlated. The findings specifically highlighted that tourism development has a potential to promote external investment. Nonetheless, concerning the increase of family income, participants from both core and transition demonstrated a high positive perception. On the other hand, the participants from the peripheral regions of the valley showed a neutral attitude towards the role of tourism development in contributing to family income (Shan-shi et al., 2014).

The comparison data about how local citizens from different zones of the valley demonstrated that perceptions towards the impact of tourism development can be divergent even in the same urban center. This fact confirmed that the impact of tourism development is not universal. A broad range of variables such policies, natural conditions, and the degree of dependence on the tourism sector by the locals from the three regions of the valley resulted in different perceptions towards the sector. In sum, the findings of the Shan-shi et al. (2014) study confirmed that tourism development is perceived more positively among the locals in the core regions than in the transition and peripheral zones. The higher support of tourism activities in the core zones is attributed to the high number of citizens who directly or indirectly benefited from the sector. For instance, such community members were reported to have benefited from improved infrastructures and job opportunities (Shan-shi et al., 2014).

On the other hand, the considerable high support of the tourism development among residents in the transition zone was attributed to the employment opportunities the
family members realized in the sector. The higher number of the family members who secured jobs resulted in the desire to have more tourism infrastructures in the region. In the peripheral regions, the relatively low support for tourism activities is attributed to the less number of family members who benefited from the sector. Reflecting on the findings of the study, Shan-shi et al. (2014) contended that tourism development benefits a small number of residents in the host communities. Due to this discrepancy in benefits, tourism support may not be uniform among the local residents in the host community.

Similar findings to the Shan-shi et al. (2014) study are shared by Chhabra (2007). In their study about the perception of local citizens towards the presence of tourism activities in their community, the researchers showed how distance proximity influences attitudes to tourism. The findings particularly revealed that there is a high positive attitude among the locals residing within the core zone of the tourist site (Chhabra, 2007). In essence, the study revealed that the closer the distance to the tourism development site, the higher the positive attitudes among the local community citizens. Besides the distance, the findings of the study also confirmed that demographic factors such as income and marital status do not influence the local members’ perceptions about tourism development. However, gender was indicated to have some influence on the local citizens’ attitudes towards tourism development (Chhabra, 2007). Overall, the participants of the study demonstrated that their positive perceptions towards tourism development were motivated by the developmental impacts of tourism development.

Positive perceptions by the local community members towards tourism development are reported by the study conducted by Spears and Boger (2003) in Kansas,
United States. The study particularly investigated how Native Americans perceive the existence of gaming activities in their community. The Native American gaming (NAG) has been drawing a lot of tourists to the community due to its unique nature. Nonetheless, there has been a dearth of information regarding how Native Americans perceive the impact of the activity in their community. The findings of the study revealed a positive perception among the local community members towards the existence of NAG in their region (Spears & Boger, 2003). The positive attitude was attributed to the beneficial impacts NAG has on the community. Most of the respondents in the study expressed a great desire to have additional tourism activities in the community. In particular, the respondents felt that the future of the community was dependent on the existence of multiple tourism activities in the region (Spears & Boger, 2003).

Further positive perceptions by the local community members towards the development of tourism are reported by a study by Brida, Osti, and Faccioli (2011). The researchers used Folgaria, a small community in Italy, as the case study to investigate how the residents perceive tourism impacts in their community. In general, the study findings revealed a positive attitude among the local residents towards tourism development in their region. The respondents were particularly upbeat about tourism activities because of the associated positive economic effects. At the same time, the study showed that tourism activities in the region were associated with favorable social-cultural impacts. However, the approval of social-cultural impacts of tourism was slightly lower than the economic impacts (Brida et al., 2011).
**Readiness of Citizens to Receive Tourists**

Readiness to receive tourists depends on the attitude of citizens about tourists. Attitude is again influenced by the perceived benefit of tourists. Generally, those working in the tourism industry are ready and willing to receive tourists at any time of the year, provided they continue with their highly beneficial spending. People working in the hotel, catering, and tourism industry value tourists because they are responsible for improving the performance of their businesses. The government is also willing and ready to receive tourists at any time of the year. In many occasions, the government has conducted promotional programs abroad, popularizing Saudi Arabia as a tourism destination of choice for those seeking to experience Arabic culture. Although these programs have been mostly productive, they have also resulted in negative impacts as tourists contribute in environmental pollution (Briassoulis & van der Straaten, 2013). However, existing environmental policies are set to reduce environmental pollution caused by tourism once they are fully implemented (Touliabah et al., 2016).

Assessing community awareness on the impacts of tourism is critical in determining the members’ readiness for tourism development. However, the process is associated with a broad range of challenges. According to Cardenas, Byrd and Duffy (2015), Stakeholder Understanding of Sustainable Tourism Development Index (SUSTDI) can be utilized as a planning tool to effectively ascertain the level of awareness of the community towards sustainable tourism principles. Typically, different stakeholders have divergent understanding of the concept of sustainable tourism. In their
study, Cardenas et al. (2015) found that both psychographic and demographic variables can be utilized to determine each stakeholder’s level of awareness to sustainable tourism.

Understanding each stakeholder’s level of understanding concerning sustainable tourism is critical in determining the measures that need to be put in place to alleviate the negative impacts associated with hospitality industry. The study revealed that with SUSTDI, it can be easier to determine the level of understanding of sustainable tourism, which is crucial to designing an appropriate education program. In the Cardenas et al. (2015) experiment, SUSTDI showed that women identified with the significance of resource preservation more than men. In essence, the study demonstrated that women understand the criticality of maintaining societal resources for future purposes. The implication of this result is that planners addressing a predominantly male community need to put more emphasis on the need for resource preservation. Through this strategy, it would be easier for planners to enhance the overall understanding of sustainable tourism among the members of the society (Cardenas et al., 2015).

Preference of Jeddah as a Holiday Destination

Jeddah is now a popular tourist destination in the world. This has been facilitated in part by the growing government efforts to increase tourism. For instance, the Saudi Arabia General Commission for Tourism and Antiquities initiated a 20-year program recently to develop tourism nationally. The comprehensive strategy in tourism is intended to diversify the economy of Saudi Arabia and to reduce the country’s overdependence on
oil. To develop the tourism sector, the government of Saudi Arabia uses two approaches: promoting domestic tourism and promoting international tourism.

The government seeks to reduce the number of individuals travelling abroad for recreation by persuading them to explore locally available options. It is estimated that 5,000,000 Saudi Arabians travel abroad for tourism every year spending an estimated amount of 1.8 billion USD. If that spending could be kept within the country, the nation’s economy will be greatly advanced. The second approach, which is promoting international tourism, involves popularizing Saudi Arabia abroad as a preferred holiday destination. This is important for the country as it seeks to gain a larger share of international tourism. It is estimated that inbound international tourism would generate 27 billion USD for Saudi Arabia by 2020. The international tourism market is large and continues to grow.

Saudi Arabia has also become a popular tourism destination, especially for Muslims. Its attraction sites, which include historical sites, are popular places of interests. Jeddah is also the gateway to Mecca, an important city in Islam. Each year, millions of pilgrims visit the holy city of Mecca to worship God and to perform Hajj or Umrah as the Prophet Muhammed taught. Policy makers in Saudi Arabia such as Prince Sultan Bin Salman, who is the Secretary General of the supreme commission for Tourism and Antiquities, regard the development of infrastructure as critical to the promotion of tourism. The expansion of both domestic and international tourism would lead to the development of revenue generation, creation of new jobs, investment opportunities, and
general betterment of the life of locals. Figure 5 depicts the entry gate of Mecca, Quran Gate on Mecca Road.

Figure 5. Entry Gate of Mecca

Figure 5. Depiction of entry gate of Mecca, Quran gate on Mecca Road. Adapted from United Nations environment programme (UNEP). Retrieved from https://www.unenvironment.org.

**Tourist Satisfaction**

Tourists are generally satisfied with Jeddah and what it offers in terms of tourism. The state of infrastructure is generally good and this eases transportation for tourists. The main airport in Jeddah is King Abdulaziz International Airport. The city is also well-connected with other cities in Saudi Arabia. For instance, highway 40 begins in Jeddah and connects it to Mecca, Riyadh, and Dammam on the east coast. Religious tourists find this road particularly useful although many comment that more can be done in terms of developing rapid transit system within the city and to other cities. As shown in figure 6, tourists are attracted to such landmarks towers as King Fahd's Fountain (the highest
water-jet in the world), NCB Tower, IDB Tower, Jeddah Municipality Tower, Jeddah Tower, King Road Tower, Al Jawharah Tower, and Jeddah Flagpole (second-longest in the world). Other attractions include the Entrance of Mecca and Jeddah beaches, resorts, and restaurants.

Figure 6. Jeddah Tower

*Figure 6. The Jeddah Tower will become the tallest structure in the world upon its completion in 2020. Adapted from United Nations environment programme (UNEP). Retrieved from https://www.unenvironment.org.*

**Some Gaps Found in the Literature**

Although a lot of literature has been written about tourism in Jeddah and how the process impacts the environment, few studies have helped to link tourist activities in Jeddah with specific environmental problems, effectively distinguishing between local environmental pollution and pollution emanating from elsewhere. For instance, being a city along the coast of the Red Sea, it is possible that some sediment is transported to the
sea shore in Jeddah from other parts, creating an impression that they are from within. As an example, fishing, transportation, and other activities in the Red Sea may result in accidental or intentional pollution of the sea waters. For instance, individuals in the middle of the sea can dump unwanted materials from the ships and yachts into the sea. With time, these materials are carried to the coast by waves where they are deposited.

