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Impact of the Quality of Major Cultural and Sporting Events on Tourists' Satisfaction in the Kingdom: Applied to the Activities of the General Entertainment Authority

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Chapter 1: Introduction

1.1 Introduction

The tourism business has come to be the most complex and quickly advancing sector where foreign countries can present their diverse cultural heritages and distinctive natural attractions. The Kingdom of Saudi Arabia has realized a very important fact that oil production is no longer the only strong point of its national economy and has decided to move to diversification and prevent excessive dependence on oil (Tabash et al., 2023). At the heart of this undertaking is the role of the General Entertainment Authority (GEA), which is responsible for structuring and broadcasting a variety of cultural and sports events aimed at making the country's tourism sector increasingly appealing (Alkhalidi et al., 2020). In this case, organizers are capitalizing on the traditions particular to the country's culture and openness to modernity which is both engaging and exciting to the experience of the visitors. Nevertheless, a considerable variable that should not be neglected is the traveler's delight which includes the correspondence of fulfillment and experiences. Tourism is a significant economic driver and source of revenue for many nations around the world (Mandic and McCool, 2023). By leveraging its rich cultural heritage, natural wonders, and commitment to hosting world-class events, Saudi Arabia can position itself as a premier tourist destination. The GEA's efforts to showcase the Kingdom's unique offerings through cultural and sporting events are crucial to attracting visitors and fostering a thriving tourism industry.

1.2 Problem Statement

Regardless of Saudi Arabia's consistent dedication to economic diversification and the considerable efforts of the General Entertainment Authority, the degree of success achieved in the

enrichment of tourists' satisfaction level through cultural and sporting events has still proven to be unsatisfactory (Alkhalidi et al., 2020). Even though GEA has improved in its organization and its service quality, very little is known about how it can use research and data to help in improving and adjusting the strategies used to reach the dynamic and diversified preferences of tourists. Correspondingly, it is of utmost importance to understand the subtle connection between the quality of these activities and the visitors' satisfaction. Lacking such vital information, the GEA strategy will encounter difficulty in creating programs that remain strongly with visitors, giving them a reason to come back or recommend the place to others. Moreover, this issue deprives the organization of realizing the full potential of sports and cultural activities as engines for driving sustainable growth in the tourism sector. In addition to this, their results on how happy the visitors are and whether the industry is sustainable in the long run are yet to be sufficiently ascertained. It is significant to fill up this research gap for the country as it aims at being the most famous tourist destination in the world that hosts immense cultural heritage and touring attractions.

1.3 Study Purposes

The main aim of this study is to investigate the quality of cultural and sporting events organized by GEA that made them visit the Kingdom of Saudi Arabia. The research will discover essentials and elaborations that will be highly beneficial to the GEA in enabling it to grow its offerings, improve visitors' satisfaction, and ultimately contribute to the sustainable development of the tourism sector in the Kingdom (Hassan et al., 2023). The other focus of this study is to examine the role that tourist satisfaction plays in sports and cultural experiences that are of the highest quality and tourism development that is sustainable in the long run in the Kingdom of Saudi Arabia. The research intends to provide decision-

makers and stakeholders with a holistic perspective concerning the issue through the discovery of internal mechanisms that enable tourist satisfaction to be related to the durability of the industry.

Through this study, the evaluation of the dual influence of the success of events on the decisions made by the organization towards hosting tourism, sports and cultural events is made. The study with a focus on visitor feedback and experience will show how visitor feedback and experiences can influence and create new event strategies, eventually leading to improvement and adaptation processing. Through the delivery of the aims, the study is supposed to outline a comprehensive and data-based system for the GEA and the other relevant agencies to use and associate cultural and sporting events with support for sustainable tourist growth. These findings will be incredibly significant for the Kingdom because they will help in capitalizing on its unique advantages and enhance the satisfaction of travelers, thereby facilitating economic diversification as well as the long-term KSA's prosperity. The findings can inform the allocation of resources, the design and execution of events, and the implementation of targeted initiatives to bolster the Kingdom's appeal as a premier tourist destination.

1.4 Study Questions

1. Can the quality of arts and sporting events executed by the General Entertainment Authority affect tourists' satisfaction levels in the Kingdom of Saudi Arabia?
2. How do the interactive functions of cultural and sporting activities, such as quality, mediate the sustainability of tourism through satisfaction in the Kingdom of Saudi Arabia?
3. How does tourism satisfaction contribute to organizational revision and growth for the success of future sporting and cultural events in the Kingdom?

1.5 Research Hypotheses

The proposed study aims at exploring the connection between the quality of events in sports and arts, supervised by the GEA concerning the level of satisfaction among visitors as well as tourists enjoying and participating in these events in the Kingdom of Saudi Arabia. The fundamental research hypothesis indicates a substantial positive effect which means the higher the standards of those events will be, the better the outcomes for tourists will be as well. This hypothesis encapsulates the fact that event quality is multifaceted and the factors that make it up include authenticity, organization, atmosphere, infrastructure, and ultimately addressing the visitor expectations. Through its research of this hypothesis, the study endeavors to associate the quality of culture and sport with tourist satisfaction to back the approaches that concentrate on the quality of tours. The study will also focus on the complexities of the linkages among the other coefficients by conducting further detailed analysis through various subsidiary hypotheses. The alternate hypotheses will test the influences of vital components for example the authenticity and cultural richness of events, the organizing and managerial aspect, the ambience, and the atmosphere as well as the quality of infrastructure, and the facilities on tourists' satisfaction.

1.6 Theoretical Model

As a roadmap for this study, a theoretical model has been developed to demonstrate the essential connections between the key factors under consideration. This diagram is meant to be a graphical representation of the debated relationships and interactions between the different components that help create an overall picture of the aims, similarly, the research, and the hypotheses.

1.7 THEORETICAL DIAGRAM

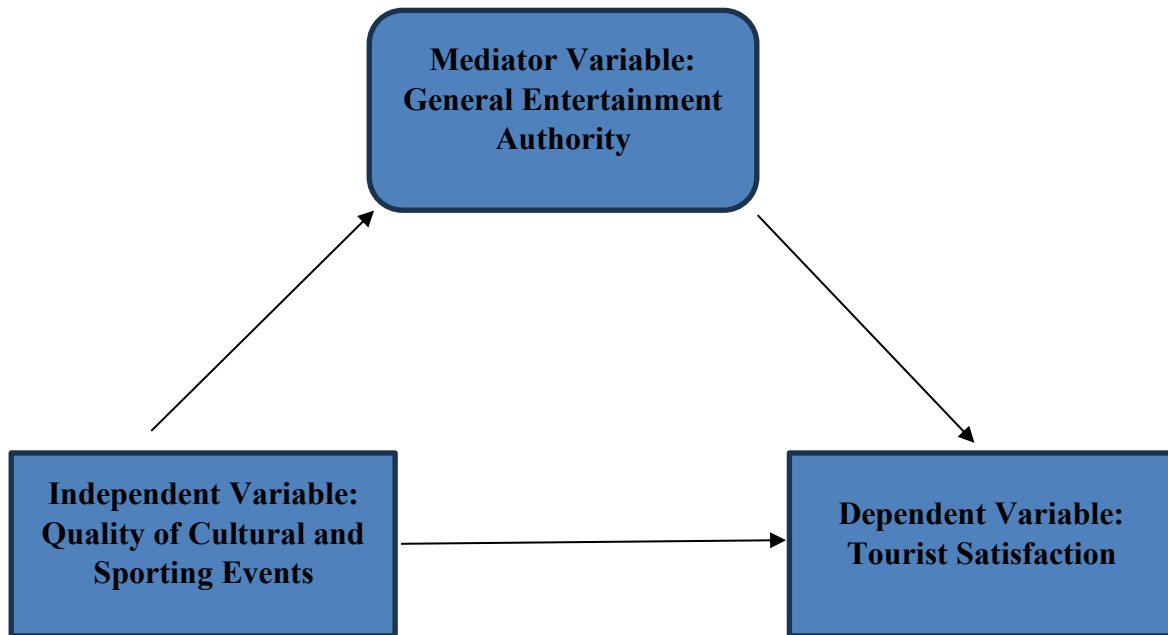


Figure 1: THEORETICAL DIAGRAM

The theoretical model demonstrates that the General Entertainment Authority's cultural and sporting events quality is shown as the key contribution made by the entertainment authority. This independent variable, which stands as the quality factor, is what directly affects the dependent variable, which is tourist satisfaction. The model posits that the enhancement of the quality of these events will correspondingly increase the levels of tourist' satisfaction. The model also employs the notion of tourism sustainability as a moderating element. It claims that tourism satisfaction is a mediating body that helps to associate cultural and sports activity quality to the long-term viability of the Saudi Arabian tourist industry. Such a relationship is a good example of how significant the role of a visitor's experience is in setting the development within the industry, thus, making sure of its longstanding and lasting success.

Additionally, the model incorporates a circular process that shows tourists' satisfaction affects the planning of and the development of future cultural and sports activities. This mutual relationship,

however, suggests the necessity to always update and improve event offers following the opinions of visitors and their levels of satisfaction. This operation creates a virtuous and ever-improving circle that meets the constantly growing tourist expectations. The model gives external factors such as political power, economic background, technological progress, and global trends some consideration. These external factors may affect the shifts in the relationships between the variables. External variables such as the business environment are modeled as contextual variables. This demonstrates the necessity to consider the environment in which the tourism industry works.

