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The impact of the COVID-19 pandemic on domestic tourism in
the Kingdom of Saudi Arabia

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Year:2023

الأهداء والشكر

نحمد الله عز وجل الذي وفقنا في إتمام هذا البحث العلمي والذي ألهمنا الصحة والعافية والعزيمة
فالحمد لله حمداً كثيراً

نتقدم بجزيل الشكر والتقدير إلى الأستاذ الدكتور المشرف وليد صديق والدكتورة فاطمة مصطفى
على كل متقدمة به في توجيهات ومعلومات قيمة ساهمت في إثراء موضوع دراستنا في جوانب
مختلفة

Gifts and thanks

We thank God Almighty who enabled us to complete this scientific
research and who inspired us with health, wellness and determination, so
thank God, thank you very much.

We extend our sincere thanks and appreciation to the supervising
professor Walid Siddiq and Dr. Fatima Mustafa for all the guidance and
valuable information that contributed to enriching the subject of our study
in various aspects.

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*Gifts

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Abstract

in the late of 2019, Covid 19 has begun to outbreak in the China after that around the world. Covid 19 19 affected many countries sectors like tourism sector, our research is based on sending a questionnaire to the people inside Saudi Arabia to see the impact of Covid 19 on regional tourism inside Saudi Arabia. About 80 persons participate in our research (35% Females and 62% Males) showed that 81.3 % of the surveyor has travelled around Saudi Arabia cities during the pandemic. since the surviours were 80 persons we need more persons to participate in our survey to collect more accurate about the impact of Covid 19 on Tourism Sector inside Saudi Arabia

Introduction

This study aims to shed light on the repercussions of the Corona pandemic - Covid-19 - and the extent of its impact on tourism in the world and on domestic tourism in the Kingdom of Saudi Arabia in particular. On tourism in the Kingdom of Saudi Arabia, the study concluded that the spread of the Corona pandemic since the beginning of 2020 caused severe effects as a result of the strict measures in activating social divergence, quarantine, and stopping flights, which in turn led to a reduction in production, a decrease in tax revenues, and an increase in spending (examination, health care, etc.) and increased assistance to families (transfers, unemployment benefits, wage subsidies, tax deferrals, etc.) on the one hand, and on the other hand, tourism in the world and in the Kingdom of Saudi Arabia was affected, which resulted in the closure of tourism agencies and most of them resorting to promotion Domestic tourism and focusing on it to avoid closing agencies and hotels, the Kingdom of Saudi Arabia has activated tourism within the Kingdom and endowed international projects, several of which are short-term and others are long-term, and the damage resulting from the closure and quarantine did not last long The Kingdom supports the tourism sector with many cultural, entertainment and sports activities

In February 2019, the Ministry announced a pilot launch of the Saudi Seasons program, which includes 11 tourist seasons covering most of the regions of the Kingdom of Saudi Arabia. The programs were produced by a supreme committee chaired by Prince Muhammad bin Salman Al Saud, in addition to the Ministry of Culture, the General Authority for Entertainment, the General Authority for Sports, and the General Authority for Exhibitions. And conferences, and the program is considered the first of its kind at the regional level. It contains a number of cultural, sports, entertainment and business events. It aims to raise the level of quality of life for citizens in Saudi Arabia, increase economic activity, provide job opportunities for Saudis, and support tourism

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Chapter Two :The Problem of the Study and its Importance

The research problem is the impact of Covid 19 on the tourism sector among Saudi Arabia regions

Importance

- Identifying the damage caused by the Corona virus in the tourism sector and its impact on the economy of the Kingdom of Saudi Arabia
- Identify the incentives provided by the Kingdom of Saudi Arabia to develop the tourism sector - Identify the extent of the impact of the tourism sector in the development of the economy

The first variable of the study

1- The impact of the Corona pandemic on the tourism sector

The Corona pandemic has affected many sectors, including the tourism sector, as the Corona pandemic has negatively affected the behavior of tourists towards practicing tourism activity. Many people have postponed or cancelled their trip due to the pandemic. Therefore, this study aimed to determine whether awareness of the risks of coronavirus disease affects domestic and foreign tourism in Saudi Arabia. The analysis of the tourism decision-making process was carried out and the most important findings of the study were the effectiveness of the model used in the study and that the theory of planned behavior plays an important role in predicting the behavior of individuals and that the awareness of risks makes tourists interested in applying precautionary measures. The study recommends using planned behavior theory in conducting descriptive and experimental research to understand and interpret individuals' behaviors and their intention to modify their behaviors. As well as enhancing the role of planned behavior theory in health awareness related to the Corona virus

The second variable and the link between them

the Kingdom of Saudi within economy The impact of the tourism sector on the and direct a have will ,2023 Vision through ,Arabia The Kingdom of Saudi Arabia in the Kingdom of Saudi sector tourism The sector on the tourism impact indirect one represents also it and ,growth rapid with sectors emerging the of is one Arabia diversifying of tributary a as 2030 Vision s'Kingdom the in axes important of the to the addition in and ,revenues oil on dependence reducing and income of sources Saudi of diversity cultural and natural and the treasures heritage and historical Tourist place a it makes which ,religion Islamic the of cradle the is land its ,Arabia of millions mean Mosque s'Prophet Mosque and the Grand the where ,attraction ten top the among first came Kingdom and the ,Umrah and Hajj perform to Muslims Muslim by visited most four the and tourists by Muslim preferred destinations Arab for Salmiya Index Tourism Global the of report the to according 130 of out ,tourists 2019 year the

Study methodology and procedures

In this chapter, we review the methodology used to achieve the objectives of the study, where the study population and its sample were clarified, the study tools that the researcher relied on to obtain the results and data required for this study, and the statistical treatments that were used to obtain the results.

Study Approach

The descriptive approach was used for its suitability and effectiveness for this study in achieving the objectives of the study, as it is one of the forms of analysis and scientific interpretation of phenomena and problems. Analytical data was used to know the effects of the tourism sector in the Kingdom of Saudi Arabia due to the Covid 19 virus

- 1- Reliance on the descriptive approach in describing the dimensions and effects of the study
- 2- Relying on the analytical approach for the purpose of analyzing and evaluating the impact caused by Covid 19 on the tourism sector in the Kingdom of Saudi Arabia.

The study samples

The Saudi tourist who moved between the cities and regions of the Kingdom of Saudi Arabia during the period of the Covid-19 epidemic the sample includes males and females from 25 years to 50 years and more, with a number of 80 people.

Study tools

Collecting the necessary data to answer the questions of the study using the questionnaire as a tool for collecting data from the study sample. The questionnaire was made after reviewing some of the tools and measures used in previous studies. The electronic questionnaire and guidance using the Internet through social

communication was easier and faster, it was an effective tool to reach the sample Target, we obtained analyzed data and results that were influencing the results of the experiment.

The accuracy and credibility of filling out the questionnaires by the targeted sample was a challenge and a problem as it is an important and influential criterion for this study.

DATA ANALYSIS

The present study utilized MS-Excel and Statistical Packages for the Social Sciences (SPSS) Version 21 and 27, correspondingly, to perform the data analysis. In the preliminary phase of the analysis, the demographic assessment was performed utilizing pie charts and frequency and percentage analysis to examine the personal data of the study's participants.

This study examines the effect of Covid 19 on tourist sector between Saudi Arabia regions.

The measured variables are obtained through the administration of a questionnaire and subsequently utilized to derive latent variables pertaining to the effect of COVID-19 on the tourist sector. The study's hypotheses have been accepted based on the outcomes of the correlation analyses.