Jeddah is also the principal gateway to the holy cities of Mecca and Al-Medina. It provides water and land access to these two holy cities. According to statistics, between two and four million Muslims from different parts of the world and different mindset attend the Hajj pilgrimage annually. Most of them stay in Jeddah as tourists before they return back to their countries. Due to its strategic location and role, it is currently recognized as the center of religious tourism. Moreover, many people from different area in Saudi Arabia come to Jeddah every year to have fun and enjoy their time during the year or at the summer time, and the most place that attract tourists from home or abroad to visit are beaches and waterfront. Subsequently, this study concentrates on the environmental problems which are caused by tourists and put more effort on the environmental development to protect the environment in Jeddah as a tourism city.

In addition, while most of the consulted sources have shed a significant amount of information concerning the objective of the proposal, most of them do not contain information related with Jeddah. Instead, they report the experiences of local citizens from other countries in regards to how they perceive tourism development in their regions. At the same time, there is little information how tourism activities have affected Jeddah in particular. For this reason, there is need for an empirical research to be
conducted with Jeddah local citizens being the main focus. This strategy would enhance the access of first-hand information concerning how Jeddah citizens perceive the impact of tourism development in the city.

Summary

Tourism plays an important role in Jeddah. It has led to the development of the economy of this city and has influenced development of infrastructure and utilities such as hotels, resorts, and restaurants. However, tourism has also had a negative impact on the environment. It has contributed to soil erosion, air pollution, and water pollution in significant proportions, and these have significantly altered the manner in which natural activities take place. Although it is beneficial, there is a need to ensure that tourism is properly managed in Jeddah to reduce its negative impacts on the environment. The aspects of tourism that naturally favor conservation should be promoted and upheld at all times. The government should also formulate and implement appropriate policies that encourage tourism without impacting negatively on the environment. The citizens should also be encouraged to contribute towards conservation.

The negative impacts of tourism development in Jeddah are supported by multiple scholarly sources. Most of the reviewed materials have shed light on the extent to which tourism activities can affect the environment. The most notable environmental impacts of tourism development take place in the form of air pollution, littering, depletion of water and other natural resources, as well as the pollution of the sea waters. In regards to littering, the review demonstrated how the presence of high numbers of tourists can
increase the chances of poor waste disposal. Most parts of the tourism sites do not have enough garbage collection facilities, which forces tourists to leave their wastes on the surface. On the other hand, tourism development may result in water shortages. As observed from the reviewed sources, tourism requires a lot of water to run most of its recreational activities. Due to this high consumption of water, tourism activities may result to its depletion. Tourism can also result in air pollution due to a lot of emissions of carbon monoxide by airplanes and vehicles carrying tourists. Further, tourism development can potentially pollute marine waters due to excessive leakage or disposal of wastes into the sea. As noted in the review, during peak seasons the high population of tourists puts pressure on the available sewer systems making it to break up. Broken sewer systems can release waste materials into the sea if they are not fixed in time.

Concerning the perception of local citizens on the impact of tourism on their communities, most of the reviewed sources reported positive attitudes. The potential of tourism to provide locals with job opportunities, improved infrastructures, and social-cultural interactions were indicated to be the factors for positive attitudes among local community members across the reviewed sources. Most of the sources demonstrated that wherever the local community members have positive attitudes towards tourism, they tend to desire for additional tourism development in their respective areas. The reviewed sources also demonstrated that positive attitudes towards tourism development can be affected if the local community members are not directly or indirectly benefiting from the industry. Moreover, the literature revealed that high numbers of tourists in a given place can make it hard for the local citizens to access some vital recreational facilities.
Theoretical Framework

A theoretical framework refers to a collection of related concepts or hypotheses. In research, a theoretical framework is important because it guides the process and determines what the researcher measures and how he or she measures it. It also determines the nature of statistical relationships to be identified in a research. The purpose of formulated theories is explanation and prediction. Users of numerous theories hope to gain more understanding about how an idea, phenomenon or statistical relationship works. Theories are also used to challenge existing knowledge with the aim of expanding it further. Theoretical framework in research outlines some theories that are related to the research topic. Three theories related to this study are introduced and described in this section. These theories include:

Person-in-Environment Theory

The person-in-environment theory (PIE) is among popular social work theories in the world (Dybcz, 2015). According to this theory, social work is classified as an important profession whose aim is to improve the lives of members of a given community. It is regarded by many researchers as an important concept that differentiates social work from other helping professions. According to this theory, an individual or groups of individuals acting in their multiple environments form a dynamic and interactive system that affects each component simultaneously. This ecosystem is comprised of the individual and other components through which the individual maintains a reciprocal relationship as well as the environment at large. The individual
inside this ecosystem influences the environment through his or her actions and is also influenced by the environment. By using this theory, it becomes possible to understand the behavior of an individual in an environment.

Person-in-environment theory, which is sometimes referred to as person-in-situation theory, originated from social work and its focus on individual assistance in the environment (Dybcz, 2015). The development of this theory, over the years, reflects changes that have occurred in the political, social, and economic and environment realms. The concept has been particularly useful to direct practice although it has been difficult to apply it in other theoretical frameworks of social work. Some of the early contributors in the social work professions include the likes of Jane Addams and Mary Richmond. Both individuals made important contributions by focusing on influencing the society to develop policies and framework that would make it easy to assess individuals and families as they interact on a daily basis with their environments. Both researchers agree that while looking at abnormalities in persons, a researcher must not forget to consider similar abnormalities in the environment.

Although the theory suggests that the individual and the environment be studied together, there have been difficulties defining this relation and creating reliable methodologies for interaction (Dybcz, 2015). The works of different scholars in the same field have also failed to capture both aspects of the PIE construct. In turn, this has paved way for bitter divides in community organizers and direct practice workers. The concept of person-in-environment helps explain why tourism can lead to environmental pollution because both the individual and the environment influence each other. In this context, the
individual(s) is(are) the tourist(s) while the environment is Jeddah. Tourists visit beaches and attraction sites across Jeddah and are influenced by what they see, feel, touch, and eat in the environment. The environment is also affected by these human activities such as littering and other forms of pollutions. Understanding the relationship that exists between individuals and the environment is crucial, as this can inform major environmental decisions such as environmental protection policies.

**Systems Theory**

The Systems Theory is another fundamental concept of social work. One of the most important concepts in this theory is the fact that people are not isolated but operate in wider systems or networks (Healy, 2014). These wide systems or networks may be informal, formal or public. Informal systems may include a network of family members and friends. Formal system may include a system of clubs or support groups, while public networks are comprised of such institutions as schools, hospitals, and work settings. This theory claims that because individuals exist and thrive within special systems or networks, problems may arise if there is a lack of relationship between the person and the system within which he exists. Nevertheless, the same systems can be used to support a user and to institute special change; that is, the system can be used to correct a misfit that may exist between an individual and the group.

One significant advantage of this theory is that it focuses on changing the environment rather than the individual. This is due to the fact that environments are regarded as more flexible than individuals (Healy, 2014). While this is also a
disadvantage especially because it can cause environmental pollution as individuals exploit the environment for their benefit or enjoyment. Another significant characteristic of this theory is that it focuses on patterns rather than causes and effects. Although this provides a mechanism that can be used to arrive at different outcomes, it plays a leading role in influencing pollution. In environmental studies, pollution is understood as an outcome of improper activities; it is understood as a part of cause and effect phenomenon. For instance, water pollution is as a result of such activities as improper disposal of sewage or industry waste. This theory also views workers as part of a system of change rather than solely responsible for change. Although this approach may lend itself to a multi-disciplinary work, it again results in negative environmental impacts as individual actions are not considered.

Significant limitations for this theory include the fact that it does not explain why things happen, does not provide a clear guidance on how to bring about change, excludes details, focuses on the ‘bigger picture’, values maintenance over conflict, may not challenge inequality, and does not encourage challenge of oppressive systems (Healy, 2014). If applied in the discussion of tourism and pollution, this theory does not support equality and may focus on human satisfaction over environmental protection. The belief that the environment is meant for human consumption and that it has a natural capability to heal itself is bad for environmental protection. People that subscribe to this theory of belief system not only engage in pollution, but also encourage others to utilize the environment fully to their advantage. However, most conservation efforts are aimed at ensuring future generations live in a clean and well-preserved environment.
Afrocentric Perspective

The concept of Afrocentric Prospective was developed in the late 1960s at the Atlanta University School of Social Work (Waymer, 2006) in response to the African Americans historical oppression (Bakari, 1997). The Afrocentric perspective is a revolutionary transformation in thinking in the way the African Americans were popularly perceived. First and foremost, the Afrocentricism is founded on the notion that “blacks are leaders in the interpretation of the Black Experience reality and must, as a result, take the responsibility of defining it within the framework of objective reality” (Yabura, 1970).