Chapter 2: Literature Review

2.1 Introduction

The impact of the quality of cultural and sporting events on tourist satisfaction in tourism studies remains the center of significant attention for tourism researchers. Scholars and practitioners alike continue to realize the enormous role that these events fulfil in shaping visitor experiences, decision-making about destinations and the sustainability of a nation's tourism industry. This literature review aims to provide a comprehensive exploration of the current knowledge on tourism and related frameworks both from a theoretical and empirical perspective within the context of the Kingdom of Saudi Arabia.

As the Saudi Kingdom continues to come up with plans to transform the economy and reduce its reliance on the oil industry, the tourism sector holds a strategic role alongside having the potential for fast and high growth. This stands to increase jobs and project Saudi Arabia's rich cultural heritage on the global stage. In this regard, the General Entertainment Authority (GEA) was charged with fostering and promoting a multitude of cultural and sporting events rooted in preferences and meeting the needs of the evolving tourist populations.

This literature review provides the required foundation for understanding the complex relationship and role of the quality of these events in tourist satisfaction and acknowledges factors that characterize the Kingdom as unique by analyzing the different cultural and socio-political dynamics within this context. This review aims to provide grounded knowledge through a combination of current theories and research results to identify valuable insights and facilitate the development of relevant

policies for the enhancement of visitors' travel experiences while preserving the sustainability and prosperity of the Saudi tourism sector.

2.2 Dependent Variable: Tourist Satisfaction

Although this variable has witnessed sufficient exploration in resorts the dependent variable of the current study will be the satisfaction of tourists. This variable has undergone immense research and scrutiny in tourism scholarship with several scientific works underscoring the paramount importance of the degree of tourist satisfaction as the first indicator that evaluates competitiveness, willingness to for further visits and provision of recommendations of a tourist destination (Chhabra, 2021; Genc and Gulertekin Genc, 2022). The measurement of tourist satisfaction in tourism is a multi-dimensional concept its scope covers different factors that range from the tangible aspects of a tourist location such as the quality of the attractions, accommodations, transport, and hospitality services to the intangible and the subjective aspects which include the sense of authenticity, cultural immersion, and personal fulfilment (Alegre and Garau, 2010; Chen and Rahman, 2018). As research continues to regard the determinants of tourist satisfaction there exists a consensus that any tourist satisfaction comprises the interaction of various factors beyond the supply of services and amenities. Evidence shows that subjective experience and emotions of place, such the things cultural richness, authenticity, and personal fulfillment significantly contribute to the satisfaction levels of visitors (Cheng et al., 2018; Lee et al., 2015). In association with cultural and sporting events, the scholarly work has focused on offering visitors quality, authentic and memorable experiences to meet visitors' standards (Chen, 2006; Brida et al., 2011; Kwiatkowski, 2016). Current and previous research has identified organization and environment, such as the different surroundings and infrastructure, as the key factors that determine customer satisfaction. Where these factors are put in place, they tend to influence the type and quality of

visitor experience that tourists will receive and will also determine whether they will engage in repeat visits and recommend the place to their contacts or not (Kaplanidou & Vogt, 2007; Iordanova and Stylidis, 2019; Stylidis et al., 2020)

2.3 Independent Variable: Quality of Cultural and Sporting Events

The independent variable in this research is the quality of cultural and sporting events organized by the General Entertainment Authority in the Kingdom of Saudi Arabia. Quality results from numerous factors, such as authenticity, organization, atmosphere, and infrastructure which form an integral component of hospitality. “Authenticity” refers to the ability of such events to faithfully reflect and represent the Kingdom’s native culture, customs, and heritage while embracing modernity and innovation. In tourism research authenticity and immersive experience have been highlighted as essential to delivering experiences that resonate with visitors' perception while affording comprehension and enabling appreciation of the local community’s culture, customs, and broader ways of life (Brida, Osti and Faccioli, 2011; Hylton, 2022; Lane and Kastenholz, 2018). Authentic cultural and sporting events possess the capacity to act as gateways into a nation’s soul, enabling guests to fully engage with the diverse array of regional cultures and traditions.

Besides authenticity, other factors such as organizing and logistics are deemed to be the most critical issues influencing visitor satisfaction directly or indirectly. Events that are properly organized and conducted reflect excellently coordinated teamwork, crowd management, and provision of appropriate facilities which leave the participants in such activities pleased and less distressed (Iordanova and Stylidis, 2019; Kaplanidou and Vogt, 2007; Stylidis et al., 2020). In contrast, less structured events may not be appreciated by all visitors and are harmful to the visibility of the institution, while being responsible for a deterioration in overall visitor experience resulting in low satisfaction levels. An

additional aspect that is highlighted about quality is the atmosphere and ambience of sporting and cultural events which have a significant impact on visitor satisfaction. Vibrant performances captivating displays and engaging audience interactions are some of the many methods of showcasing the destination and attaching the audience to the hosting community. These strategies transport the attendees to a realm characterized by suspense, amazement, and image creation. By developing a memorable and emotionally resonant atmosphere that underpins all the cultural aspects a highly sensitive, deeply moving visitor experience is established which contributes to overall satisfaction.

In addition, it was pointed out that good quality infrastructure and amenities are among the priorities of great events by the same researchers. Furthermore, researchers have emphasized the importance of high-quality infrastructure and facilities associated with these events (Biscaia et al., 2017; Kaplanidou & Vogt, 2007; Yoon et al., 2010). Well-designed and maintained venues equipped with appropriate seating, lighting, acoustics, and amenities can enhance the overall visitor experience and ensure that visitors fully appreciate and engage with the performances or competitions taking place. Inadequate or poorly maintained infrastructure tends to detract from the visitor experience and negatively impact satisfaction levels. It is important to note that while these dimensions of quality have been extensively studied in various cultural and sporting event contexts, their specific relevance and impact within the unique cultural and societal landscape of the Kingdom of Saudi Arabia warrant further investigation. The interplay between these quality factors and the distinct cultural norms, religious precepts, and societal dynamics that shape the Saudi Arabian tourism experience remains an area ripe for exploration.

2.4 Summary of Past studies

Several decades of research including both literature and practice have explored the relationship between the quality of cultural and sporting events and tourist satisfaction. However, most of the empirical studies undertaken so far focus on cultural or sporting events while being focused on the context of Western or developed nations. A review of the literature disclosed a dearth of research that examines the study's subject within the unique cultural and societal dynamics of the Kingdom of Saudi Arabia. Research by Brida et al. (2012) focusing on Italy aimed to investigate the extent to which the quality of cultural events impacts tourist satisfaction. This report concluded that authentic events based on organization and atmosphere have the power to impact the visitors' satisfaction levels and enhance their ability to inform others of their visits. The results of this research underline the necessity for offering tangible, well-planned, and perceptible cultural encounters to visitors as furthering the agenda of such encounters relies on how well they inform others of their visitation. Hallmann et al. (2015) studied the function of sporting attractions in producing a satisfactory experience for Germany's major international sporting events. Through their research, they found that the effectiveness of the event organization, management and components of the atmosphere, and infrastructure were key factors in the creation of a positive and friendly feeling toward visitors. This research again confirms that sporting events are multidimensional in quality and highly dependent on the management and organizing aspects while the ambience and facilities directly impact the levels of visitor's satisfaction.

In terms of the cultural heritage tourism of South Korea, Joo et al (2019) and others focused on the authenticity of cultural experiences and tourist satisfaction in the country. They presented that the level of authenticity with which one perceives cultural exhibits and attractions is essential in terms of the contentment of tourists and the quality of tourism. Thus, it solidifies the need to emphasize the

authenticity of a cultural destination for building favorable visitors' perceptions and satisfaction levels. Whilst these research findings remain highly insightful there is a need for mindfulness of the fact that their unique nature and their specific association with Saudi culture and society may limit their applicability to the Kingdom of Saudi Arabia. Saudi Arabian visitors may be faced with cultural challenges and religious doctrines that are completely different from the ones they are used to affecting the visitor's mindset and worldviews in different ways.

Studies have also emphasized social and cultural traditions and their effects on tourist patterns and tastes which should be taken into consideration regarding the situation in the Kingdom of Saudi Arabia. Works by Alkhalaf & Orams (2021) and Sudigdo & Khalifa (2020) highlight the level that social norms, religious beliefs, and cultural traditions play on an individual's decision-making, self-presentation, and overall behavior governance inside Saudi Arabia. Thus, the effects of crowding and distance on these events become significant determinants of the Saudi Arabian visitors' evaluation of cultural and sporting events. The strategic location of Saudi Arabia at the junction of three continents, as well as a strong cultural heritage and political stability in a volatile region, presents the Kingdom as a tourist point of attraction (Ali & Salameh, 2021). Being an influential oil producer gives the country a global image that allows it take engage in activities of international organizations such as the G20, Arab League, OIC, and OPEC. This supports new progress through the immigration of expatriates and highly skilled experts (al-Hazmia, 2020).