4.1. Frequency and Percentage Analysis

4.1.1. Demographic Analysis

Table 1Demographic Analysis

Table 2: Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Prefer to Say No	2	2.5	2.5	2.5
	Female	28	35.0	35.0	37.5
	Male	50	62.5	62.5	100.0
	Total	80	100.0	100.0	

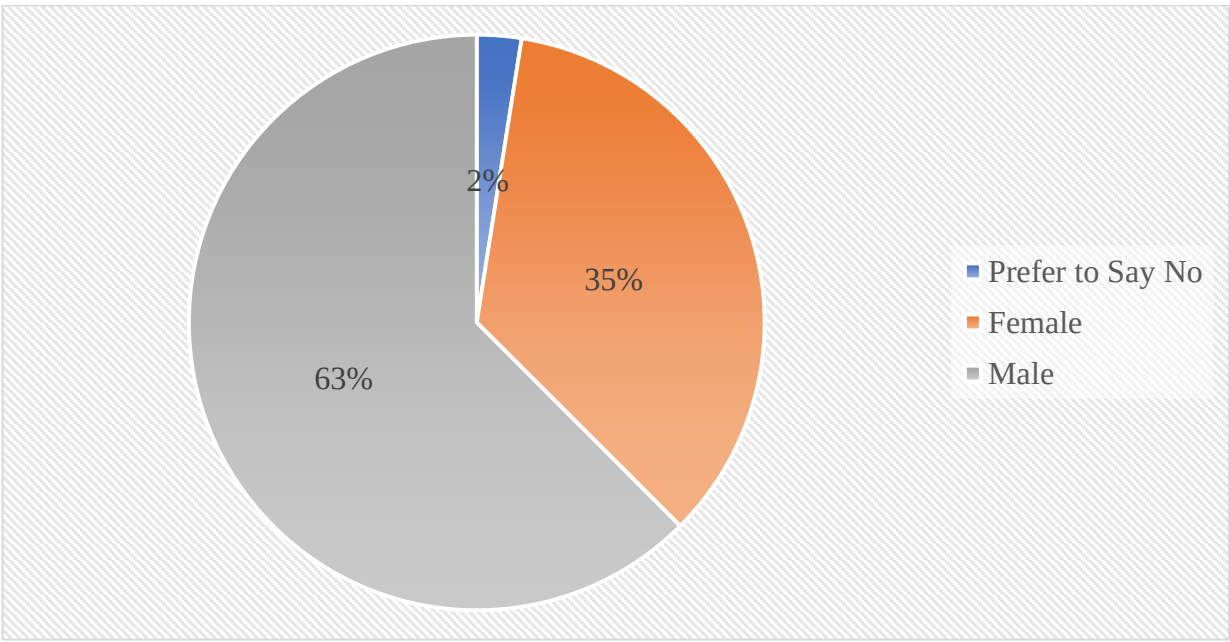


Figure 1: Gender

The above showed Table 1 and Figure 1 presents the gender distribution of the surveyed individuals. Out of the total respondents, 35% identified as female, 63% as male, and 2% preferred not to specify their gender.

Table 3Gender

Table 4: Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25-29	37	46.3	46.3	46.3
	30-39	26	32.5	32.5	78.8
	40-49	8	10.0	10.0	88.8
	50 and More	9	11.3	11.3	100.0
	Total	80	100.0	100.0	

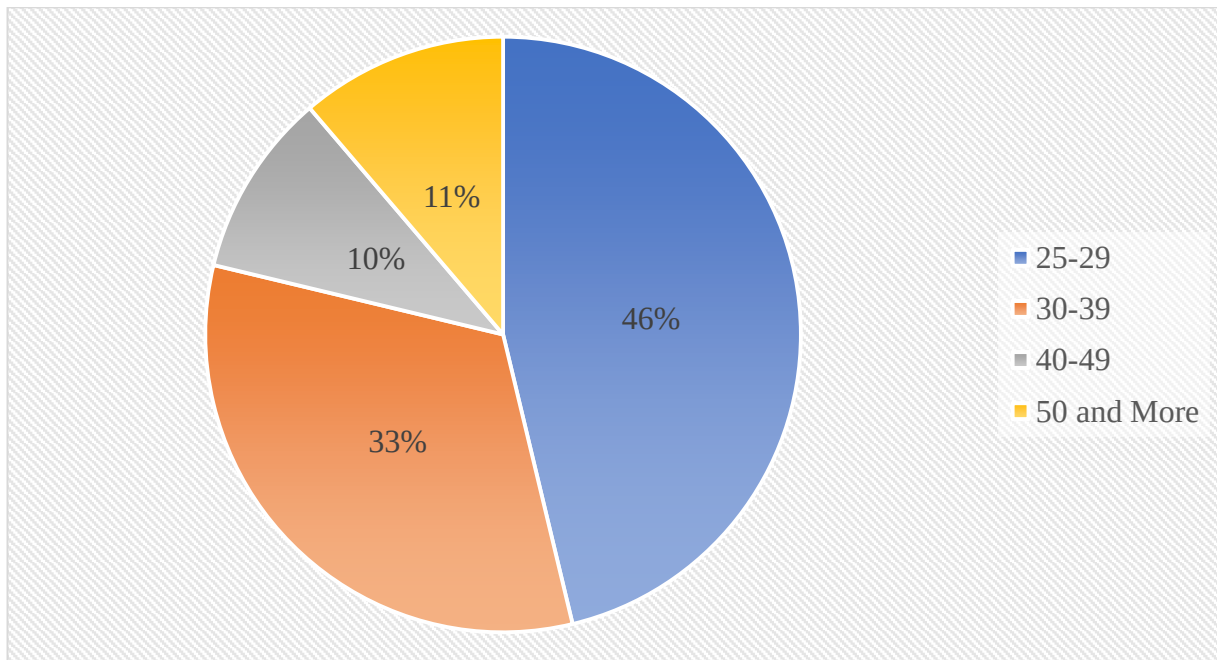


Figure 2: Age

The above presented Table 2 and Figure 2 displays the age distribution of the participants. The data reveals that most respondents, 46%, fall within the 25-29 age range, followed by 33% of participants in the 30-39 range. Smaller proportions include 10% aged 40-49 and 11% aged 50 and above. This distribution reflects a significant presence of younger individuals in the survey, with varying representation across the age spectrum.

Table 5 Age

Table 6: Have you Travelled Between Saudi Arabia Regions Between 2020 and 2022					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	15	18.8	18.8	18.8
	Yes	65	81.3	81.3	100.0
	Total	80	100.0	100.0	