The method grew further courtesy of the efforts by the social rights activists who consistently criticized the Eurocentric paradigm and the values that were used to address issues affecting the poor, minority, and the oppressed groups during the civil rights era. Principally, the Eurocentric perspective advanced a notion that the poor, marginalized and the oppressed individuals perceive their social dysfunction on account of their inherent deficiencies and personality disorders (Asante, 1987). Conversely, the Afrocentric model recognizes the strengths and uniqueness of various groups, including the minority in the society. Unlike the Eurocentric perspective, the Afrocentric model is anchored in a humanistic foundation that values all groups in the same way. In particular, the humanistic value purview considers all humans as subjects of the world as opposed to the objects. Within this understanding, humans are perceived as subjects with the capability to change the world, and in the process achieve newer possibilities both individually and collectively (Asante, 1987).
Consistent with the humanistic value system, Afrocentric Prospective is articulated the humanistic values as follows:

1. Love (agape) is essential to collective human development;
2. All people are created with equal ability potential (barring pre- and post-natal stress);
3. The satisfaction of basic human needs is a primary responsibility of society and must be the basis upon which society distributes its resources;
4. Perceptions and life experiences of all human beings have value for them;
5. All human beings have the inherent right to personal confidentiality;
6. All human beings must have the right to significantly influence the decisions that affect life; and
7. Cooperation as opposed to competition is a requisite for developing human communities (Waymer, 2006).

These Humanistic values can apply to various cultures. According to Graham (1999), the humanistic value system is a universal way to interpret human behaviors.

Utilizing this perspective, the Afrocentrists have discovered that all phenomena are articulated in the basic classes of time and space. The paradigm is based on five general characteristics. First, the method asserts that no phenomena can be understood effectively without locating its position (Asante, 1987). In particular, the perspective implies that a phenomenon should be studied and assessed in close reference to time and space. Locating a phenomenon’s psychological time and space is the only way of investigating the compound relations of science and art and other areas bypassed by
theory. Secondly, the method perceives phenomena to be varied, vibrant, and in motion (Asante, 1987). For this reason, it is critical for individuals to precisely identify and locate the position of a phenomenon even in times of uncertainties. In other words, it implies that investigators must fully understand where they are standing in the investigation processes.

Thirdly, Afrocentricism is a form of cultural critique that assesses etymological utilization of words and terms to understand the source of authors’ locations. Through this criticism, people are offered a new way to intersect ideas and actions against each other on account of what is unproductive and derogatory. Fourthly, the method aims to unearth the underpinnings behind the idiom of power and position to understand how space is established by principal traditions. Lastly, Afrocentricism locates the imaginative structures of systems various phenomena to ensure accurate understanding (Asante, 1987). Overall, the Afrocentric paradigm advocates for the provision of equal opportunities for all groups to intensify their skills and capabilities for both collective and individual prosperity (Schiele, 1996). Thus, achievement or failure is a reflection of success or failure of one another.

Within the realms of the impact of tourism in Jeddah, the concept of Afrocentricism can prove critical in many ways if it gets embraced by both the tourists and the locals. The concept advocates for loving others because it is essential for human development. Consistently, if tourists embrace this ideology, they would ensure that they have preserved the tourist environment wherever they visit. As noted, most tourists tend to abuse the environment through such littering and poor waste disposal. Within this
understanding, both the tourists and the locals would have access to a better living environment for both individual and collective welfare. Individual and collective prosperity is a key component of Afrocentric perspective.

By understanding that people are created with equal capability and potential, the concept of tourism in Jeddah can be perceived and practiced in a more beneficial manner. As outlined by the Afrocentric perspective, both the locals and the tourists need to understand that each other were created with equal ability and potentials. For instance, the locals need to understand that they have an equal capability with those in the government and can contribute something important towards the development and preservation of the tourism industry. In most cases, lots of locals tend to believe that they do not have the ability to contribute to public affairs. Nonetheless, if the locals can recognize their worth as outlined by the Afrocentric notion, they can take up a more active role to champion for the development and preservation of tourism in Jeddah. On the other hand, the tourists themselves can inculcate the same understanding and contribute to the formulation of policies to ensure the safety of the tourism destinations they visit. For instance, they can give their opinion on certain areas that need to be reinforced to make the sector more prosperous.

As demonstrated by the model that all humans have the right to influence decisions that influence their lives, all the stakeholders in the Jeddah tourism can cooperate to improve the statuses of the sector. Mostly, there is a perception that tourists tend to disregard the interests of the destinations they visit. On the other hand, it is commonly believed that tourism contributes to both negative and positive effects.
Implications such as air pollution, traffic congestion, noise, littering and poor waste disposal are common consequences of tourism. In most cases, efforts to resolve these issues have been left only to the authorities. Dealing with the problems that affect many stakeholders requires cooperation. Afrocentricism advocates for cooperation because it is critical in the development of human communities.

Consistently, if the various stakeholders in the Jeddah tourism sector can embrace the same principle, finding resolutions to the consequences of tourism can become easier. For instance, integrating both the public, representatives from the tourist community, the government, and the private institutions can prove critical in finding the best measures for the negative implications of tourism development in the city. In the same vein, the collective working can result in better ways of improving the sector. In sum, the Afrocentric perspective can prove critical in practice of tourism activities in Jeddah if all the stakeholders embrace its basic underpinnings.

Conclusion

Theoretical framework plays an important role in research. It sets the right mood for research and allows the researcher to determine what needs to be measured and or compared in order to obtain results that can help in decision making. Many theories of social work exist that could be used, but only three have been highlighted in this study. Understanding these theories would necessitate a valid, reliable, and authentic research that would lead to discovery of important information that can be used to advance the quality of human life. Jeddah is among popular tourist destinations in the Middle East.
and development of appropriate policies that would allow for balance between environmental preservation and tourism is essential.
CHAPTER III

METHODOLOGY

Chapter three produced the methodological procedures that were employed to conduct the research. The study was conducted to comprehend the impact of tourism on the environment and Jeddah citizens’ perception toward tourism in Jeddah, Saudi Arabia. Included in this chapter are the following: research design; description of the site; sample and population; instrumentation; treatment of data, and limitations of the study.

Research Design

An explanatory research design was employed in this study. According to Dudley (2011), explanatory research is determining the causal relationships between two or more variables (Dudley, 2011). The study collected data to assess the environmental impact of tourism and to explain the relationship between the impact of tourism on the environment and Jeddah citizen’s perception toward tourism in Jeddah.

Further, the explanatory research design allowed for the analytical description of the demographic data of the participants. This research design simplified the commentary of the relationships between the impact of tourism on the environment and Jeddah citizens’ perceptions toward tourism in Jeddah, Saudi Arabia.
Description of the Site

The study is conducted in Jeddah, Saudi Arabia in those areas that held the highest degree of tourism, such as beaches, parks, shopping centers, restaurants, and other leisure places. Jeddah was selected because of its tourist feature. It is the most beautiful place of the Saudi cities that attracts citizens and visitors from inside and outside the country. It is the largest seaport on the Red Sea, and is called the “Bride of the Sea.” Accordingly, the study of the environmental impact of tourism in Jeddah would be a requirement. Another reason to select the Jeddah site is because Jeddah is the researcher’s home and, hence, makes collecting data more convenient.

Sample and Population

In this study, the unit of analysis was individuals, citizens who reside in the city of Jeddah. The sampling frame in this research is all residents who are in Jeddah’s shopping centers (malls). The reason the researcher selected shopping centers is because it is the most common way in which residents escape from the hot weather in the summertime and it includes restaurants, entertainment, and coffee shops where they can sit and complete the survey. The sampling method that was utilized is criterion sampling. According to Dudley (2011), criterion sampling is one of the non-probability sampling. It is also named a purposive approach. It utilizes when the researcher has a certain criteria to follow, while selecting a sample (Dudley, 2011). In this study, after reviewing a list of large malls in Jeddah, and due to the longitudinal site along the Red Sea of Jeddah, the researcher selected a number of shopping centers located in north, middle, and south of Jeddah city to ensure that everyone have a chance to be selected. For this study, the
criteria are citizens who reside in the city of Jeddah for at least more than three years, live in a tourist area or are visiting a tourist area. One hundred and fifteen respondents were selected during tourism peak season. Specifically, during the summer vacation from May 27th to June 18th.

**Instrumentation**

The research study utilized a survey questionnaire titled “The Impact of Tourism on the Environment and Jeddah Citizens’ Perceptions toward Tourism in Jeddah, Saudi Arabia.” The survey questionnaire was composed of two sections with 26 questions. The first section contained demographic data about the profile of the participants. This section of the survey questionnaire contained six questions. Section one questions were focused on gender, age, marital status, education status, and home location.

The second section implemented the Likert scale in order to measure the environmental impact of tourism and Jeddah citizens’ perceptions toward tourism. This section contained 20 questions (7 through 26) divided into the appearance and cleanliness, crowding, access to facilities, water availability, quality of air and sea, and perception toward tourism.

**Pilot Testing**

The survey instrument was pilot tested on May 16, 2017 in a group of ten representative respondents. This process is made to make sure that the survey instrument is understandable and to allow the respondents to raise questions. This approach was utilized to reduce the gap that may happen between the researcher and the respondents.
Results from piloting the survey defined by making some clarification to some questions. First, in section I, none of the questions have changed. The questions were manifest and clear. In addition to being manifest, the questions in this section did not violate privacy. The questions focused on gender, age, marital and education status, and home location. So, the participants did not express dissatisfaction in this section.