Most travelers seek to break away from monotonous routines with this background sustaining individual motivation for tourism. These include rules about female attire, kissing in public, and marriage customs (Wu & Mursid, 2020). Social conventions and religious regulations provide the foundation of Arab culture to the extent that they significantly shape the Arab culture in Saudi Arabia and the Gulf

Cooperation Council countries (Alkhalaf & Orams, 2021). Cultural and social norms have a big impact on consumers' behavior as people think about the social rules of other people which include expected and typical actions, especially in societies with strong social ties (Sudigdo & Khalifa, 2020). Underlying questions regarding the roles of social norms in Saudi tourists' behavior form the primary focus of this study (Naser Alsaied & Ben Amor, 2020). The study field has recently incorporated research topics such as Islam-related tourism, Halaal tourism, Shariah-compliant services, and non-Muslim traveler experiences in Muslim countries (Ledhem & Moussaoui, 2020). Some studies have assessed the impact of Islam on traveler behavior (Bokhari, 2021). Islam's impact on individuals' behavior varies, even among those practicing the same religion but belonging to different sects. Saudi Arabia's religion revolves around people's daily life and practices including travel choices and actions which has seen the adoption of Islamic values in Saudi's tourism and hospitality industries (Syaiful et.al, 2020).

2.5 Theoretical Framework of the Study

The theoretical framework underpinning this study borrows from numerous foundational theories and concepts of social sciences literature including tourism. The strategy thus includes an amalgamation of concepts and perspectives from different disciplines which provide an all-encompassing and multidimensional perception of the link between the quality of cultural and sporting events and tourist satisfaction via the perspective of the Kingdom of Saudi Arabia. The core of the theoretical model is comprised of tourist satisfaction which is significantly rooted in the expectancy-disconfirmation paradigm (Oliver, 1980; Prayag et al., 2019). According to the expectancy-disconfirmation paradigm, satisfaction is considered an outcome of the comparative process between visitor's expectations and actual experiences, whereby the positive disconfirmation (experiences exceeding expectations) contributes to higher satisfaction. The expectancy-disconfirmation paradigm

presented in this study forms the basis for explaining the correlation that exists between the quality of sporting and cultural events and the expectations of visitors and their impact on the level of satisfaction or dissatisfaction after the event.

In addition, the current study integrates some of the concepts of the service quality (SERVQUAL) model (Parasuraman et al. 1988), which has been extensively used in the tourism literature (Getty & Thompson 1994; Mackay & Crompton 1990). The model, which is used in public administration, is based on attaining high standards of service delivery in terms of meeting/exceeding customer expectations, contributing to a higher level of satisfaction and loyalty. The role of the SERVQUAL model in the context of cultural and sporting events involves an examination of dimensions of good performance, including the venue's originality, the composition of the organization, the satisfaction experienced, and the quality of the infrastructure, and their effect on the quality of customers' experience.

The study also employs the authenticity concept in tourism which forms a special focus on cultural and heritage tourism experiences (Cohen, 1988, Wang, 1999). This concept stresses authentic and culturally rich experiences that tourism brings to society and equally engenders a better sense of community and appreciation of the hosts. In Saudi Arabia, which has a rich cultural heritage and traditions, authenticity is more pronounced while determining the genuineness of cultural and sporting events and in terms of whether they can meet quality standards or if they could add to visitor satisfaction or not.

The research is then based on the concept of event quality which has been prevalently studied in sport and event management. This notion has been fully investigated by Armbrecht (2021) and Kaplanidou and Vogt (2007). The concept concerns itself with numerous facets such as orderliness, ambience, and infrastructure, in establishing an overall mood of the event and the attendee experience.

This approach helps to establish criteria for the quality level of those events that are paid for by visitors which may affect their satisfaction.

Still, social, and cultural norms will be leveraged to define tourist behavior and choice with particular attention to Saudi Arabia's culture. Literature shows that social norms and religious beliefs are powerful factors in decision-making, behavior guidance and preparation (Tseng et al., 2021). The focus of this research is thus based on understanding how these cultural and societal factors shape the views and assumptions of Saudi Arabian tourists, ultimately impacting their satisfaction with cultural and sporting events.

These theoretical perspectives are interconnected within this study to offer an integrated and multifaceted approach to the study of the quality of culture and sporting events with the purpose of tourist satisfaction in the context of Saudi Arabia. The theoretical framework devised here provides a base for the investigation of research hypotheses, the design of methodology and the process of interpreting findings, whereas all these contribute to the development of knowledge on the issue while remaining cognizant of cultural and societal aspects that impact the local tourism industry in the region. This will result in a comprehensive and multi-faceted theoretical modelling which will present a synthesis of existing knowledge identify loopholes in the previous literature and assist in making a new contribution to the detailed interaction between the quality factors of cultural and sports events, visitors' expectations, and satisfaction within the Saudi Arabian context. This study aims to provide valuable contributions to both academic discourse and practical strategies for enhancing visitor experiences while fostering a sustainable and prosperous tourism industry in Saudi Arabia.

Chapter 3: Methodology

3.1 Introduction

This chapter is used to show the method applied in the collection of data, in relation to the impact of quality on major. According to Pandey and Pandey (2021) chapter, three is very important on providing information concerning the methods followed in the study. It describes the research design that was used in the study, and the reason behind choosing it. Besides, it explains the instruments used in data collection and the procedure followed. This chapter consists the research design, population of the study, sample characteristics, sample size determination, data collection procedures and method of analysis.

3.2 Research Design

The research aims to explore the impact of the quality of major cultural and sporting events on tourists' satisfaction in the Kingdom. The research followed a qualitative nature, which used questionnaires. According to Amanov (2023), a qualitative research design is based on the aspect that the collection of firsthand data gives the most meaningful results. Besides, the research chose this particular type of research design, since it gives large amount of data from limited number of participants. It aims to understand each participant's reality via his or her own lens. Besides, due to the subjective nature of the study and its inability to be objectively quantified, a quantitative assessment would not have been feasible. Besides, the best design to investigate on the cultural and sporting events on tourism is qualitative, due to its ability on bringing out the participant's experiences, in both descriptive and exploratory forms. In this aspect, the researcher was able to interact with the participants in a continuous manner, thus understanding the truth meaning of their lives.

3.3 Population of the study

According to Mishra and Alok (2022), a target population refers to a group of individuals with similar characteristics, in which the researcher can extrapolate the findings of their study. This study selected its sample from a larger population of tourists, which included both internal and external tourists. The final sample size consisted of 107 participants, who were chosen using a combination of random and stratified sampling methods. Random sampling involves selecting participants at random from the larger population, while stratified sampling involves dividing the population into smaller groups or "strata" based on certain characteristics, and then selecting a random sample from each stratum. This approach can help ensure that the sample is representative of the larger population and that all relevant subgroups are adequately represented.

3.4 Sample Characteristic

The research population for this study includes both internal and external tourists who have attended big cultural and entertainment events in the Kingdom. To ensure a comprehensive understanding of the impact of event quality on tourists' satisfaction, a diverse sample of participants was chosen based on several factors like: age, gender, nationality and educational level. By considering these factors, the study aims to create a well-rounded and representative sample of tourists, ensuring that the findings can be generalized to the broader population of individuals attending cultural and entertainment events in the Kingdom.

3.5 Sample Size Determination

As stated earlier, a sample size of 107 participants was chosen from external and internal tourists, to ensure representation across different cultural levels and backgrounds. Besides, the sample size was determined using both random and stratified sampling techniques. According to Pandey and

Pandey (2021), a stratified method is used in collecting data from individuals with common characteristics, or from different level. It allows collection of data from a sample population that best represent the entire population. On the other hand, random sampling technique is used to collect data from a large population. It guarantees that sample is the representation of the population in whole, thus guaranteeing every tourist a chance of expressing their opinions. This level of precision was necessary to ensure that a representative sample of the population could be captured while maintaining the feasibility of data collection and analysis.

3.6 Data Collections procedures and tools

The data collection procedures involved using of questionnaires - issuing questionnaires to the selected individuals. The main aim of the questionnaires was to collect data on the responses of respondents and firsthand accounts on the quality of significant sporting and cultural events and how they affect tourist's satisfaction. The surveys underwent pilot testing before being sent to make sure they were understandable and pertinent to the investigation's goals. The surveys administered were in form of closed ended, and Likert scale. Both open-ended and Likert scale are the easiest ways of interpreting the responses. Furthermore, measures were taken to ensure confidentiality and anonymity during the data collecting procedure in order to promote truthful and open feedback. For example, before issuing of the questions to the respondents, they were made to understand that the main aim of the study was research oriented, and not a form of victimization. The respondents were also advised to keep their personal information private, by not including them in the questionnaires.

3.7 Method of Analysis

After the collection of data, it was edited to maintain consistency, accuracy and avoid any incomplete data. Then, the qualitative analysis techniques were applied to the information gathered in

order to obtain significant insights and interpretations. Discovering recurrent themes, patterns, and variances in the responses required a systematic review, which is known as qualitative analysis. The researcher used a sequential interpretation method to look for subtle viewpoints and insights in the responses from the participants, and this was enabled by developing charts and graphs using Microsoft excel. Subsequently, the qualitative results were combined to offer a thorough comprehension of the study phenomena and to derive significant implications about the study goals.