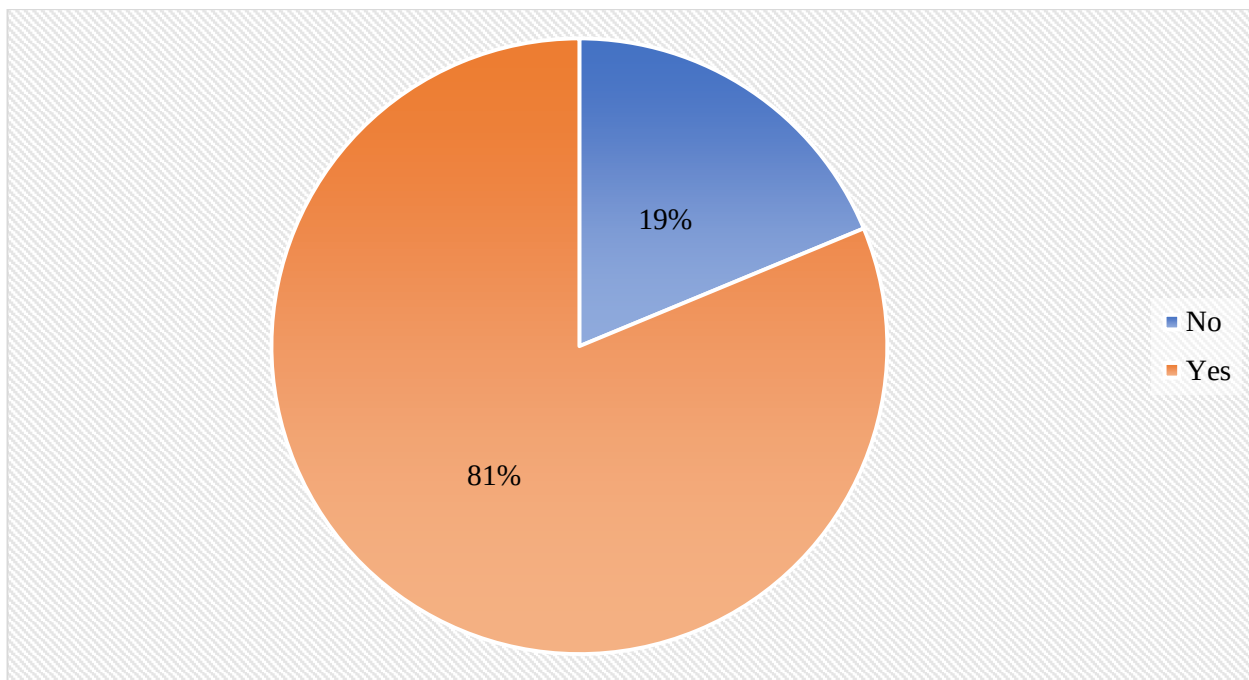


Figure 3: Have you Travelled Between Saudi Arabia Regions Between 2020 and 2022

The above showed Table 3 and Figure 3 outlines respondents' travel between different regions of Saudi Arabia from 2020 to 2022. The data highlights that most participants 81% answered affirmatively, indicating they had traveled between regions during this period. In contrast, 19% of respondents reported not undertaking such travel. This information underscores a significant proportion of individuals having engaged in interregional travel within the specified timeframe.

4.1.2. Frequency and Percentage Analysis of Covid-19 Pandemic Items

Table 7: Frequency and Percentage Analysis of Covid-19 Pandemic

Table 8 Frequency and percentage Analysis of Covid

	I feel Symptoms of Infection by Covid 19 Pandemic	Covid 19 Pandemic Affect my Travel Shopping Behavior	I feel Apprehensive due to the Covid-19 Pandemic	I feel Financial Stress due to the Covid-19 Pandemic	I feel Stress from my Work due to the Covid-19 Pandemic
Agree	20	32	26	17	28
Disagree	31	2	11	14	7
Natural	17	4	18	20	42
Strongly Agree	12	42	20	20	3
Strongly Disagree	0	0	5	9	0

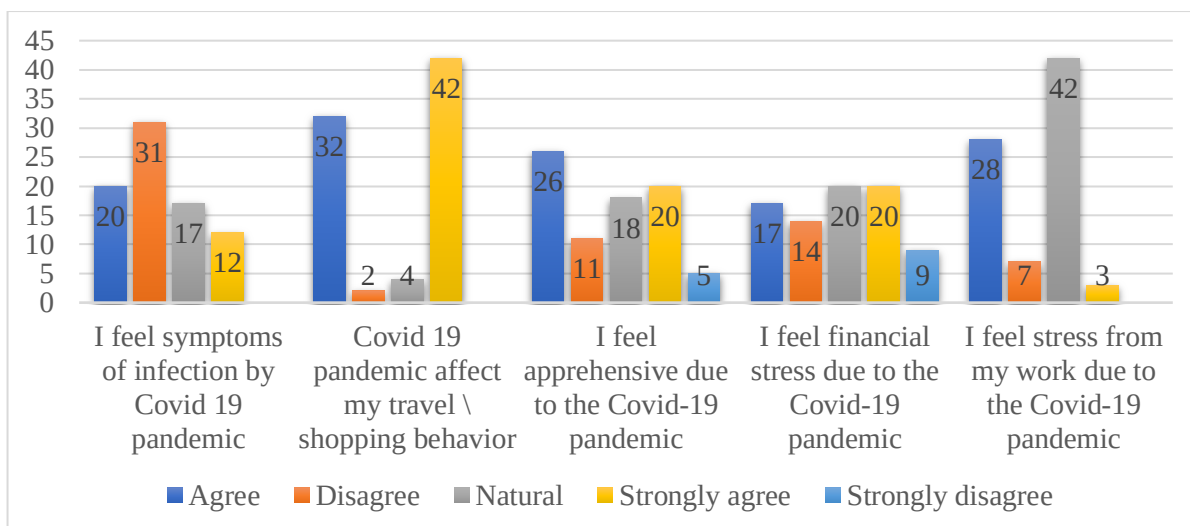


Figure 4: Frequency and Percentage Analysis of Covid-19 Pandemic

The data presented in Table 4 and Figure 4 reflects respondents' sentiments and behaviors related to various aspects of the Covid-19 pandemic. Particularly, a significant proportion agreed 32% and strongly agreed 42% that the pandemic impacted their travel and shopping behavior. Similarly, substantial agreement was observed concerning feelings of apprehension 26%, financial stress 20%, and work-related stress 28% due to the pandemic. These high agreement rates suggest a widespread influence of the pandemic on individuals' daily lives, encompassing both practical behaviors and emotional responses.

4.1.3. Frequency and Percentage Analysis of Travel Risk and Management

Perception Items

Table 9: Frequency and Percentage Analysis of Travel Risk and Management Perception

Table 10: Frequency and Percentage Analysis of Travel Risk and Management

	I prefer to spend my leisure time alone due to the Covid-19 pandemic	After Covid-19, I prefer to avoid travelling to crowded big cities	Covid-19 reduces the possibility of travelling with groups
Agree	16	21	29
Disagree	19	15	12
Natural	15	20	17
Strongly Agree	13	9	14
Strongly Disagree	17	15	8

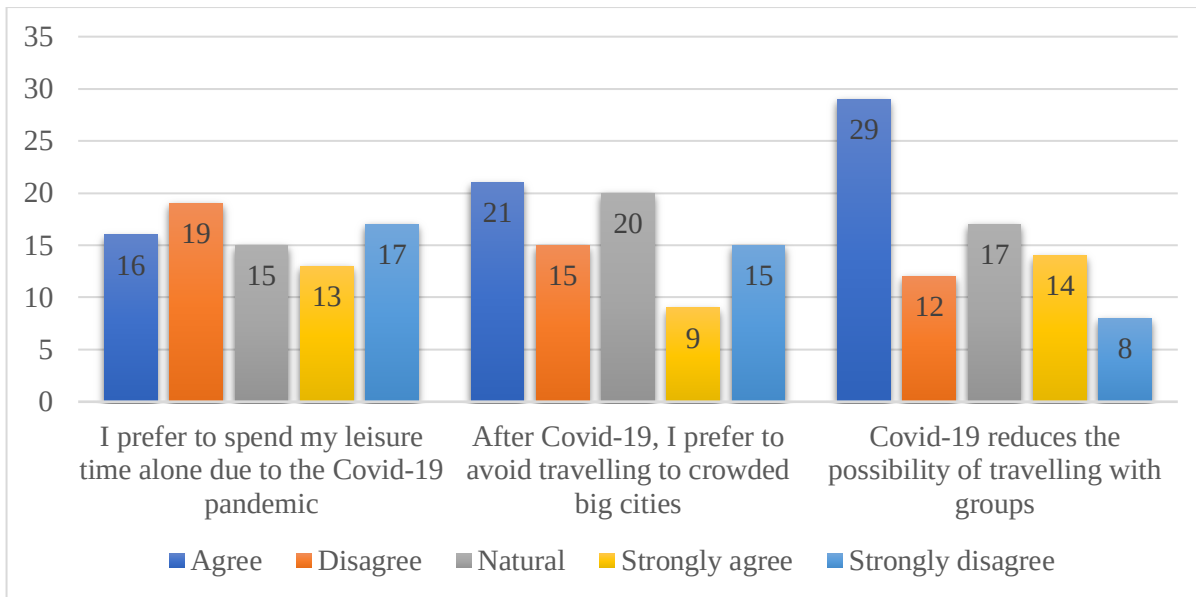


Figure 5: Frequency and Percentage Analysis of Travel Risk and Management Perception