In section II, there were some questions that needed more clarification. In question 11, 19, and 24, some explanations were made based on the participants’ observation. In Q11, they asked me, “What did you mean by facilities?” The same thing happened in question 19 and question 24. They asked me, “What did you mean by recreation? (Q19) and natural environment? (Q24), specifically. To make these questions more clear to the participants, some examples were added to these questions (see item explanation in Appendix B, section II). Otherwise, all the questions were manifested to the participants.

Reliability Analysis

Reliability is the accuracy or precision of the measuring instrument. Statistically, it measures the proportion of the “true” variance to the total of obtained variance of the data either by a measuring instrument. Looking differently, reliability is the proportion of error variance to the total variance either by a measuring instrument subtracted from 1.00, the index 1.00 indicating perfect reliability. Thus, the reliability coefficient varies between 0 and 1, indicating 0 as no reliability and 1 as perfect reliability. The Cronbach’s alpha provides a coefficient of internal consistency based on average inter-item correlations. In this research, reliability analysis with the Cronbach’s alpha model was
conducted for 20 scale items – Appearance and cleanliness, crowding, access to facilities, water availability, quality of air and sea, and perception toward tourism. As shown in Table 1, the overall reliability of these items as measured by Cronbach’s alpha is 0.825. In order to ascertain the internal consistency among these scale items, additional Cronbach’s alpha if item deleted statistics were obtained. As shown in the last column of the table, these coefficients were fairly consistent with a slight variation between .805 and .836. For that reason, it is determined that the scale items were uniformly consistent with a high level of reliability.

Table 1

*Reliability Analysis Items – Total Statistics*

<table>
<thead>
<tr>
<th>Scale Mean if Item Deleted</th>
<th>Scale Variance if Item Deleted</th>
<th>Corrected Item-Total Correlation</th>
<th>Cronbach’s Alpha if Item Deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Tourism greatly adds to solid waste and littering</td>
<td>42.9739</td>
<td>51.464</td>
<td>.443</td>
</tr>
<tr>
<td>8. Tourism has increased sewage problem</td>
<td>42.7304</td>
<td>51.111</td>
<td>.450</td>
</tr>
<tr>
<td>9. Tourism improved infrastructure such as road, and parking space</td>
<td>42.8957</td>
<td>52.182</td>
<td>.341</td>
</tr>
<tr>
<td>10. During tourism season, traffic congestion has increased</td>
<td>43.8957</td>
<td>53.357</td>
<td>.459</td>
</tr>
</tbody>
</table>
Table 1 (continued)

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<thead>
<tr>
<th></th>
<th>Scale Mean if Item Deleted</th>
<th>Scale Variance if Item Deleted</th>
<th>Corrected Item-Total Correlation</th>
<th>Cronbach’s Alpha if Item Deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. During tourism season, there is huge pressure on facilities such as restaurants, shopping centers, parks, landmarks, and other leisure places</td>
<td>43.8087</td>
<td>53.893</td>
<td>.380</td>
<td>.818</td>
</tr>
<tr>
<td>12. Tourism provides more public facilities</td>
<td>42.2435</td>
<td>54.870</td>
<td>.175</td>
<td>.828</td>
</tr>
<tr>
<td>13. During tourism season, too much water used</td>
<td>43.5652</td>
<td>53.020</td>
<td>.436</td>
<td>.815</td>
</tr>
<tr>
<td>14. Tourism decreases the availability of water for the local resident</td>
<td>43.0435</td>
<td>50.323</td>
<td>.482</td>
<td>.812</td>
</tr>
<tr>
<td>15. Increasing number of vehicle during tourism season leads to more air pollution</td>
<td>43.4870</td>
<td>50.322</td>
<td>.613</td>
<td>.806</td>
</tr>
<tr>
<td>16. During tourism season, amount of solid waste on sea and beach has increased</td>
<td>43.7391</td>
<td>51.721</td>
<td>.599</td>
<td>.809</td>
</tr>
<tr>
<td>17. I believe that tourism should be actively encouraged in the community</td>
<td>42.1130</td>
<td>54.364</td>
<td>.232</td>
<td>.825</td>
</tr>
<tr>
<td>Item Description</td>
<td>Scale Mean if Item Deleted</td>
<td>Scale Variance if Item Deleted</td>
<td>Corrected Item-Total Correlation</td>
<td>Cronbach’s Alpha if Item Deleted</td>
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<td>--------------------------------</td>
</tr>
<tr>
<td>18. I support tourism and would like to see it become an important part of my community</td>
<td>42.0696</td>
<td>52.714</td>
<td>.345</td>
<td>.819</td>
</tr>
<tr>
<td>19. Tourism increases the availability of recreation opportunities such as (restaurant, shopping center, parks, landmarks, and other leisure places, etc.) to local residents</td>
<td>41.9913</td>
<td>55.061</td>
<td>.223</td>
<td>.824</td>
</tr>
<tr>
<td>20. During tourism season, overcrowding affects my enjoyment of activities in public area</td>
<td>43.5043</td>
<td>52.147</td>
<td>.489</td>
<td>.812</td>
</tr>
<tr>
<td>21. The appearance and cleanliness of the city is great during tourism season</td>
<td>42.8870</td>
<td>51.610</td>
<td>.400</td>
<td>.817</td>
</tr>
<tr>
<td>22. Tourism increases pressure on natural resource such as water</td>
<td>43.2348</td>
<td>50.865</td>
<td>.521</td>
<td>.810</td>
</tr>
<tr>
<td>23. Tourism increases air and sea pollution</td>
<td>43.1913</td>
<td>49.893</td>
<td>.615</td>
<td>.805</td>
</tr>
</tbody>
</table>
Table 1 (continued)

<table>
<thead>
<tr>
<th>Item</th>
<th>Scale Mean if Item Deleted</th>
<th>Scale Variance if Item Deleted</th>
<th>Corrected Item-Total Correlation</th>
<th>Cronbach’s Alpha if Item Deleted</th>
</tr>
</thead>
<tbody>
<tr>
<td>24. Tourism expansion damages the natural environment (use lands for construction of hotels and other tourism facilities)</td>
<td>42.8957</td>
<td>51.322</td>
<td>.464</td>
<td>.813</td>
</tr>
<tr>
<td>25. The community members should participate in tourism planning and development</td>
<td>41.9913</td>
<td>58.132</td>
<td>-.091</td>
<td>.836</td>
</tr>
<tr>
<td>26. Tourism planners spend sufficient efforts to protect the environment</td>
<td>43.0348</td>
<td>51.841</td>
<td>.382</td>
<td>.818</td>
</tr>
</tbody>
</table>

**Treatment of Data**

To analyze the data, a Statistical Package for Social Sciences (SPSS) was used. It is a procedure of statistical analysis for analyzing data. The treatment of data utilized descriptive statistics that include measurement of frequency distribution, measure of central tendency, standard deviation, and cross tabulation.

**Limitations of the Study**

This present study had two limitations. First, due to the variety of natural tourism and different backgrounds of people in any community, the generalizability of the
findings to other environments and other people from different backgrounds would be limited. Second, most of the studies concerning the impact of tourism on the environment and the perception of residents toward tourism were conducted in the developed countries (countries with a long tourism history); while there were few studies conducted in developing countries. Furthermore, those studies that were conducted in the developing world, including this study, were in urban areas neglecting the rural areas.
CHAPTER IV
PRESENTATION OF FINDINGS

The purpose of this chapter was to present the findings of the study in order to explain the impact of tourism on the environment and Jeddah citizen’s perception toward tourism in Jeddah. The data analysis was conducted at two levels; demographic data and research questions and hypotheses. The first level was the descriptive analysis, which explained the demographics of Jeddah citizens, including, gender, age, marital status, education status, and home location. The second level of analysis was analytical procedures, which includes the Spearman Rho statistical test, in order to determine the variables that had influence on Jeddah citizens’ perceptions including the appearance and cleanliness, crowding, access to facilities, water availability, and quality of air and sea. The target population for the research included citizens who reside in the city of Jeddah. One hundred and fifteen respondents participated utilizing a purposive approach.

Descriptive Analysis

Demographic Data

Table 2 indicated that typical respondents of the study were female (52.2%), who were married (76.5%), between the ages of 29-37 years old (33%), with a bachelor degree (71.3%), lived in north of Jeddah (46.1%), and have lived in Jeddah more than
Table 2