3.8 Data Analysis

The examination of the data that was gathered and the conclusions that were drawn are covered in this part. The analysis has been done in relation to Impact of the quality of major cultural and sporting events on tourists' satisfaction in the Kingdom:

Age

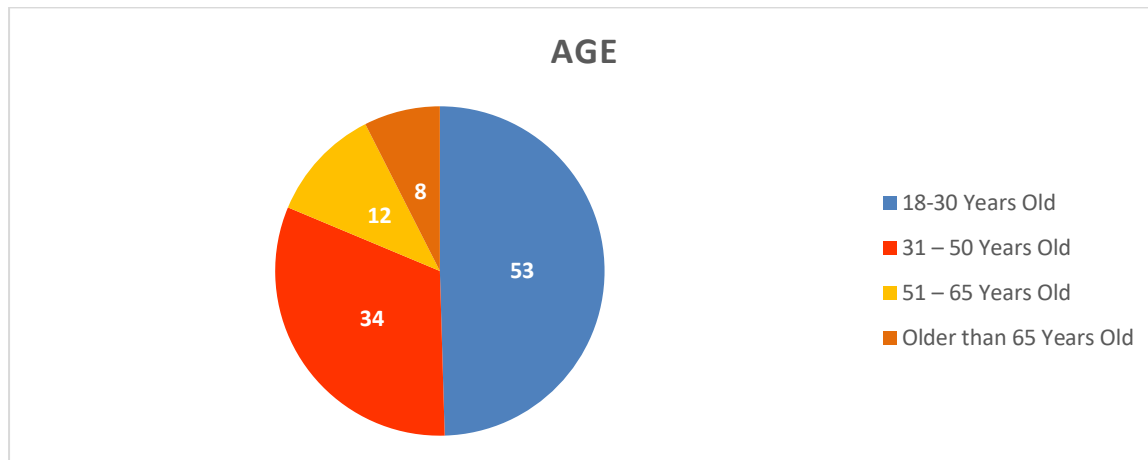


Figure 2: Age

This graph was used to show the age of the respondents who took part in the study. It aimed to give a good representation of the ages of tourists participating in the study. As observed, the highest number of respondents aged 18-30 years, representing 53. Besides, 34 respondents are aged between

31-50 years. Besides, 12 participants were aging 51-65 years, while the remaining eight were older than 65 years.

Gender:

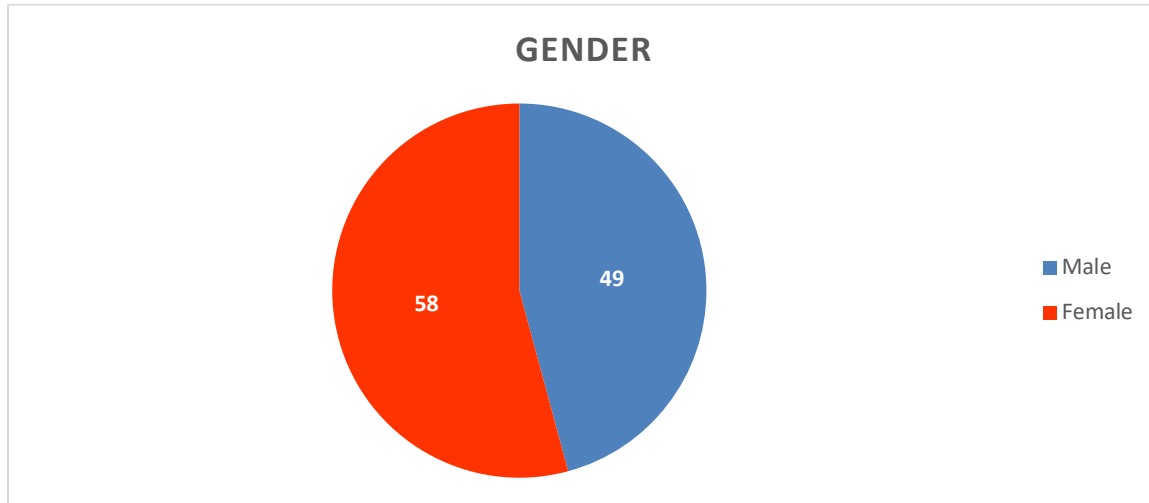


Figure 3: Gender

This chart was used to represent the participants, in terms of their gender. As observed, the highest number of participants are female, represents 59. Besides, the male was 49 out of 107.

Nationality

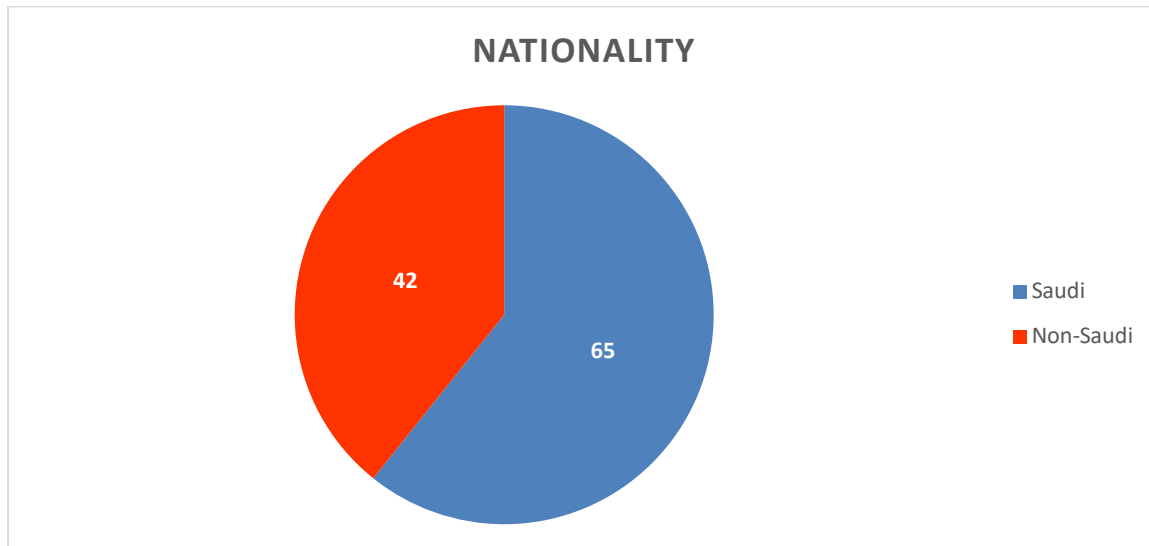


Figure 4: Nationality

Since the General Entertainment Authority accommodates people from different locations, this chart aimed to enhance understanding of the number of individuals in Saudi and Non- Saudi Nationalities. The highest participants- 65 was from Saudi Arabia, while the remaining 42 individuals are nit from Saudi Arabia.

Educational Level

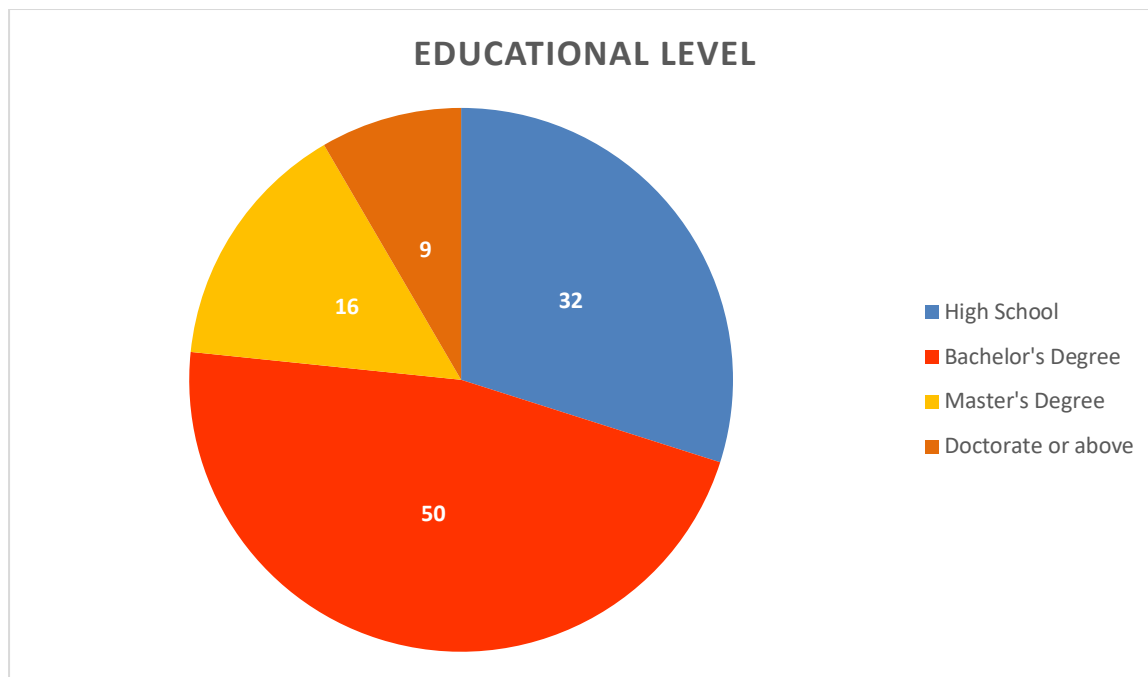


Figure 5: Educational Level

The pie chart above has been used to show the number of the participants, with their different educational levels. For example, as observed, the highest number of participants had attained bachelor's degrees, followed by those participants who had attained high school, then the tourists that had attained master's degree and finally the ones with doctorate o higher levels of learning. These levels were represented by 50, 32, 16 and 9 respectively.