The above showed Table 5 and Figure 5 presents insights into respondents' perceptions of travel risks and management in the context of the Covid-19 pandemic. Particularly, a considerable proportion agreed 29% and 14% strongly agreed that Covid-19 has diminished the likelihood of group travel. Similarly, 21% respondents agreed and 13% strongly agreed that they prefer solitary leisure time due to the pandemic highlighting a shift in social behavior. Moreover, significant agreement 15% and strong agreement 9% were observed in the preference to avoid crowded urban areas post-Covid-19. These elevated agreement rates underline a collective acknowledgment of altered travel preferences and the enduring impact of the pandemic on individuals' travel choices and leisure activities.

4.1.4. Frequency and Percentage Analysis of Risk Management Items

Table 11: Frequency and Percentage Analysis of Risk Management

Table 12 Frequency and Percentage Analysis of Risk Management

	My biggest concern about Covid-19 and how long I will be able to handle isolation	Many people underestimate the disease and its effect on some people	I wonder whether the government is providing us with all the available information about the Covid-19 pandemic	I seek destinations with established infrastructure following the Covid-19 pandemic	I seek destinations with established high-quality medical facilities following the Covid-19 epidemic
Agree	25	38	23	31	37
Disagree	16	4	11	6	6
Natural	22	6	12	24	20
Strongly Agree	11	31	22	13	14
Strongly Disagree	6	1	12	6	3

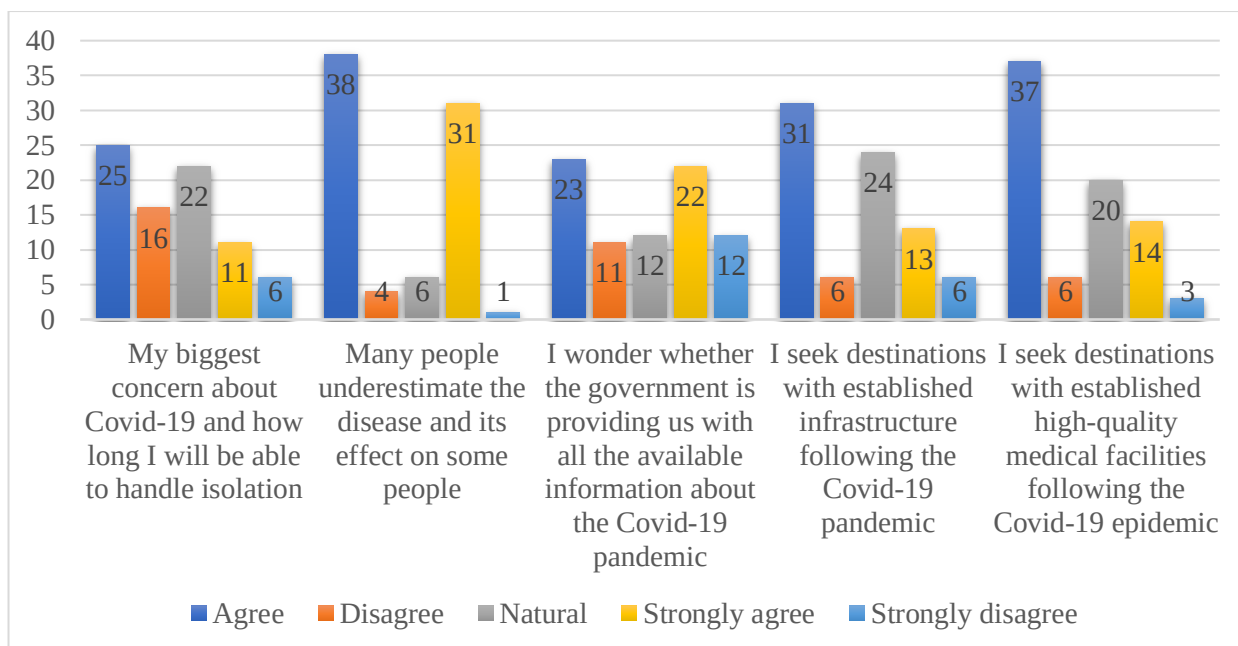


Figure 6: Frequency and Percentage Analysis of Risk Management

The above presented Table 6 and Figure 6 delves into respondents' perspectives on Covid-19 risk management. Significantly, a notable 38% agreed and 31% strongly agreed that many people underestimate the disease's impact, suggesting a perception gap regarding its severity. Another vital concern highlighted by agreement 25% and strong agreement 11% is the apprehension about personal isolation duration due to Covid-19, emphasizing mental health aspects. Furthermore, agreement 31% and strong agreement 14% reveal the desire for destinations with robust medical infrastructure post-pandemic, reflecting heightened health-conscious travel preferences. These elevated agreement levels signify that respondents recognize the importance of seeking established medical facilities and infrastructure while planning travel. Moreover, the agreement 23% and strong agreement 22% concerning government information transparency underscore a desire for accurate and comprehensive information. Overall, these findings suggest a multifaceted consideration of health, information, and individual resilience in navigating the ongoing pandemic situation.

4.1.5. Frequency and Percentage Analysis of Service Delivery Items

Table 13: Frequency and Percentage Analysis of Service Delivery

Table 14 Frequency and percentage Analysis of Service Delivery

	I prefer to order takeout rather than eating or drinking in restaurants to avoid unnecessary contact with others	During this pandemic, I order delivery of my necessary things to minimize interpersonal interaction	I prefer the provision of packed and sanitized food
Agree	19	24	27
Disagree	15	11	1
Natural	17	18	7
Strongly agree	17	19	41

Strongly disagree	12	8	4
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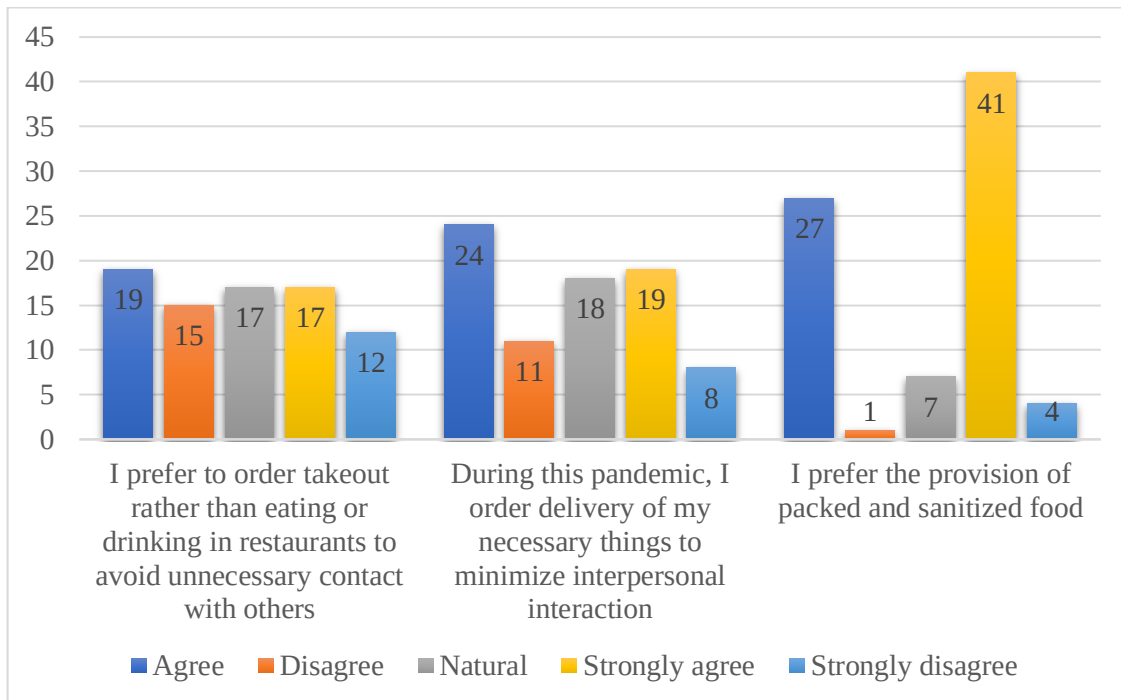