*Jeddah Citizens’ Characteristics*

<table>
<thead>
<tr>
<th>Variables</th>
<th>Frequency</th>
<th>Percent</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age (In years)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19-28</td>
<td>31</td>
<td>27.0</td>
<td>27.0</td>
</tr>
<tr>
<td>29-37</td>
<td>38</td>
<td>33.0</td>
<td>60.0</td>
</tr>
<tr>
<td>38-46</td>
<td>32</td>
<td>27.8</td>
<td>87.8</td>
</tr>
<tr>
<td>47-55</td>
<td>11</td>
<td>9.5</td>
<td>97.4</td>
</tr>
<tr>
<td>56-60</td>
<td>3</td>
<td>2.6</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>What Is Your Gender?</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>55</td>
<td>47.8</td>
<td>47.8</td>
</tr>
<tr>
<td>Female</td>
<td>60</td>
<td>52.2</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>What Is Your Marital Status?</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>88</td>
<td>76.5</td>
<td>76.5</td>
</tr>
<tr>
<td>Never Married</td>
<td>21</td>
<td>18.3</td>
<td>94.8</td>
</tr>
<tr>
<td>Divorced</td>
<td>4</td>
<td>3.5</td>
<td>98.3</td>
</tr>
<tr>
<td>Widowed</td>
<td>2</td>
<td>1.7</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>What Is Your Educational Level?</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less Than High School</td>
<td>1</td>
<td>.9</td>
<td>.9</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>12</td>
<td>10.4</td>
<td>11.3</td>
</tr>
<tr>
<td>Bachelor Degree</td>
<td>82</td>
<td>71.3</td>
<td>82.6</td>
</tr>
<tr>
<td>Master’s Degree</td>
<td>18</td>
<td>15.7</td>
<td>98.3</td>
</tr>
<tr>
<td>Doctoral Degree</td>
<td>2</td>
<td>1.7</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>What Is Your Home Location?</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>North of Jeddah</td>
<td>53</td>
<td>46.1</td>
<td>46.1</td>
</tr>
<tr>
<td>South of Jeddah</td>
<td>29</td>
<td>25.2</td>
<td>71.3</td>
</tr>
<tr>
<td>East of Jeddah</td>
<td>29</td>
<td>25.2</td>
<td>96.5</td>
</tr>
<tr>
<td>West of Jeddah</td>
<td>4</td>
<td>3.5</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Have You Been In Jeddah More than Three Years?</strong></td>
<td>115</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>
three years. The high percentage of being married warrants an explanation. In Saudi Arabia, which is an Islamic country, marriage is the holy bond. The relationship of love between men and women is encouraged within marriage frame. So, Islamic religion and Islamic culture encouraged people to get married to create a family and children within this marriage. Moreover, as indicated in table 2, the highest numbers of respondents lived north of Jeddah (46.1%), then south (25.2%) and east (25.2%) of Jeddah, while only (3.5%) lived west of Jeddah. North of Jeddah is the most popular modern and visited area by tourist who report it being most enjoyable compared to other areas in Jeddah. In contrast, west of Jeddah is a major investment along the Red Sea coast. Therefore, it is a public area more than private housing to live in.

**The Appearance and Cleanliness**

Table 3 demonstrated the frequency distribution for the responses to the statements. Of the 115 respondents, the majority (65%) indicated that they agreed or strongly agreed that tourism greatly adds to solid waste and littering. Nevertheless, (34.8%) disagreed or strongly disagreed that tourism greatly adds to solid waste. Approximately (50%) of the respondents disagreed and strongly disagreed that tourism has increased sewage problem, while (49.6%) of the respondents agreed and strongly agreed that tourism has increased the sewage problem.
Table 3

*The Appearance and Cleanliness*

<table>
<thead>
<tr>
<th>Appearance and Cleanliness</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Tourism greatly adds to solid waste and littering</td>
<td>10 (8.7%)</td>
<td>30 (26.1%)</td>
<td>54 (47%)</td>
<td>21 (18.3%)</td>
</tr>
<tr>
<td>8. Tourism has increased sewage problem</td>
<td>15 (13%)</td>
<td>43 (37.4%)</td>
<td>41 (35.7%)</td>
<td>16 (13.9%)</td>
</tr>
</tbody>
</table>

**Crowding**

Table 4 demonstrated the frequency distribution for the responses to the statements. Of the 115 respondents, (52.2%) indicated that they disagreed and strongly disagreed that tourism improved infrastructure such as road, and parking space. Conversely, (47.8%) agreed and strongly agreed that tourism improved infrastructure such as roads and parking spaces. Overwhelmingly, (95.7%) of the respondents agreed and strongly agreed that during tourism season, traffic congestion has increased; while only (4.4%) of the respondents disagreed and strongly disagreed that during tourism season, traffic congestion has increased.
Table 4

*Crowding*

<table>
<thead>
<tr>
<th>Crowding</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>9. Tourism improved infrastructure such as road, and parking space</td>
<td>27 (23.5%)</td>
<td>33 (28.7%)</td>
<td>45 (39.1%)</td>
<td>10 (8.7%)</td>
</tr>
<tr>
<td>10. During tourism season, traffic congestion has increased</td>
<td>1 (.9%)</td>
<td>4 (3.5%)</td>
<td>27 (23.5%)</td>
<td>83 (72.2%)</td>
</tr>
</tbody>
</table>

**Access to Facilities**

Table 5 demonstrated the frequency distribution for the responses to the statement. Of the 115 respondents, the majority (95.7%) indicated that they agreed and strongly agreed that during tourism season, there is huge pressure on facilities such as restaurant, shopping center, parks, landmarks, and other leisure places. Yet, the minority (4.4%) disagreed and strongly disagreed that during tourism season, there is huge pressure on facilities such as restaurant, shopping center, parks, landmarks, and other leisure places. More than (78%) of the respondents agreed and strongly agreed that tourism provides more public facilities; while (21.8%) of the respondents disagreed and strongly disagreed that tourism provides more public facilities.
Table 5

Access to Facilities

<table>
<thead>
<tr>
<th>Access to Facilities</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. During tourism season, there is huge pressure on facilities such as restaurant,</td>
<td>1 (.9%)</td>
<td>4 (3.5%)</td>
<td>37 (32.2%)</td>
<td>73 (63.5%)</td>
</tr>
<tr>
<td>shopping center, parks, landmarks, and other leisure places</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Tourism provides more public facilities</td>
<td>7 (6.1%)</td>
<td>18 (15.7%)</td>
<td>60 (52.2%)</td>
<td>30 (26.1%)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Water Availability

Table 6 demonstrated the frequency distribution for the responses to the statements. Of the 115 respondents, the majority (91.3%) indicated that they agreed and strongly agreed that during tourism season, too much water was used. Nevertheless, only (8.7%) disagreed and strongly disagreed that during tourism season, too much water was used. Nearly (61%) of the respondents agreed and strongly agreed that tourism decreases the availability of water for the local resident; while only (39.1%) of the respondents disagreed and strongly disagreed that tourism decreases the availability of water for the local resident.
Table 6

*Water Availability*

<table>
<thead>
<tr>
<th>Water Availability</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>13. During tourism season, too much water was used</td>
<td>1 (.9%)</td>
<td>9 (7.8%)</td>
<td>55 (47.8%)</td>
<td>50 (43.5%)</td>
</tr>
<tr>
<td>14. Tourism decreases the availability of water for the local resident</td>
<td>9 (7.8%)</td>
<td>36 (31.3%)</td>
<td>37 (32.2%)</td>
<td>33 (28.7%)</td>
</tr>
</tbody>
</table>

**Quality of Air and Sea**

Table 7 demonstrated the frequency distribution for the responses to the statements. Of the 115 respondents, the majority (87%) indicated that they agreed and strongly agreed that increasing number of vehicles during tourism season leads to more air pollution. However, only 13.1% disagreed and strongly disagreed that the increasing number of vehicles during tourism season leads to more air pollution. Overwhelmingly, (92.1%) of the respondents agreed and strongly agreed that during tourism season, amount of solid waste in the sea and on the beach increased; while only (7.8%) of the respondents disagreed that during tourism season, amount of solid waste in the sea and on the beach increased.
Table 7

Quality of Air and Sea

<table>
<thead>
<tr>
<th>Quality of Air and Sea</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>15. Increasing number of vehicle during tourism season leads to more air pollution</td>
<td>4 (3.5%)</td>
<td>11 (9.6%)</td>
<td>51 (44.3%)</td>
<td>49 (42.6%)</td>
</tr>
<tr>
<td>16. During tourism season, amount of solid waste on sea and beach has increased</td>
<td>9 (7.8%)</td>
<td>38 (33.0%)</td>
<td>68 (59.1%)</td>
<td></td>
</tr>
</tbody>
</table>

Perception toward Tourism

Table 8 demonstrated the frequency distribution for the responses to the statements. Of the 115 respondents, the majority (83.5%) indicated that they agreed and strongly agreed that they believe that tourism should be actively encouraged in the community. On the other hand, the minority (16.5%) disagreed and strongly disagreed that they believe that tourism should be actively encouraged in the community. The majority (81.7%) of the respondents agreed and strongly agreed to support tourism and would like to see it become an important part of their community; while only (18.2%) of the respondents disagreed and strongly disagreed to support tourism and would like to see it becomes an important part of their community.

Of the 115 respondents, the majority (90%) indicated that they agreed and strongly agreed that tourism increases the availability of recreation opportunities (such as
restaurants, shopping centers, parks, landmarks, and other leisure places) to local residents. Conversely, only (10%) disagreed and strongly disagreed that tourism increases the availability of recreation opportunities (such as restaurants, shopping centers, parks, landmarks, and other leisure places) to local residents. The majority (89%) of the respondents agreed and strongly agreed that, during tourism season, overcrowding affects their enjoyment of activities in public areas; while only (11%) of the respondents disagreed and strongly disagreed, that during tourism season, overcrowding affects their enjoyment of activities in public areas.