How often do you attend cultural and sporting events in the Kingdom of Saudi Arabia?

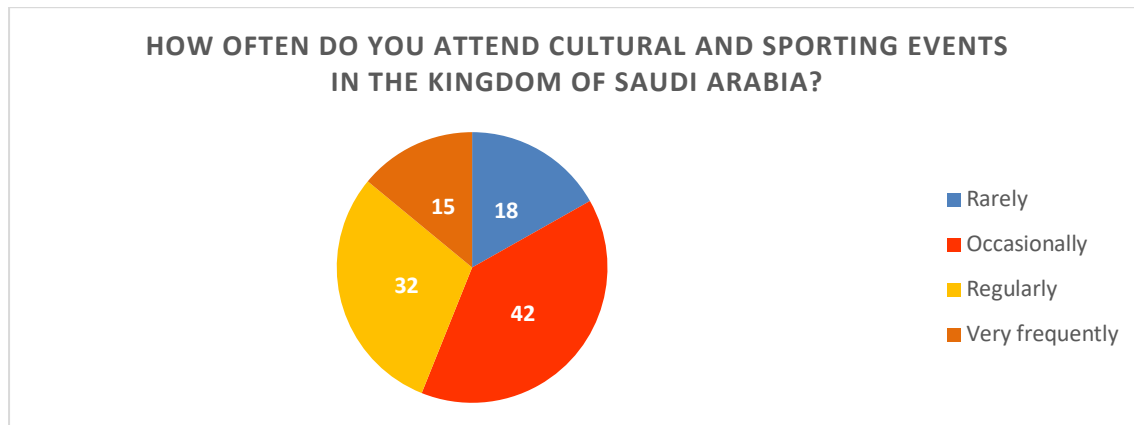


Figure 6: How often do you attend cultural and sporting events in the Kingdom of Saudi Arabia?

The respondents were asked to how often they were attending cultural sporting events in Saudi Arabia. They were supposed to answer on the bases of very frequently, regularly, occasionally, and rarely, ranging from high level of attendance to low levels appropriately. The least number of respondents -7 said that they attended the cultural and sporting events. This number was followed by the respondents who rarely attended the cultural and sporting events. In addition, 32 respondents attended the events regularly, while the remaining 42 attended occasionally.

Quality and Sporting Events

The organization of the cultural and sporting events was efficient and well planned

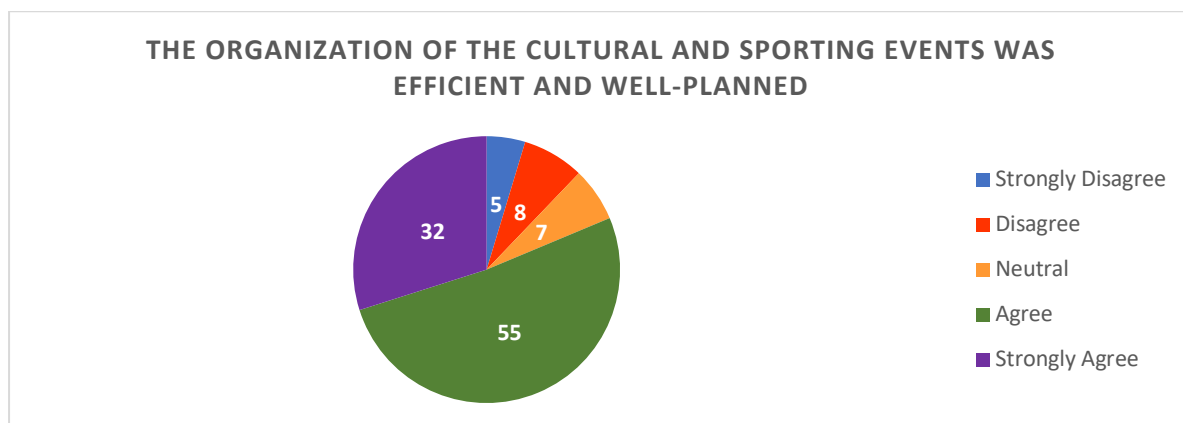


Figure 7: The organization of the cultural and sporting events was efficient and well planned

The researcher aimed to understand the perspectives of the respondents on the quality of cultural and sporting events, In terms of efficiency and planning. As observed, the highest number of respondent's shows that they agreed that the cultural and sporting events were not only efficient, but also well planned. Then, 32 individuals also strongly agreed with the statement. Nevertheless, as seen, little representatives shows that tourists were neutral, and disagreed with the fact given that" the cultural and sporting events were well planned and efficient.

The logistics of the events, such as transportation and accommodation options, were convenient for me

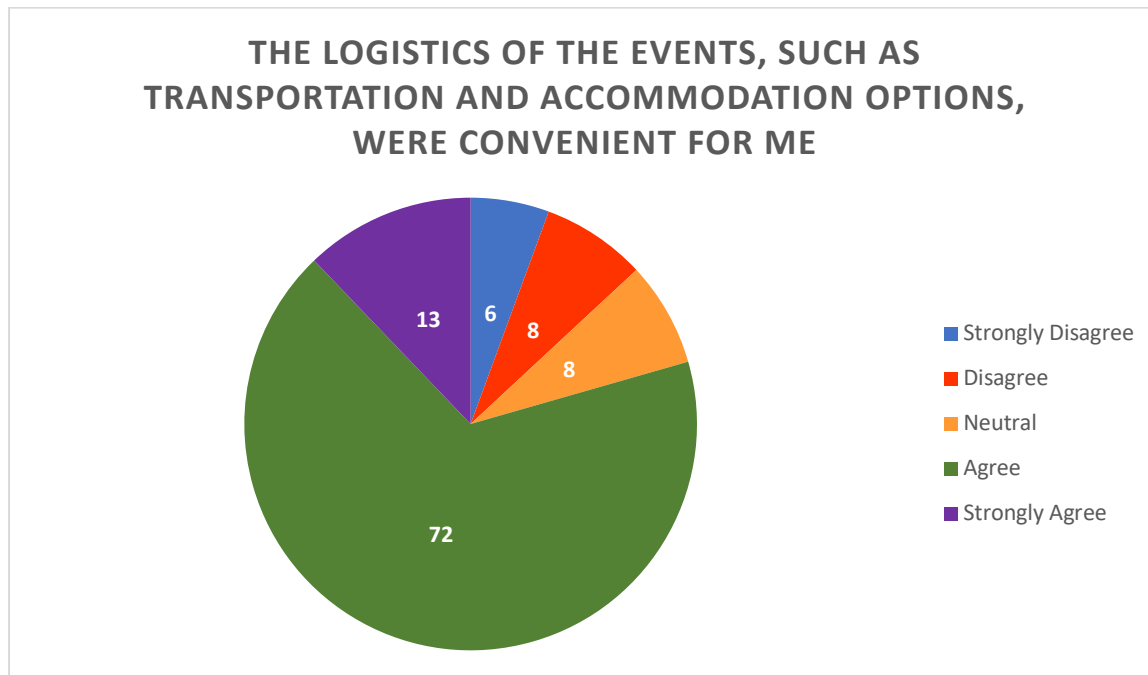


Figure 8: The logistics of the events, such as transportation and accommodation options, were convenient for me

The respondents were supposed to give their opinions on the quality of cultural and sporting events on tourist satisfaction, In relation to convenience of transportation and accommodations. 72 individuals, out of 107 agreed that logistics like accommodations and transportation were convenient

for them. 13 individuals strongly agreed, eight were uncertain, other 8 disagreed and 6 strongly disagreed. As observed, the majority of the respondents support that logistics of the events were convenient for them.

The information provided about the events, such as schedules and locations, was clear and easily accessible

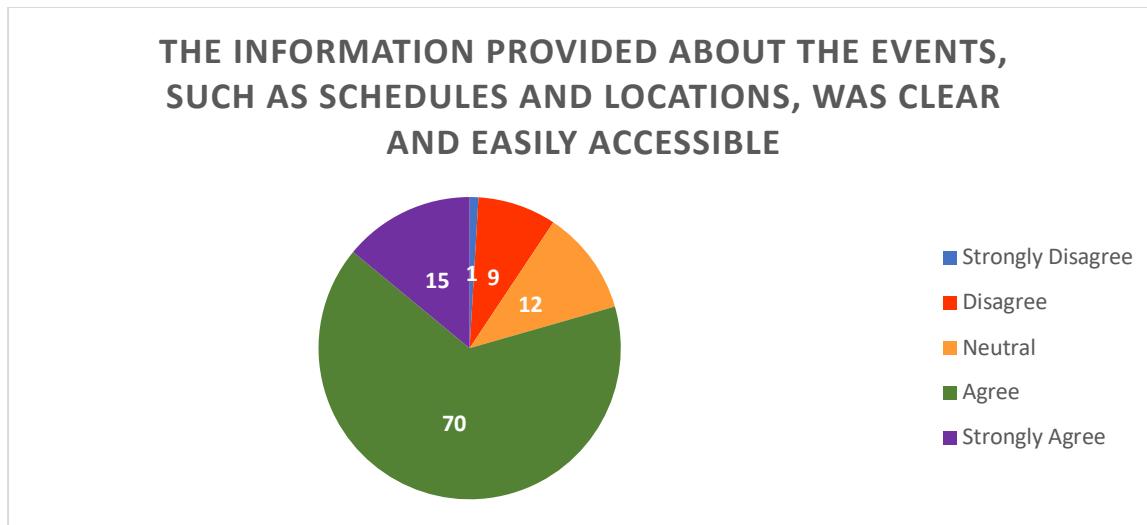


Figure 9: The information provided about the events, such as schedules and locations, was clear and easily accessible

This chart aims to understand the perception of the participants, on the information of the information provided about the events, schedules and location. As observed, a high number of respondents agreed that this particular information was clear, which is actually 72, 15 respondents strongly agreed, 12 tourists were neutral, 9 disagreed and one strongly disagreed.