Figure 7: Frequency and Percentage Analysis of Service Delivery

The above Table 7 and Figure 7 provides insights into respondents' preferences regarding service delivery during the pandemic. In addition, 27% of individuals expressed agreement and 41% strong agreement in favor of receiving packed and sanitized food, reflecting a heightened emphasis on safety and hygiene. Similarly, agreement 24% and strong agreement 19% were observed in favor of ordering takeout to limit contact with others in restaurants, highlighting a shift in dining behavior to mitigate potential exposure. Moreover, agreement 24% and strong agreement 17% indicated a preference for delivery services for essential items, underlining a trend toward minimizing in-person interactions during the pandemic. These prominent agreement levels collectively suggest that respondents prioritize health-conscious practices and exhibit a willingness to adapt to contact-minimizing approaches.

4.1.6. Frequency and Percentage Analysis of Transportation Patterns Items

Table 15: Frequency and Percentage Analysis of Transportation Patterns

Table 16 Frequency and Percentage Analysis of Transportation Patterns

	I avoid crowded public transits	I prefer to use public transportation	I believe bike or ride-sharing services are suitable alternatives to avoid more crowded transit options in the wake of COVID-19
Agree	32	11	17
Disagree	7	21	11

Natural	13	24	33
Strongly Agree	22	4	7
Strongly Disagree	6	20	12

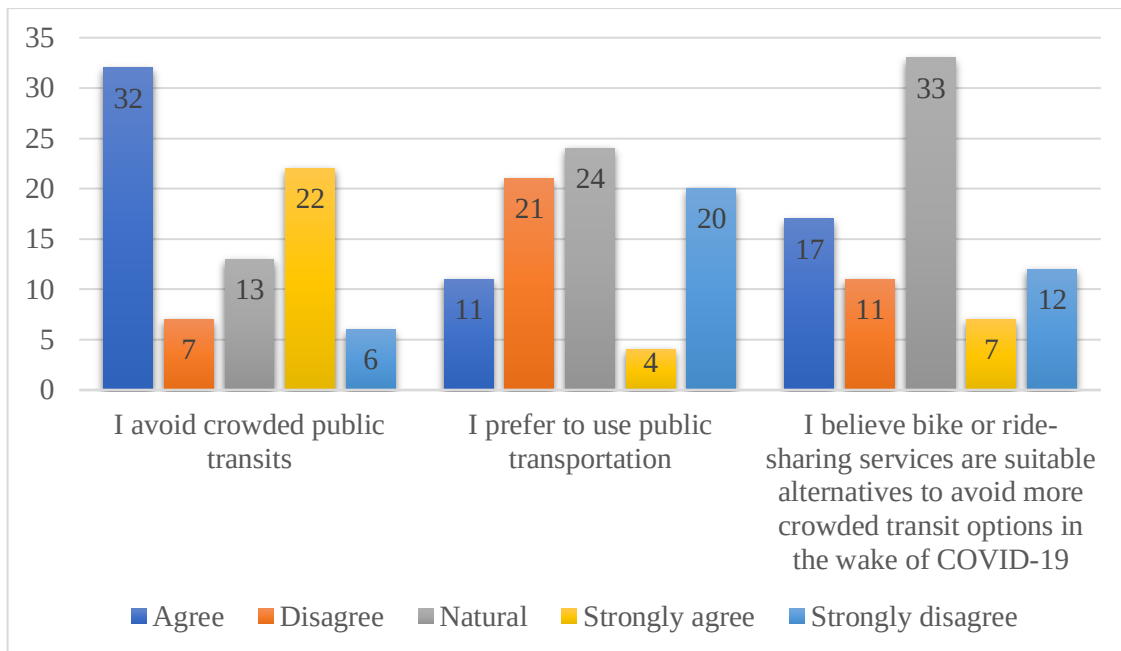


Figure 8: Frequency and Percentage Analysis of Transportation Patterns

The above presented Table 8 and Figure 8 examines respondents' transportation patterns considering the COVID-19 pandemic. 32% of participants agreed and 22% of participants strongly agreed that they avoid crowded public transportation, emphasizing a cautious approach to mitigate potential exposure risks. Conversely, agreement 11% and strong agreement 4% were seen in favor of using public transportation, possibly reflecting a reliance on this mode of travel despite the ongoing pandemic. Additionally, the agreement 17% and strong agreement 7% concerning the suitability of bike or ride-sharing services as alternatives to crowded transit indicates an openness to more controlled and potentially less crowded commuting options. These findings underscore a widespread desire for safer and less densely populated transportation modes, demonstrating heightened awareness of health concerns. The combination of agreement and strong agreement reflects a shared sentiment of adapting transportation behavior in response to COVID-19. Respondents' inclinations toward avoiding crowded spaces suggest a collective acknowledgment of the need to balance mobility with safety during the pandemic.

4.1.7. Frequency and Percentage Analysis of Distribution Channels Items

Table 17: Frequency and Percentage Analysis of Distribution Channels

Table 18 Frequency and Percentage Analysis of Distribution Channels

	I prefer online platforms while purchasing tickets, booking hotels and buying tour package	I think online platforms are suitable for information searches, destination choice, and purchase behaviour, and experience sharing	Using the distribution channels, people can work from home and engage in social distance learning
Agree	39	34	29
Disagree	0	0	1
Natural	7	6	15
Strongly agree	34	40	32
Strongly disagree	0	0	3