Of the 115 respondents, the majority (61%) indicated that they disagreed and strongly disagreed that the appearance and cleanliness of the city is great during tourism season. However, only (39%) agreed and strongly agreed that the appearance and cleanliness of the city is great during tourism season. The majority (76%) of the respondents agreed and strongly agreed that tourism increases pressure on natural resources, such as water; while only (24%) of the respondents disagreed and strongly disagreed that tourism increases pressure on natural resources, such as water. Of the 115 respondents, the majority (74%) indicated that they agreed and strongly agreed that tourism increases air and sea pollution. Yet, only (26%) disagreed and strongly disagreed that tourism increases air and sea pollution. The majority (58%) of the respondents agreed and strongly agreed that tourism expansion damages the natural environment (use lands for construction of hotels and other tourism facilities); while (42%) of the respondents disagreed and strongly disagreed that tourism expansion damages the natural environment (use lands for construction of hotels and other tourism facilities).
Table 8

*Perception toward Tourism*

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>17. I believe that tourism should be actively encouraged in the community</td>
<td>5 (4.3%)</td>
<td>14 (12.2%)</td>
<td>59 (51.3%)</td>
<td>37 (32.2%)</td>
</tr>
<tr>
<td>18. I support tourism and would like to see it become an important part of my community</td>
<td>6 (5.2%)</td>
<td>15 (13.0%)</td>
<td>49 (42.6%)</td>
<td>45 (39.1%)</td>
</tr>
<tr>
<td>19. Tourism increases the availability of recreation opportunities such as (restaurant, shopping center, parks, landmarks, and other leisure places, etc.) to local residents</td>
<td>1 (.9%)</td>
<td>11 (9.6%)</td>
<td>63 (54.8%)</td>
<td>40 (34.8%)</td>
</tr>
<tr>
<td>20. During tourism season, overcrowding affects my enjoyment of activities in public area</td>
<td>2 (1.7%)</td>
<td>11 (9.6%)</td>
<td>55 (47.8%)</td>
<td>47 (40.9%)</td>
</tr>
<tr>
<td>21. The appearance and cleanliness of the city is great during tourism season</td>
<td>20 (17.4%)</td>
<td>50 (43.5%)</td>
<td>31 (27.0%)</td>
<td>14 (12.2%)</td>
</tr>
<tr>
<td>22. Tourism increases pressure on natural resource such as water</td>
<td>5 (4.3%)</td>
<td>23 (20.0%)</td>
<td>53 (46.1%)</td>
<td>34 (29.6%)</td>
</tr>
</tbody>
</table>
facilities). Of the 115 respondents, overwhelmingly, (90.5%) indicated that they agreed and strongly agreed that the community members should participate in tourism planning and development. However, only (9.5%) disagreed and strongly disagreed that the community members should participate in tourism planning and development. The majority (60.5%) of the respondents disagreed and strongly disagreed that tourism planners spend sufficient efforts to protect the environment; while only (36.5%) of the respondents agreed and strongly agreed that tourism planners spend sufficient efforts to protect the environment.

**Analytical Procedures**

In an effort to answer the research questions, the Spearman Rho was tested statistically and following are the results. There were six research questions and null hypotheses presented and accompanied by the analytical results.
Research Questions and Hypotheses

RQ1: Is there a statistically significant relationship between the impact of tourism on the environment and Jeddah citizens’ perceptions toward tourism in Jeddah, Saudi Arabia?

HO1: There is no statistically significant relationship between the impact of tourism on the environment and Jeddah citizens’ perceptions toward tourism in Jeddah, Saudi Arabia.

As indicated in table 9, to answer the overarching question, a multiple Linear Regression was calculated to predict Jeddah citizens’ perceptions toward tourism based on the following environmental factors: cleanliness, crowding, access to facilities, availability of water, and quality of air and sea. A significant regression equation was found (F(5, 109)=12.420, p<.000), with an R² .363. Participants’ predicted perceptions toward tourism score is equal to 14.770-1.026+.145+.653+.931+.090, where perceptions toward tourism (DV) is measured in single units and each of the environmental factors are measured in units as well. Participants’ perceptions score increased .931 for every unit increase in crowding, and 1.026 units for every unit increase in their quality of air score. Both the crowding score and quality of air score were significant predictors of perceptions toward tourism.
Thirty-six percent of the perceptions of Jeddah citizens toward tourism can be explained by this model. The more positive they were about crowding and the quality of air and sea, the more positive they were about tourism. As a result, the null hypothesis was rejected – that is, the two environmental factors explained increased the perceptions toward tourism in Jeddah.

Table 9

*Results of Correlation between the perceptions toward tourism in Jeddah and the impact of tourism on the environment.*

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>14.770</td>
<td>1.705</td>
<td>8.661</td>
</tr>
<tr>
<td></td>
<td>Cleanliness Score</td>
<td>.090</td>
<td>.237</td>
<td>.035</td>
</tr>
<tr>
<td></td>
<td>Crowding Score</td>
<td>.931</td>
<td>.291</td>
<td>.274</td>
</tr>
<tr>
<td></td>
<td>Access to Facilities Score</td>
<td>.653</td>
<td>.374</td>
<td>.149</td>
</tr>
<tr>
<td></td>
<td>Water Availability Score</td>
<td>.145</td>
<td>.289</td>
<td>.049</td>
</tr>
<tr>
<td></td>
<td>Quality of Air Score</td>
<td>1.026</td>
<td>.331</td>
<td>.314</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.602&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.363</td>
<td>.334</td>
</tr>
</tbody>
</table>

<sup>a</sup> Predictors: (Constant), Quality Of Air Score, Access To Facilities Score, Crowding Score, Cleanliness Score, Water Availability Score

<sup>b</sup> Dependent Variable: Perception Score
RQ2: Is there a statistically significant relationship between cleanliness of the city and Jeddah citizens’ perceptions toward tourism in Jeddah?

HO2: There is no statistically significant relationship between cleanliness of the city and Jeddah citizens’ perceptions toward tourism in Jeddah.

As indicated in table 10, a Spearman rho correlation coefficient was calculated for the relation between the perceptions toward tourism in Jeddah and cleanliness of the city.

Table 10

*Results of Correlation between the perceptions toward tourism in Jeddah and cleanliness of the city.*

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Perception Score</th>
<th>Cleanliness Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spearman's rho</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perception Score</td>
<td>Correlation Coefficient</td>
<td>1.000</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>115</td>
<td>115</td>
</tr>
<tr>
<td>Cleanliness Score</td>
<td>Correlation Coefficient</td>
<td>.348**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.</td>
</tr>
<tr>
<td>N</td>
<td>115</td>
<td>115</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

Although statistically significant, a weak correlation was found ($r (2) = .348$, $p < .001$).

Consequently, the null hypothesis was rejected – that is, the cleanliness of the city is related to the perceptions toward tourism in Jeddah.
RQ3: Is there a statistically significant relationship between crowding and Jeddah citizens’ perceptions toward tourism in Jeddah?

HO3: There is no statistically significant relationship between crowding and Jeddah citizens’ perception toward tourism in Jeddah.

As indicated in table 11, a Spearman rho correlation coefficient was calculated for the relation between the perceptions toward tourism in Jeddah and crowding. A moderately weak correlation that was significant was found ($r (2) = .412, p < .001$). For that reason, the null hypothesis was rejected – that is, the crowding is related to the perceptions toward tourism in Jeddah.

Table 11

*Results of Correlation between the perceptions toward tourism in Jeddah and crowding.*

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Perception Score</th>
<th>Crowding Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spearman's rho</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perception Score</td>
<td>Correlation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Coefficient</td>
<td>1.000</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>115</td>
</tr>
<tr>
<td>Crowding Score</td>
<td>Correlation</td>
<td>.412**</td>
</tr>
<tr>
<td></td>
<td>Coefficient</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>115</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
RQ4: Is there a statistically significant relationship between the access to facilities (parks, restaurants, entertainment, landmarks, and shopping centers) and Jeddah citizens’ perceptions toward tourism in Jeddah?

HO4: There is no statistically significant relationship between the access to facilities (parks, restaurants, entertainment, landmarks, and shopping centers) and Jeddah citizens’ perceptions toward tourism in Jeddah.

As indicated in table 12, a Spearman rho correlation coefficient was calculated for the relation between the perceptions toward tourism in Jeddah and the access to facilities.

Table 12

*Results of Correlation between the perceptions toward tourism in Jeddah and the access to facilities.*

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Perception Score</th>
<th>Access to Facilities Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spearman's rho</td>
<td>Correlation Coefficient</td>
<td>1.000</td>
</tr>
<tr>
<td>Perception Score</td>
<td>Sig. (2-tailed)</td>
<td>.</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>115</td>
</tr>
<tr>
<td>Access to Facilities Score</td>
<td>Correlation Coefficient</td>
<td>.379**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>115</td>
</tr>
</tbody>
</table>

**Correlation is significant at the 0.01 level (2-tailed).**
A weak correlation that was significant was found \( (r (2) = .379, p < .001) \). Therefore, the null hypothesis was rejected – that is, the access to facilities is related to the perceptions toward tourism in Jeddah.

RQ5: Is there a statistically significant relationship between the availability of water and Jeddah citizens’ perception toward tourism in Jeddah?

HO5: There is no a statistically significant relationship between the availability of water and Jeddah citizens’ perception toward tourism in Jeddah.

As indicated in table 13, a Spearman rho correlation coefficient was calculated for the relation between the perceptions toward tourism in Jeddah and the water availability. A weak correlation that was significant was found \( (r (2) = .336, p < .001) \). Accordingly, the null hypothesis was rejected – that is, the water availability is related to the perceptions toward tourism in Jeddah.
Table 13

Results of Correlation between the perceptions toward tourism in Jeddah and the water availability.