The staff and volunteers at the events were very helpful



Figure 10: The staff and volunteers at the events were very helpful

The respondents also gave their opinion in relation to the support they received from the staffs and the volunteers from the event. As observed, a high number of respondents supported or strongly agreed with the fact that the staffs and volunteers were very helpful. The following respondents, representing 23 individuals strongly agreed with the statement that the staffs and volunteers were very helpful. Then, 11 individuals were neutral concerning the statement, while one individual disagree with this statement. There is no individual who strongly disagree with this fact.

Overall, I am satisfied with the organization and logistics of the cultural and sporting events in KSA

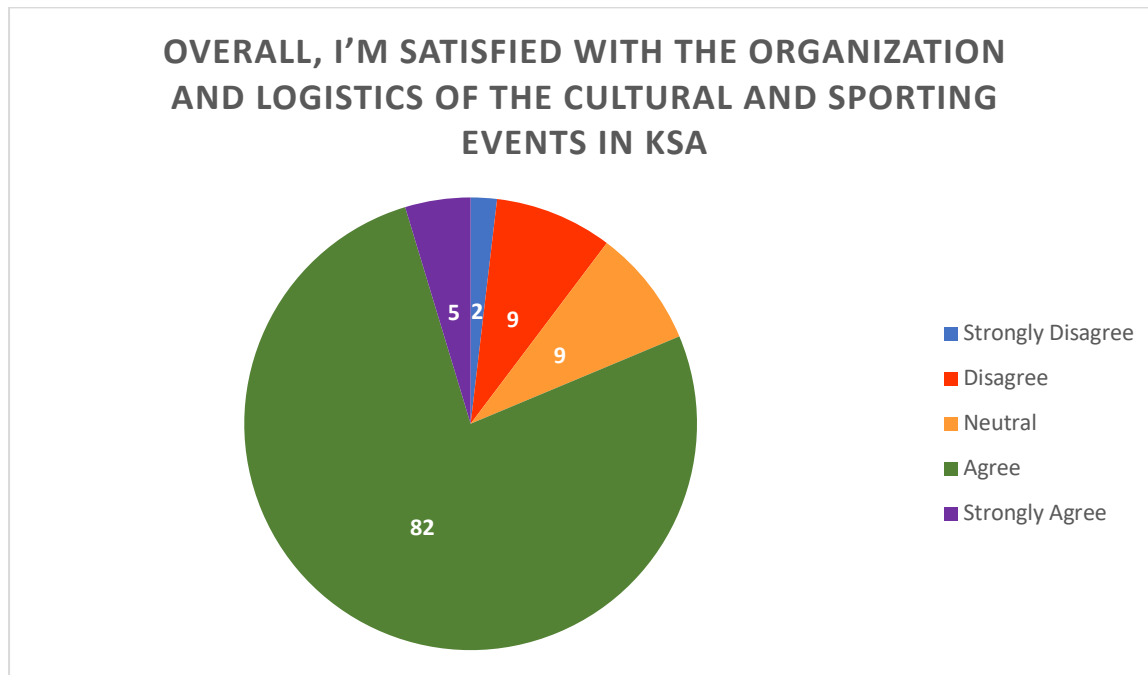


Figure 11: Overall, I am satisfied with the organization and logistics of the cultural and sporting events in KSA

The above figure was also used to show the satisfaction of the tourists with the organizational and logistics of cultural and sporting events within the KSA. The highest number of respondents agreed that they were satisfied with organization, as well as logistics of the cultural and sporting events in KSA. This represents 82 individuals, out of 107. The remaining respondents were neutral, disagreed, strongly agreed and strongly disagreed. These were represented by 9.9.5 and 2 respectively.

Content and Entertainment Value

The cultural events offered a diverse range of activities and performances

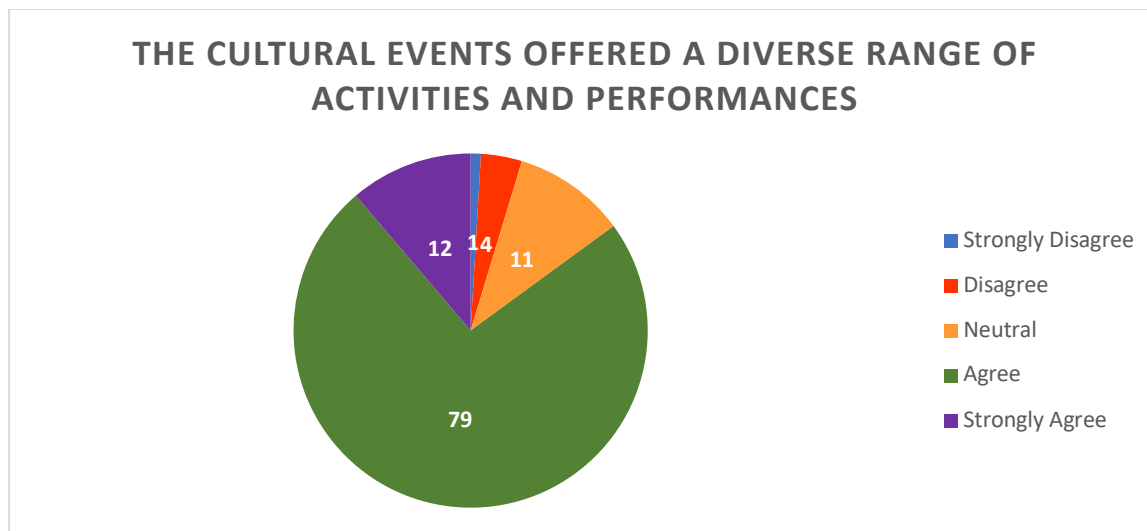


Figure 12: The cultural events offered a diverse range of activities and performances

The researchers also wanted to understand the level in which the cultural events offered were engaging to the participants. As seen, the events were very engaging, since 70 individuals agreed with this fact. Additionally, 12 individuals strongly agreed, 11 were neutral, 4 disagreed and 1 strongly agreed.

The content of the events appealed to a wide audience

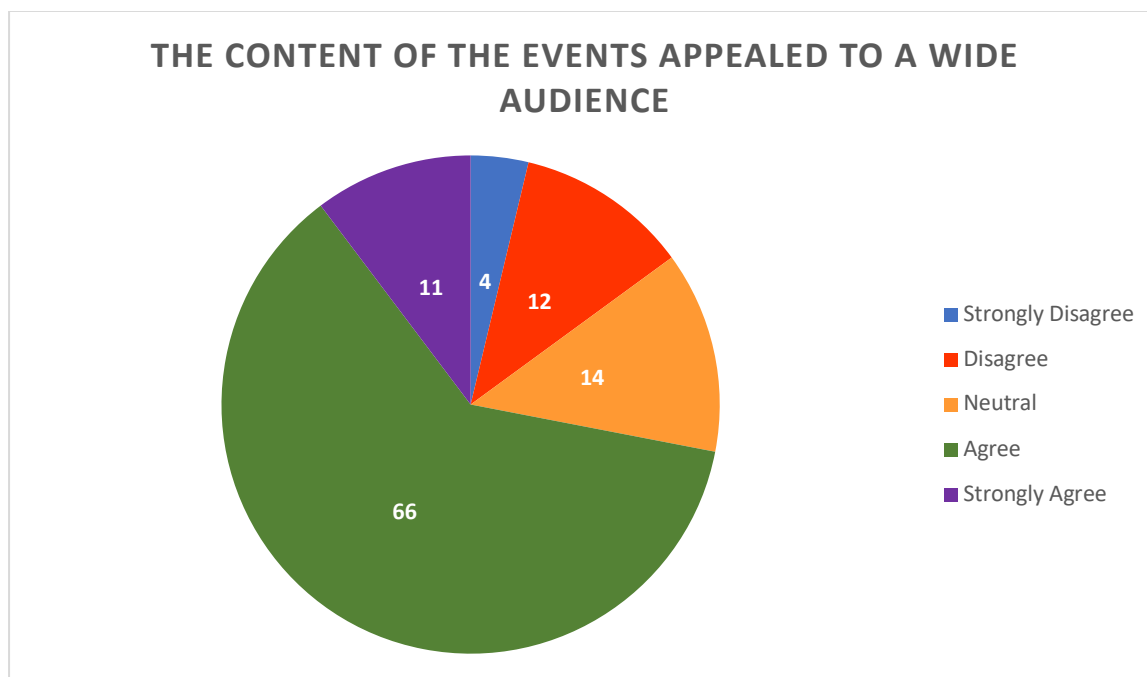


Figure 13: The content of the events appealed to a wide audience

The researcher wanted to understand the ability of the event content in appealing to a wide range of audience. Highest respondents agreed with the fact that the event content was designed to meet or appeal to a wide range of individuals, and this represents 66. The following number of respondents was 14- those who were neutral or uncertain about the argument. Then, 12 respondents disagreed with this statement, 11 strongly agreed and 4 strongly disagreed.