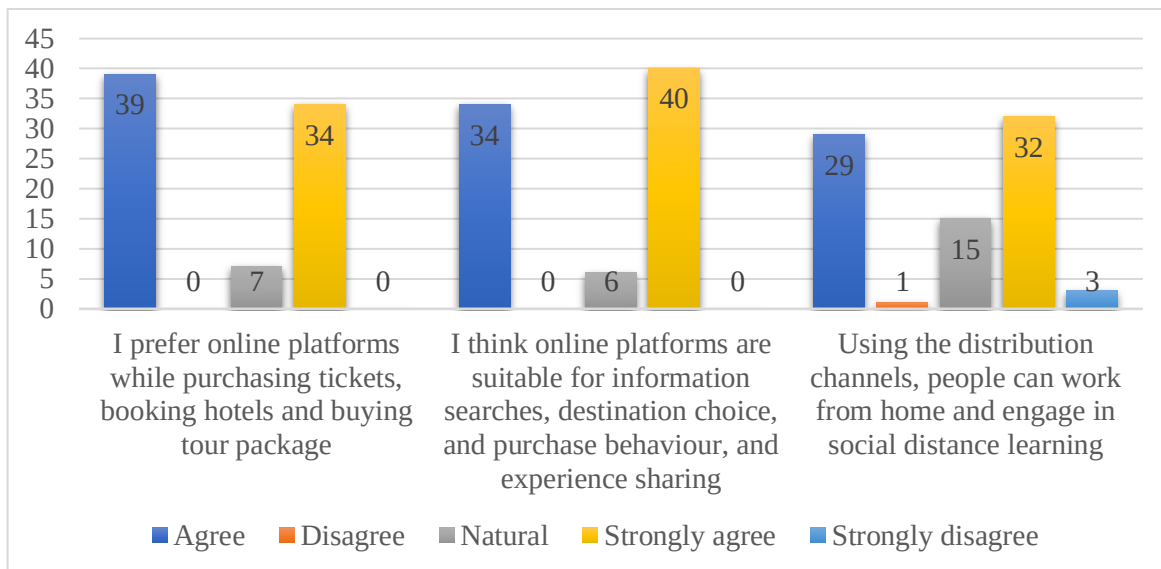


Figure 9: Frequency and Percentage Analysis of Distribution Channels

The above presented Table 9 and Figure 9 investigates respondents' perceptions of distribution channels in the context of travel and information sharing. 39% of the participants expressed agreement and 34% of the participants showed strong agreement in favor of using online platforms for ticket purchasing, hotel bookings, and tour package acquisitions. Similarly, agreement 34% and strong agreement 40% were noted regarding online platforms' suitability for information searches, destination selection, purchase behavior, and experience sharing, showcasing a robust reliance on digital resources for travel-related decisions. These findings reflect a widespread preference for digital convenience and efficiency, likely fueled by the ongoing pandemic's impact on traditional travel practices. The combination of agreement and strong agreement underscores the

critical role online platforms play in shaping modern travel behavior. The agreement 29% and strong agreement 32% concerning the potential of distribution channels enabling remote work and distance learning highlights the versatility of digital channels beyond leisure activities. Overall, the strong presence of agreement and strong agreement underscores a paradigm shift toward embracing technology as an integral part of the travel experience and beyond, indicative of a tech-savvy and adaptive approach to the changing landscape.

4.1.8. Frequency and Percentage Analysis of Avoidance of Overpopulated Destinations Items

Table 19: Frequency and Percentage Analysis of Avoidance of Overpopulated Destinations

Table 20 Frequency and Percentage Analysis of Avoidance of Overpopulated Destinations

	Avoidance of Overpopulated destinations	I avoid unnecessary interaction with crowds in public spaces	I believe social distancing has been suggested to help prevent infection of Covid-19 pandemic	I think tourism destinations plagued by the overpopulation of visitors	I would like to avoid overpopulated destinations because of Covid-19
Agree	27	36	32	32	29
Disagree	15	13	3	9	16
Natural	17	7	3	21	18
Strongly agree	16	21	42	17	0
Strongly disagree	5	3		1	17

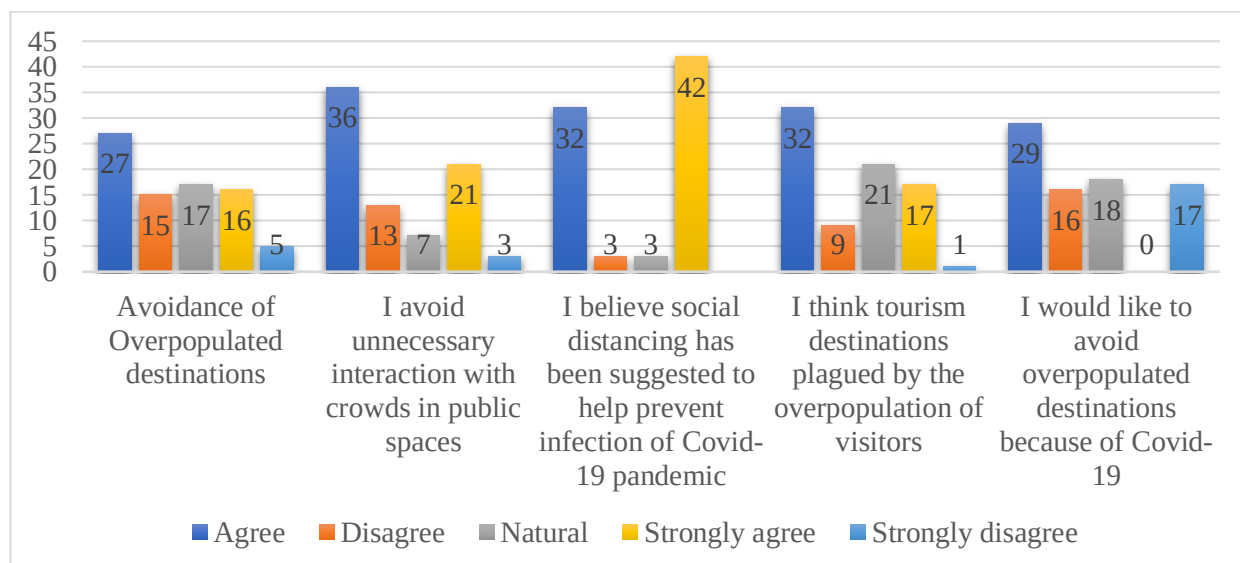


Figure 10: Frequency and Percentage Analysis of Avoidance of Overpopulated Destinations

The above presented Table 10 and Figure 10 explores respondents' attitudes towards avoiding overpopulated destinations considering the Covid-19 pandemic. A substantial number of participants expressed agreement 27% and strong agreement 16% with the notion of avoiding such locations. This signifies a heightened awareness of potential health risks associated with crowded places, and the strong agreement notably emphasizes a significant commitment to this sentiment. Furthermore, agreement 6% and strong agreement 21% regarding avoiding unnecessary interactions with crowds in public spaces highlight the desire to minimize exposure to potentially infectious environments. These combined agreement levels underscore a collective intention to prioritize personal safety and health through conscious choices. The strong agreement 42% and agreement 32% responses regarding the belief in social distancing's preventive role against Covid-19 reinforce the understanding of recommended safety measures, showcasing a well-informed respondent group. Overall, the patterns of agreement and strong agreement signal a prevalent inclination towards responsible and cautious travel behavior, placing emphasis on avoiding overpopulated destinations to safeguard health. These findings reflect a significant shift in travel preferences influenced by the pandemic, showcasing a more health-conscious and proactive approach among respondents.

4.1.9. Frequency and Percentage Analysis of Hygiene and Safety Items

Table 21: Frequency and Percentage Analysis of Hygiene and Safety

Table 22 Frequency and Percentage Analysis of Hygiene and Safety

	After Covid-19, my need for hygiene while travelling is changed	I prefer destinations' hygiene and cleanliness	I prefer destinations' medical facilities	After Covid-19, I care more about the hygiene and safety of public transportation
Agree	26	29	32	31
Disagree	5	3	2	6
Natural	15	5	15	11
Strongly agree	27	43	31	32
Strongly disagree	7	0	0	0