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Perception Score</th>
<th>Water Availability Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spearman's rho</td>
<td>Correlation Coefficient</td>
<td>1.000</td>
</tr>
<tr>
<td>Perception Score</td>
<td>Sig. (2-tailed)</td>
<td>.</td>
</tr>
<tr>
<td>N</td>
<td>115</td>
<td>115</td>
</tr>
<tr>
<td>Water Availability Score</td>
<td>Correlation Coefficient</td>
<td>.336**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.</td>
</tr>
<tr>
<td>N</td>
<td>115</td>
<td>115</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

RQ6: Is there a statistically significant relationship between the quality of air and sea and Jeddah citizens’ perceptions toward tourism in Jeddah?

HO6: There is no statistically significant relationship between the quality of air and sea and Jeddah citizens’ perceptions toward tourism in Jeddah.

As indicated in table 14, a Spearman rho correlation coefficient was calculated for the relation between the perceptions toward tourism in Jeddah and the quality of air and sea. A moderately weak correlation that was significant was found ($r(2) = .508$, $p < .001$).
As a result, the null hypothesis was rejected – that is, the quality of air and sea is related to the perceptions toward tourism in Jeddah.

Table 14

Results of Correlation between the perceptions toward tourism in Jeddah and the quality of air and sea.

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Perception Score</th>
<th>Quality of Air and Sea Score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spearman’s rho</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perception Score</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correlation Coefficient</td>
<td>1.000</td>
<td>.508**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>115</td>
<td>115</td>
</tr>
<tr>
<td><strong>Quality of Air and Sea Score</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Correlation Coefficient</td>
<td>.508**</td>
<td>1.000</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>115</td>
<td>115</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
CHAPTER V
CONCLUSIONS AND RECOMMENDATIONS

The purpose of this research was to explain the impact of tourism on the environment and Jeddah citizens’ perceptions toward tourism. An explanatory research design was conducted in this study.

A total of 115 Jeddah citizens were selected to participate in this study of the impact of tourism on the environment and Jeddah citizens’ perceptions toward tourism in Jeddah, Saudi Arabia. A self-administered survey questionnaire was employed in this study. Data analysis was conducted at two levels: descriptive, which employed frequency and percent distributions of participant responses, and analytical procedures, which included the Spearman Rho statistical test.

The summary and conclusions of the research findings were presented in this chapter. Additionally, recommendations for future research directions and implications of the study were presented.

The research study was designed to answer six questions as follows:

1. Is there a statistically significant relationship between the impact of tourism on the environment and Jeddah citizens’ perceptions toward tourism in Jeddah, Saudi Arabia?
2. Is there a statistically significant relationship between cleanliness of the city and Jeddah citizens’ perceptions toward tourism in Jeddah?
3. Is there a statistically significant relationship between crowding and Jeddah citizens’ perceptions toward tourism in Jeddah?

4. Is there a statistically significant relationship between the access to facilities (parks, restaurants, entertainment, landmarks, and shopping centers) and Jeddah citizens’ perceptions toward tourism in Jeddah?

5. Is there a statistically significant relationship between the availability of water and Jeddah citizens’ perceptions toward tourism in Jeddah?

6. Is there a statistically significant relationship between the quality of air and sea and Jeddah citizens’ perceptions toward tourism in Jeddah?

The null hypotheses were as follows:

1. There is no statistically significant relationship between the impact of tourism on the environment and Jeddah citizens’ perceptions toward tourism in Jeddah, Saudi Arabia.

2. There is no statistically significant relationship between cleanliness of the city and Jeddah citizens’ perceptions toward tourism in Jeddah.

3. There is no statistically significant relationship between crowding and Jeddah citizens’ perceptions toward tourism in Jeddah.

4. There is no statistically significant relationship between the access to facilities (parks, restaurants, entertainment, landmarks, and shopping centers) and Jeddah citizens’ perceptions toward tourism in Jeddah.

5. There is no statistically significant relationship between the availability of water and Jeddah citizens’ perceptions toward tourism in Jeddah.
6. There is no statistically significant relationship between the quality of air and sea and Jeddah citizens’ perceptions toward tourism in Jeddah.

Some of the major findings revealed that the majority of the respondents lived in northern Jeddah. Northern Jeddah is the most popular, modern, and visited area by tourists who reported it being most enjoyable compared to other areas in Jeddah. Similarly, the majority of respondents in this study were married (76.5%). From the standpoint of Islamic religion and Islamic culture, people support and encourage marriage as a sacred union. A love relationship between men and women and having children is encouraged within the marriage frame. Therefore, most people in Saudi Arabia prefer to marry.

Based on the research findings, the appearance and the cleanliness of the city during tourism season is a serious problem and may affect Jeddah citizens’ perceptions toward tourism. The majority of respondents (65%) believed that tourism greatly adds to solid waste and littering in the city. Moreover, overwhelmingly, 92% of the respondents agreed that during tourism season, amount of solid waste on sea and beach has increased. As a result, they disagreed that the appearance and cleanliness of the city is great during tourism season. The concept of Afrocentric perspective of loving others can provide a crucial solution in some ways when it gets embraced by both the tourists and the local community. If tourists embrace this ideology, they would ensure that they have preserved the tourist environment wherever they visit. As noted, most tourists tend to abuse the environment through such littering and poor waste disposal. Within this understanding, both the tourists and the locals would have access to a better living environment.
The findings further confirmed that overcrowding is another serious problem that emanates from tourism activities and affects Jeddah citizens’ perceptions toward tourism. As evident from the findings, 95% of the participants believed that during peak seasons, traffic congestion has increased. This increase is due to the increasing number of people seeking basic services in Jeddah during tourism season.

Further analysis of the results revealed that access to critical facilities is mostly problematic during tourism peaks and affects Jeddah citizens’ perceptions toward tourism. As indicated by the majority of the participants, Jeddah residents often find it difficult accessing some public facilities, especially when the number of tourists is high in the city. Where 95% believe that during tourism season, there is a huge pressure on facilities such as restaurants, shopping centers, parks, landmarks, and other leisure places and more than 88% believe that overcrowding affects their enjoyment of activities in public area. This demonstrated the need for action. The city authority is responsible for providing crucial services to the citizens in times of need.

The findings further confirmed that water availability is a massive issue during tourism season and may affect the perceptions of Jeddah citizens toward tourism. As demonstrated by the responses from the participants, tourism is one of the leading causes of water shortage in Jeddah. It was revealed from the majority of respondents (91%) that tourism-related activities consume significantly large volumes of water. As result, a crisis may crop up unless effective policies for water management are put in place. Worth noting is that water is a significant resource in any human life. Based on the findings, it is certain that tourism puts undue pressure on the available water resources.
The research has also shown that the quality of air and sea is negatively affected by the tourism industry, which leads to negative perceptions toward tourism of Jeddah citizens. According to Person-in-Environment Theory, both the individual and the environment influence each other. Tourists visit beaches and attraction sites across Jeddah and are influenced by what they see, feel, touch, and eat in the environment. The environment is also affected by these human activities such as littering and other forms of pollutions. Understanding the relationship that exists between individuals and the environment is crucial, as this can inform major environmental decisions such as environmental protection policies. As previously mentioned, 92% of the respondents agreed that, during tourism season, the amount of solid waste on the sea and beaches has increased and 75% of participants believed that tourism increases air and sea pollution. Likewise, more than 86% of the participants believed that, during tourism season, vehicle usage increased which also contributed to air pollution. This finding is a reflection of a dearth of effective policies to combat the adversities associated with tourism activities. It is evident that much work is needed to be undertaken insofar as safeguarding the quality of air and sea waters.

Although the participants in this study have some negative attitude on certain tourism activities, they know that, like many other sectors, the tourism industry is associated with various unintended consequences that may cause some problems to the local residents, which needs to be solved in the future. However, over 83% of the participants believed that tourism should be actively encouraged in the community. More than 81% would like to support tourism and see it become an important part in the
community. This indicated that there is awareness among the residents that tourism has negative consequences and positive consequences at the same time.

According to the Afrocentric perspective, all humans have the right to influence decisions that influence their lives. This suggests that local residents should have the opportunity to manage their community, because they are, in fact, the ones who will experience the influences of such tourism activities. This is evident by over 90% of the participants believing that community members should participate in tourism planning and development; especially when over 60% of the respondents believed that tourism planners do not spend sufficient efforts to protect the environment. Moreover, 58% believed that tourism damages the natural environment by using lands for construction of hotels and other tourism facilities. Consequently, the government and the local residents both should work together in the tourism development process to conserve the community and its resources and gain the benefits from tourism in the same time.

Overall, the findings from the current study revealed that the impact of tourism on the environment affects residents’ perceptions toward tourism. The study demonstrated that there is a relationship between the impact on tourism and Jeddah citizens’ perceptions toward tourism. The cleanliness of the city, crowding, access to facilities, availability of water, and the quality of air and sea affect the perceptions of Jeddah citizens toward tourism. Particularly, both crowding and quality of air and sea were significant predictors of perceptions toward tourism. According to the findings, 36% of the perceptions of Jeddah citizens toward tourism can be explained by this model. The more positive they were about crowding and the quality of air and sea, the more positive
they were about tourism, and the more negative they were about crowding and the quality of air and sea, the more negative they were about tourism. These two environmental factors explained the increase in perceptions toward tourism in Jeddah.