The events provided adequate accommodations for attendees with special needs

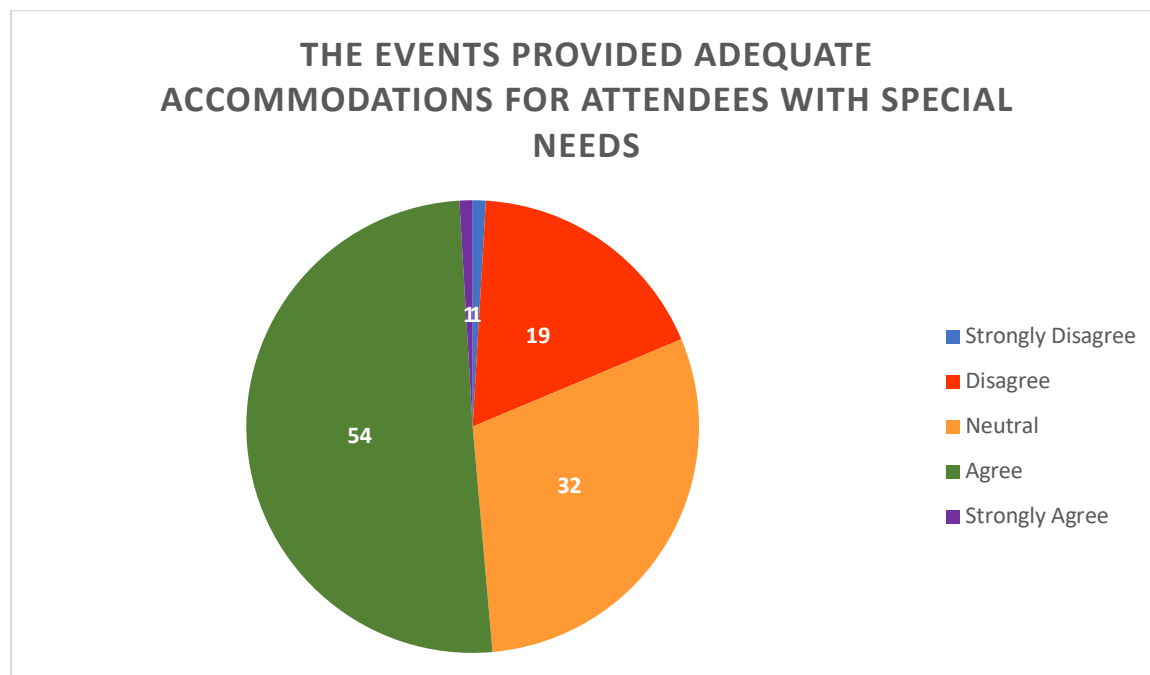


Figure 14: The events provided adequate accommodations for attendees with special needs

This chart has been used to show whether the event catered for the individuals with special needs. 53 participants agreed that the event was supporting individuals with disability. The remaining 54 number of individuals was divided among those who were neutral, disagreed, strongly agreed and strongly disagreed.

The events promoted a sense of inclusion and belonging among attendees

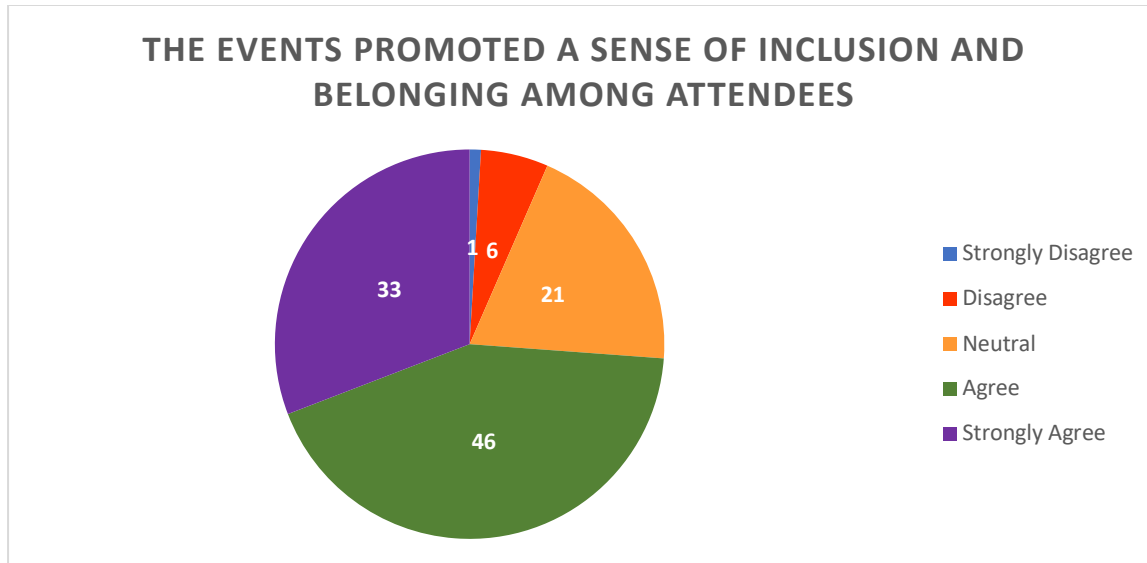


Figure 15: The events promoted a sense of inclusion and belonging among attendees

The above chart is clear evidence that the event promoted a sense of inclusion and belonging among the attendees. For example, 46 and 33 tourists agreed and strongly agreed with this sentiment. 21 participants were neutral, 6 disagreed while the remaining 1 strongly agreed with the statement.

The cultural and sporting events met my expectations based on the information provided

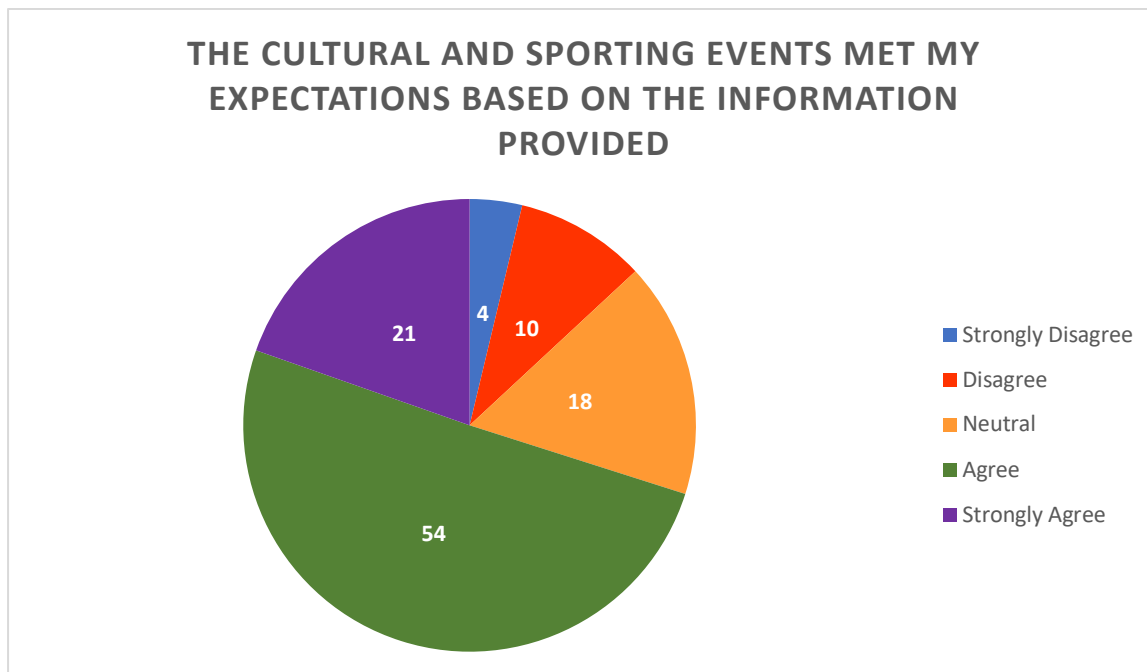


Figure 16: The cultural and sporting events met my expectations based on the information provided

The cultural and sporting event was examined on its ability to meet the expectations of the tourists. Half of the respondents agreed that the events actually meet their expectations. The remaining 21, 18, 10 and 4 respondents strongly agreed, they were neutral, disagreed and strongly disagreed respectively.