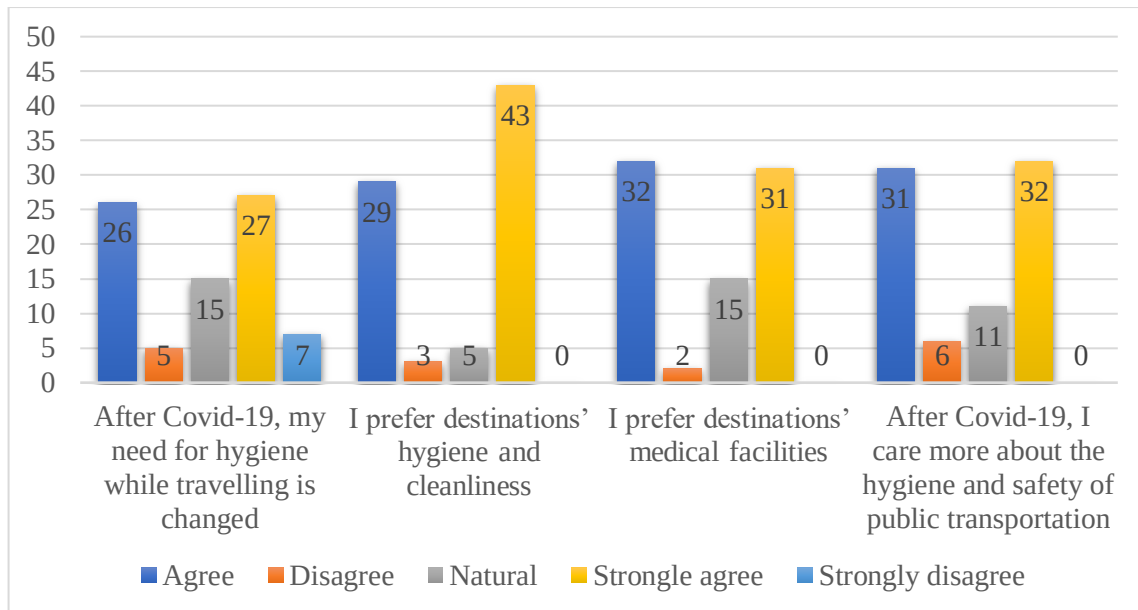


Figure 11: Frequency and Percentage Analysis of Hygiene and Safety

The above presented Table 11 and Figure 11 examines respondents' perspectives on hygiene and safety aspects in the post-Covid-19 travel situation. A significant number of participants expressed agreement 26% and strong agreement 27% in acknowledging a change in their travel hygiene preferences after the pandemic. Similarly, agreement 29% and strong agreement 43% were noted in favor of prioritizing destinations with enhanced hygiene and cleanliness measures, demonstrating a heightened emphasis on health-conscious travel choices. Furthermore, agreement 32% and strong agreement 31% indicated a preference for destinations with established medical facilities, underscoring the importance of accessible healthcare infrastructure. Additionally, the combination of agreement 31% and strong agreement 32% highlighted a shift in concern towards the hygiene and safety of public transportation post-pandemic. These combined agreement and strong agreement responses underscore a collective recognition of the transformative impact of Covid-19 on travel priorities. The emphasis on hygiene, cleanliness, and medical facilities reflects a paradigm shift towards safety-focused travel decisions, indicating a lasting change in traveller behaviour and preferences amid the ongoing health concerns.

4.2. Results of Descriptive Statistics

Table 23 Results of Descriptive Statistics

Table 24: Descriptive Statistics of Covid-19 Pandemic						
	N	Mean	Std. Deviation	Varianc e	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Item 1	80	3.94	.603	.363	-.173	.532
Item 2	80	4.47	.595	.354	-.515	.532
Item 3	80	4.09	.732	.537	-1.101	.532
Item 4	80	4.11	.779	.607	-1.317	.532
Item 5	80	4.47	.656	.430	-.309	.532

Valid N (Listwise)	80					
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The above Table 12 presents descriptive statistics related to the Covid-19 pandemics and the mean scores for items 1 to 5, ranging from 3.94 to 4.47, signify a moderate to high level of agreement among respondents regarding the pandemic's effects on various aspects of the tourist sector. The standard deviations and variances indicate a relatively consistent response distribution. The kurtosis values suggest slight deviations from normal distribution, reflecting the diverse perceptions and experiences within the region's tourist sector during the pandemic.

Table 25: Descriptive Statistics of Travel Risk and Management Perception						
	N	Mean	Std. Deviation	Varianc e	Kurtosis	
	Statisti c	Statisti c	Statistic	Statisti c	Statisti c	Std. Error
Item 1	80	4.19	.731	.534	-1.061	.532
Item 2	80	4.05	.745	.554	-1.169	.532
Item 3	80	4.06	.700	.490	-.916	.532
Valid N (Listwise)	80					

The above presented Table 13 displays descriptive statistics concerning perceptions of travel risk and management during the Covid-19 pandemic in the context of different Saudi Arabian regions. The mean scores for items 1 to 3 range from 4.05 to 4.19, indicating a generally positive assessment of travel risk perception and management efforts. The standard deviations and variances reflect a moderate level of variability in responses. The kurtosis values suggest slight deviations from normal distribution, implying diverse viewpoints within the regional context regarding travel risks and management strategies.

Table 26: Descriptive Statistics of Risk Management						
	N	Mean	Std. Deviation	Varianc e	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Item 1	80	3.94	.700	.490	-.916	.532
Item 2	80	4.33	.612	.374	-.618	.532
Item 3	80	4.27	.711	.506	-.912	.532
Item 4	80	3.94	.735	.540	-1.118	.532
Item 5	80	3.96	.683	.467	-.808	.532

Valid N (Listwise)	80					
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The above showed Table 14 presents descriptive statistics regarding risk management perceptions within the Covid-19 context across various Saudi Arabian regions. The mean scores for items 1 to 5 range from 3.94 to 4.33, suggesting a balanced to slightly positive evaluation of risk management strategies. Standard deviations and variances indicate moderate dispersion in responses. The kurtosis values indicate mild deviations from a normal distribution, signifying varied viewpoints on risk management. These statistics offer insights into regional perceptions of Covid-19 risk management effectiveness and its implications for the tourist sector.

Table 27: Descriptive Statistics of Service Delivery						
	N	Mean	Std. Deviation	Varianc e	Kurtosis	
	Statisti c	Statisti c	Statistic	Statisti c	Statisti c	Std. Error
Item 1	80	4.15	.748	.559	-1.159	.532
Item 2	80	4.11	.746	.557	-1.165	.532
Item 3	80	4.47	.656	.430	-.309	.532
Valid N (Listwise)	80					

The above showed Table 15 presents descriptive statistics regarding Service Delivery within the Covid-19 context across various Saudi Arabian regions. The mean scores for items 1 to 3 range from 4.11 to 4.47, suggesting a balanced to slightly positive evaluation of Service Delivery strategies. Standard deviations and variances imply moderate dispersion in responses. The kurtosis values indicate high deviations from a normal distribution, signifying varied viewpoints on Service Delivery These statistics offer insights into regional perceptions of Covid-19 risk management effectiveness and its implications for the tourist sector.

Table 28: Descriptive Statistics of Transportation Patterns						
	N	Mean	Std. Deviation	Varianc e	Kurtosis	
	Statisti c	Statisti c	Statistic	Statisti c	Statisti c	Std. Error
Item 1	80	4.19	.695	.483	-.890	.532
Item 2	80	4.00	.779	.608	-1.342	.532
Item 3	80	3.82	.792	.627	-1.328	.532
Valid N (listwise)	80					

The above showed Table 16 outlines descriptive statistics on transportation patterns within the Saudi Arabian regions during the Covid-19 pandemic. Mean scores for items 1 to 3 range from 3.82 to 4.19, indicating a generally favorable outlook toward transportation behaviors. Standard deviations and variances reflect moderate dispersion in responses,

suggesting varied perceptions within the regions. The kurtosis values imply slight deviations from normal distribution, revealing diverse viewpoints on transportation patterns. These statistics provide insights into regional preferences and adaptations concerning transportation practices during the pandemic, showcasing a notable range of attitudes among respondents.