**Implications for Future Research Direction**

The present study raised a broad range of opportunities for future research. The following recommendations were presented:

1. Future researchers need to conduct more in-depth studies to provide further detailed information of perceptions among the wider population in Jeddah. For instance, a deeper understanding of why some impacts are more significant to the residents than others.

2. Future research should consider that people’s attitude toward tourism can change with time because the dynamics that come with different seasons.

3. Future research should consider the additional factors that may affect the people’s attitude. For instance, the cleanliness of the city needs to be further examined to determine whether the tourism industry is the only source of dirt in Jeddah or are there more factors that need to be explored.

4. Further studies should investigate more participants in the study in terms of generalization. Consequently, further studies should include a large section of the residents of the city to provide their concerns of the impact of tourism.

5. The study can also be extended. The investigation in this study was based on the hypothesis that there is no statistical correlation between the impact of
tourism and citizens’ perceptions toward tourism in Jeddah. Further research
could clarify this assumption by providing detailed information to training
bodies.

6. A qualitative research approach may provide a more in-depth understanding
of the nature of their attitudes and perceptions about tourism based on their
quality of life during tourism season.

**Implications for the Social Work Profession**

The findings from the current study presented significant implications for the
social work profession. The observation that tourism results in overcrowding suggested
that the social work profession needs innovative ideas on how best to manage crowds in
the city. Though the current facilities are many, they are frequently overstretched during
tourism high seasons. Therefore, the social work profession needs to be given priority
within the country’s education curriculum. In particular, it should be accorded the
prominence that other sectors are given in the education circles. The findings from the
study provided an opportunity for many to comprehend the criticality of the social work
profession.

As demonstrated in this research, tourism is associated with a broad range of
consequences that call social workers into action. For instance, it was revealed that
tourism can make accessibility to important facilities difficult. Thus, the social work
profession needs to draft policies that encourage the establishment of additional facilities.
Consequently, without a proper mitigation mechanism in place, people may find
themselves with greater problems. Arguably, there is no other profession that offers
greater emergency response to social problems than social work. So, the current study
offered social work the much-required awareness among the citizens seeking to
undertake further studies.

Besides the social work profession, the current study presented interesting
implications for social workers and program managers. The findings suggested that social
workers in Jeddah have a crucial responsibility to advocate and lobby for protecting the
environment and preserving its resources. According to the System Theory, it views
workers as part of a system of change. The research found that tourism poses a significant
challenge to water; it consumes a large chunk of this scarce resource. With this
realization, it is apparent that water needs to be managed properly by putting systems in
place that guides its usage. Social workers can use the research observations as a platform
for advocating improved water management in the city of Jeddah. On the same token,
program managers can use the findings in this study to initiate viable and sustainable
water management systems.

It was also found that tourism adds solid waste and littering in the city
substantially. This finding demonstrated the need for urgent response from social workers
and program managers. In particular, it provided a vivid picture that more waste
management systems need to be initiated. With the observations made in this study,
program managers have the duty to implement projects regarding waste management that
are of necessity in Jeddah due to the high number of tourists it hosts every year.
Therefore, the research provided both social workers and program managers a basis for
implementing alternative strategies to not only improve the tourism, but also to minimize the neglected effects of the industry.

The most important implication of the present study is on policy makers. The various issues raised in the study are directly related to policy makers in both the tourism and general public sectors. Notably, the study provided the background against which policy makers can establish a broad array of policies that can make tourism sustainable and friendly to the environment in Jeddah. For instance, implementing a directive that compels all the tourists to dispose their wastes properly is one of the policies that manifested from the findings. Policy makers in Jeddah can contemplate to ratify a regulation that strictly forbids irregular and irresponsible disposal of wastes by the visitors.

The finding that the quality of air and sea is negatively affected by tourism industry highlighted the need for policy makers to adopt specific policies to ensure that the tourism industry does not cause significant pollution to air and sea. Most importantly, policy makers need to find practical solutions to solid waste management and carbon emission caused by traffic during tourism season. The study indicated that overcrowding is a serious problem that emanates from tourism activities. Moreover, it was revealed that most residents experience difficulties in accessing social amenities due to the high competition caused by tourists. Policy makers need to draft and ratify specific regulations to resolve the issue of overcrowding attributed to tourism activities. Most of such policies should be focused on expanding the city by building additional infrastructures and facilities. The state has that duty to ensure such access is actualized.
At the same time, it was demonstrated that even tourism facilities and sites are not enough to accommodate the high number of visitors that come to Jeddah during high seasons. Policy makers in this region should promptly seek to craft relevant policies that can add more parks, shopping centers, landmarks, and other leisure places within the city. Further, the present study demonstrated the need for policy makers to implement policies aimed at improving water management. More than anything else, water is an essential resource that a country or a city cannot afford to lack. Consequently, policy makers need to address this challenge. The possible polices that policy-makers can focus on is water recycling.

The responses given by the participants provided adequate proof that policy makers have a huge responsibility in making the tourism sector successful and sustainable. Of significance to note is that policy makers have a duty to draft and implement policies that govern different sectors with the aim of not only making them successful, but also ensuring sustainability. Based on the findings, it can be concluded that policy makers in the country have done little to make the tourism industry more sustainable to the environment and residents. This is, as a result, a wakeup call for those responsible for making policies that govern the tourism sector.
APPENDIX A

CONSENT FORM

CLARK ATLANTA UNIVERSITY

A STUDY OF THE IMPACT OF TOURISM ON THE ENVIRONMENT AND JEDDAH CITIZEN’S PERCEPTIONs TOWARD TOURISM IN JEDDAH, SAUDI ARABIA

You are invited to participate in a study of Jeddah citizen’s perceptions of the environmental impact of tourism in Jeddah, Saudi Arabia. This study consists of a questionnaire with twenty-six questions with a consent form. The questionnaire will take only six minutes to complete. The purpose of the study is to obtain information on how Jeddah citizen look at the impact of tourism on the environment in Jeddah, Saudi Arabia.

There are no known risks to participants who agree to take part in this research. There are no known personal benefits to participants who agree to take part in this research. However, it is hoped that those who participate in this study will help research in field of social work education, social work curriculum development, and the professional development of social service works in the United States and Saudi Arabia.

All responses to the questionnaire will remain confidential. Participation in this study is voluntary. If participants have questions about the study, they may contact Mona Aljohani, by e-mail at: mona.aljohani@students.cau.edu or the School of Social Work at Clark Atlanta University at 404-880-8561.

My signature below verifies that I have read the statement above and agree to participate in this project.

________________________________________  _________________________
Signature of Participant                                    Date

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APPENDIX B

SURVEY QUESTIONNAIRE

The Impact of Tourism and Jeddah Citizens’ Perceptions toward Tourism Questionnaire

Questionnaire

Section I. Demographic Information
Place a mark (×) next to the appropriate item. Choose only one answer for each statement.

1. Gender: 1)___ Male 2) ___Female

2. My age is 1)_____________

3. Marital Status: 1)___ Married 2)___ Never Married 3)___ Divorced 4)___ Widowed

4. Education Status: 1)___Less than High School 2) __ High School Graduate 3)____ Bachelor Degree 4) ____Master Degree 5) ____Doctoral Degree

5. Home Location: 1)___ North of Jeddah 2)___ South of Jeddah 3)___East of Jeddah 4)___ West of Jeddah

6. Have you been in Jeddah more than three years? 1) ____ Yes 2) ____ No

Section II. Instrument
Write the number indicating your answer (1 thru 4) in the blank space in front of each statement on the questionnaire. Choose only one answer for each item and respond to all of the statements.

1= Strongly Disagree 2= Disagree 3= Agree 4= Strongly Agree

Appearance and Cleanliness

___ 7. Tourism greatly adds to solid waste and littering.

___ 8. Tourism has increased sewage problem.

Crowding:

___ 9. Tourism improved infrastructure such as road, and parking space.

___10. During tourism season, traffic congestion has increased.

Please go to the next page
APPENDIX B

(continued)

Section II. Instrument
Write the number indicating your answer (1 thru 4) in the blank space in front of each statement on the questionnaire. Choose only one answer for each item and respond to all of the statements.

1= Strongly Disagree  2= Disagree  3= Agree  4=Strongly Agree

Access to Facilities
___ 11. During tourism season, there is huge pressure on facilities such as restaurant, shopping center, parks, landmarks, and other leisure places.
___ 12. Tourism provides more public facilities.

Water Availability
___ 13. During tourism season, too much water was used.
___ 14. Tourism decreases the availability of water for the local resident.

Quality of Air and Sea
___ 15. Increasing number of vehicle during tourism season leads to more air pollution.
___ 16. During tourism season, amount of solid waste on sea and beach has increased.

Perception toward Tourism
___ 17. I believe that tourism should be actively encouraged in the community.
___ 18. I support tourism and would like to see it become an important part of my community.
___ 19. Tourism increases the availability of recreation opportunities such as (restaurant, shopping center, parks, landmarks, and other leisure places, etc.) to local residents.
___ 20. During tourism season, overcrowding affects my enjoyment of activities in public area.
___ 21. The appearance and cleanliness of the city is great during tourism season.
___ 22. Tourism increases pressure on natural resource such as water.
___ 23. Tourism increases air and sea pollution.
___ 24. Tourism expansion damages the natural environment (use lands for construction of hotels and other tourism facilities).
___ 25. The community members should participate in tourism planning and development.
___ 26. Tourism planners spend sufficient efforts to protect the environment.
REFERENCES