Table 29: Descriptive Statistics of Distribution Channels						
	N	Mean	Std. Deviation	Varianc e	Kurtosis	
	Statisti c	Statisti c	Statistic	Statisti c	Statisti c	Std. Error
Item 1	80	4.34	.635	.404	-.648	.532
Item 2	80	4.43	.632	.399	-.529	.532
Item 3	80	4.25	.755	.570	-1.105	.532
Valid N (Listwise)	80					

The above presented Table 17 presents descriptive statistics regarding distribution channel perceptions during the Covid-19 pandemic within different Saudi Arabian regions. Mean scores for items 1 to 3 range from 4.25 to 4.43, suggesting a positive outlook on utilizing distribution channels. Standard deviations and variances indicate moderate dispersion, implying variations in responses across regions. The kurtosis values reveal slight deviations from normal distribution, indicating diverse viewpoints on distribution channels. These statistics shed light on regional perspectives on the effectiveness and adoption of distribution channels amid the pandemic's influence on the tourist sector.

Table 30: Descriptive Statistics of Avoidance of Overpopulated Destinations						
	N	Mean	Std. Deviation	Varianc e	Kurtosis	
	Statisti c	Statisti c	Statistic	Statisti c	Statisti c	Std. Error
Item 1	80	4.05	.692	.478	-.864	.532
Item 2	80	4.21	.589	.347	-.338	.532
Item 3	80	4.49	.574	.329	-.649	.532
Item 4	80	3.96	.702	.492	-.926	.532
Item 5	80	3.99	.665	.443	-.682	.532
Valid N (Listwise)	80					

The above Table 18 outlines descriptive statistics related to avoiding overpopulated destinations in the context of Covid-19's impact on Saudi Arabian regions. Mean scores for items 1 to 5 range from 3.96 to 4.49, indicating a moderately positive inclination to avoid crowded places. Standard deviations and variances reflect moderate dispersion in responses, implying variability among respondents. The kurtosis values suggest minor deviations from normal distribution, revealing a diverse range of viewpoints on the avoidance of overpopulated destinations. These statistics provide insights into regional preferences and

concerns regarding crowded spaces, emphasizing a shared awareness of Covid-19's influence on travel choices.

Table 31: Descriptive Statistics of Hygiene and Safety						
	N	Mean	Std. Deviation	Varian ce	Kurtosis	
	Statisti c	Statisti c	Statistic	Statisti c	Statisti c	Std. Error
Item 1	80	4.24	.750	.563	-1.103	.532
Item 2	80	4.47	.616	.379	-.403	.532
Item 3	80	4.20	.736	.542	-1.077	.532
Item 4	80	4.26	.689	.475	-.838	.532
Valid N (Listwise)	80					

The above Table 19 presents descriptive statistics concerning hygiene and safety perceptions during the Covid-19 pandemic in Saudi Arabian regions. Mean scores for items 1 to 4 range from 4.20 to 4.47, reflecting a notably positive outlook on hygiene and safety measures. Standard deviations and variances indicate moderate dispersion, implying varied responses among participants. The kurtosis values suggest slight deviations from normal distribution, highlighting diverse viewpoints on hygiene and safety practices. These statistics provide insights into the shared emphasis on hygiene and safety across regions, indicating a consistent prioritization of health-conscious practices within the context of travel and tourism.

Table 32: Results of Correlation Analysis*Table 33 Results of Correlation Analysis*

	Covid-19 Pandemic	Travel Risk and Management Perception	Risk Management	Service Delivery	Transportation Patterns	Distribution Channels	Avoidance of Overpopulated Destination	Hygiene and Safety
Covid-19 Pandemic	1							
Travel Risk and Management Perception	8.22	1						
Risk Management	-9.54	8.19	1					
Service Delivery	-5.47	7.62	9.39	1				
Transportation Patterns	-8.69	8.72	7.86	7.65	1			
Distribution Channels	-7.53	8.85	7.68	6.39	7.57	1		
Avoidance of Overpopulated Destination	8.35	6.59	6.03	9.33	6.85	7.63	1	
Hygiene and Safety	-5.65	7.74	8.48	8.25	7.19	8.18	9.51	1

The given matrix in Table 20 represents the results of a correlational analysis between different variables related to the Covid-19 pandemic's impact on the travel sector within Saudi Arabian regions. The numbers in the matrix show the correlation coefficients between pairs of variables. Correlation coefficients range from -1 to 1, where -1 indicates a perfect negative correlation, 1 indicates a perfect positive correlation, and 0 indicates no correlation.

The results indicate that there are both positive and negative correlations among the variables: The positive correlation value for Covid-19 Pandemic and Travel Risk and Management Perception is 0.82, which suggests that as the perception of the Covid-19 pandemic's impact increases, the perception of travel risk and management also tends to increase in a consistent manner. The positive correlation value for Avoidance of Overpopulated Destinations and Travel Risk and Management Perception is 0.66 indicates that individuals who are more inclined to avoid overpopulated destinations are also likely to have a higher perception of travel risk and management challenges. There is a positive correlation between Avoidance of Overpopulated Destinations and Covid-19 Pandemic and the correlation value 0.84 indicates that individuals who perceive the Covid-19 pandemic's impact more strongly are also more likely to avoid overpopulated destinations. In addition, there is a positive correlation between Hygiene and Safety and Avoidance of Overpopulated Destinations, and the correlation value is 0.95 implies that individuals who prioritize hygiene and safety are more inclined to avoid overpopulated destinations. There is a negative correlation between risk management and Covid-19 pandemic and the correlation value is -0.95, which suggests an inverse relationship between individuals' perceptions of risk management and their perception of the Covid-19 pandemic's impact. There is a negative correlation value between Risk Management and Distribution Channels and correlation value is -0.75 indicates that individuals who perceive better risk management tend to have a lower inclination towards relying on distribution channels. There is a negative correlation between Risk Management and Hygiene and Safety, and the correlation value is -0.65, which implies that those who perceive better risk management are less concerned about hygiene and safety.

es

Your Gender

Your Age

Have you travelled between Saudi Arabia regions beteen 2020 and 2022

I feel symptoms of infection by Covid 19 pandemic

Covid 19 pandemic affect my travel \ shopping behavior

I feel apprehensive due to the Covid-19 pandemic

I feel financial stress due to the Covid-19 pandemic

I feel stress from my work due to the Covid-19 pandemic

I prefer to spend my leisure time alone due to the Covid-19 pandemic

After Covid-19, I prefer to avoid travelling to crowded big cities

Covid-19 reduces the possibility of travelling with groups

My biggest concern about Covid-19 and how long I will be able to handle isolation

Many people underestimate the disease and its effect on some people

I wonder whether the government is providing us with all the available information about the Covid-19 pandemic

I seek destinations with established infrastructure following the Covid-19 pandemic

I seek destinations with established high-quality medical facilities following the Covid-19 epidemic

I prefer to order takeout rather than eating or drinking in restaurants to avoid unnecessary contact with others

During this pandemic, I order delivery of my necessary things to minimize interpersonal interaction

I prefer the provision of packed and sanitized food

I avoid crowded public transits

I prefer to use public transportation

I believe bike or ride-sharing services are suitable alternatives to avoid more crowded transit options in the wake of COVID-19

I prefer online platforms while purchasing tickets, booking hotels and buying tour package

I think online platforms are suitable for information searches, destination choice, and purchase behaviour, and experience sharing

Using the distribution channels, people can work from home and engage in social distance learning

Avoidance of Overpopulated destinations

I avoid unnecessary interaction with crowds in public spaces

I believe social distancing has been suggested to help prevent infection of Covid-19 pandemic

I think tourism destinations plagued by the overpopulation of visitors

I would like to avoid overpopulated destinations because of Covid-19

After Covid-19, my need for hygiene while travelling is changed

I prefer destinations' hygiene and cleanliness

I prefer destinations' medical facilities

After Covid-19, I care more about the hygiene and safety of public transportation

Please provide ANY other comments regarding this study

Please provide any comments regarding any aspect that appears to be LACKING in this study

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