I believe the cultural and sporting events offered good value for the money spent

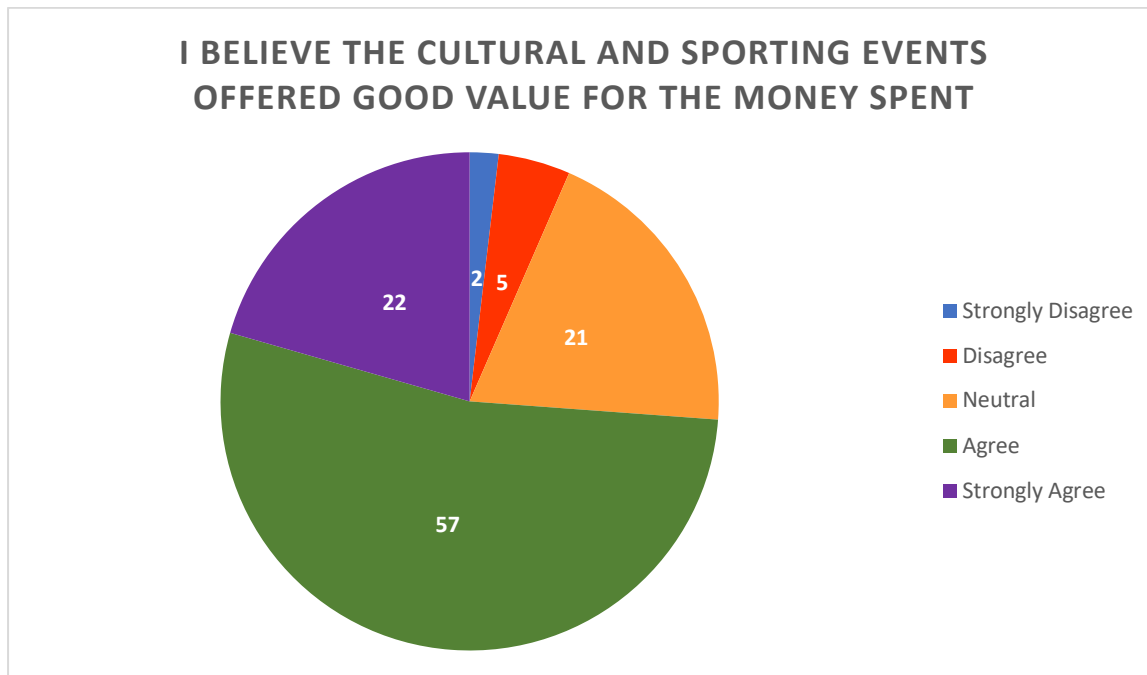


Figure 17: I believe the cultural and sporting events offered good value for the money spent

The researcher wanted to evaluate the effectiveness of the cultural and sporting events, in terms of meeting the value their offer, and comparing it to the money spent. 57 respondents agreed with the fact that cultural and sporting events were offering good value for the money spend. This was followed by 22 individuals, who strongly agreed with the statement. Then, 21 respondents were uncertain, followed by 5 respondents who disagreed and finally 2 respondents who strongly disagreed.

I would be willing to pay more for future events if they maintain or improve their quality and experience

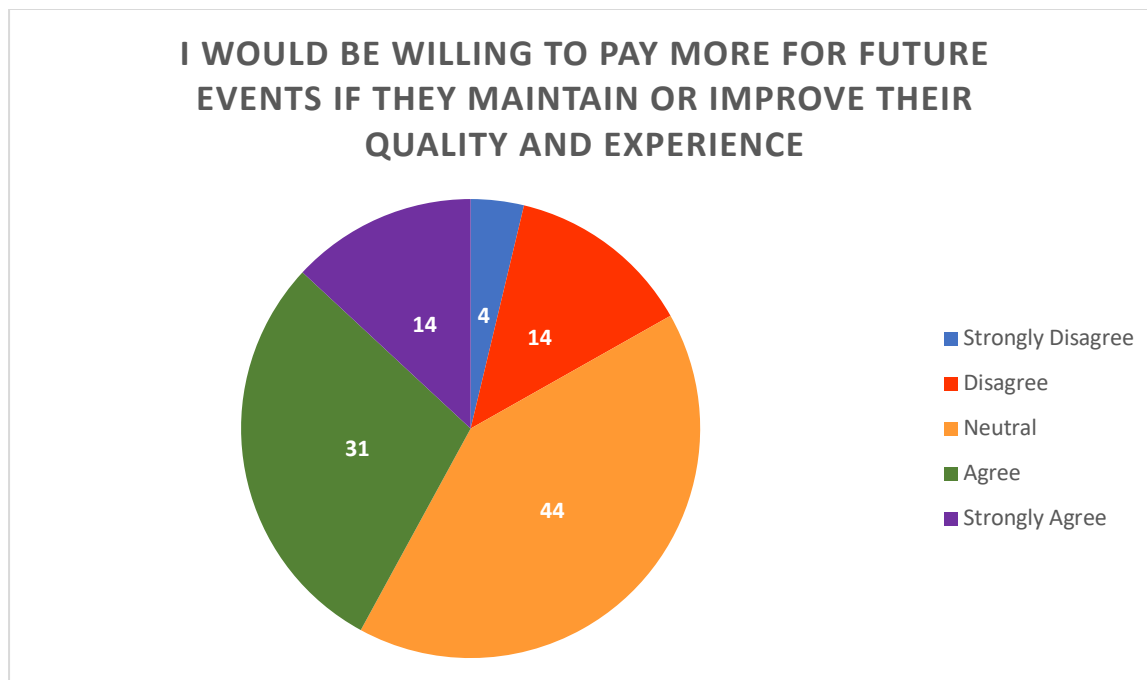


Figure 18: I would be willing to pay more for future events if they maintain or improve their quality and experience

It was necessary to evaluate whether the researcher would pay more in relation to maintaining their quality and experience in the future. In this aspect, the respondents were supposed to demonstrate their stand, on whether they would pay more for the future events, if the quality and experience with major cultural and spotting events were improved. As observed, 44 individuals were uncertain in this aspect, 33 agreed with the argument, 28 disagree and strongly disagree while the remaining 4 tourists strongly disagree.

The events organized by the General Entertainment Authority were aligned with the interests and preferences of tourists

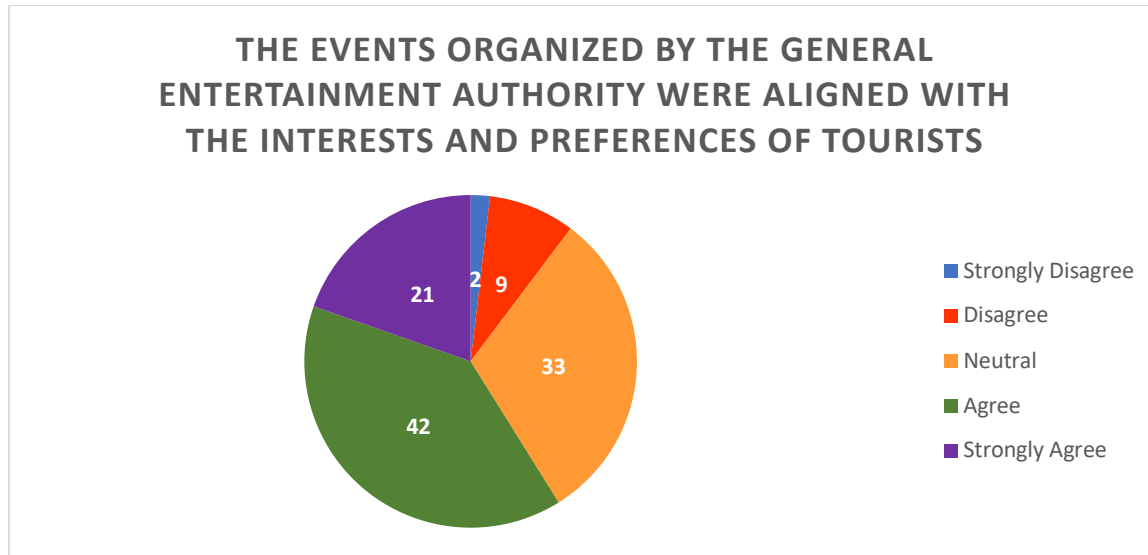


Figure 19: The events organized by the General Entertainment Authority were aligned with the interests and preferences of tourists

The researcher wanted to know whether the events organized by the General Entertainment Authority were well aligned with the interest and preferences of the tourists. The responses that the researcher got were: 52 respondents agreed with the fact that the events organized by the General Entertainment Authority were well aligned with the preferences and interest of tourists. 33 respondents were neutral about this matter. Besides, 21 individuals strongly agree, 9 disagree while two strongly disagree.

The events organized by the General Entertainment Authority showcased innovative and creative concepts

THE EVENTS ORGANIZED BY THE GENERAL ENTERTAINMENT AUTHORITY SHOWCASED INNOVATIVE AND CREATIVE CONCEPTS

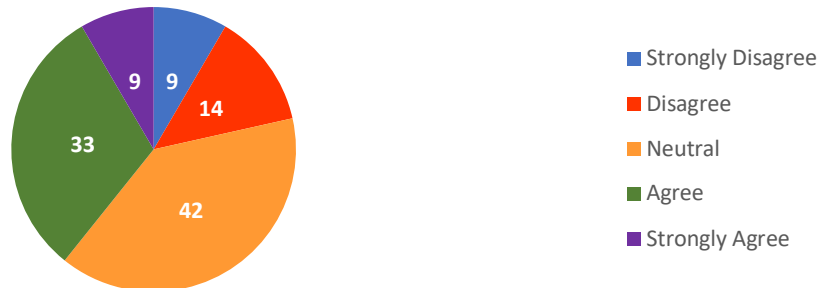


Figure 20: The events organized by the General Entertainment Authority showcased innovative and creative concepts

The above chart was used to demonstrate the innovativeness and creativity of the events designed by the General Entertainment Authority. In this particular aspect, the highest number of the participants was neutral, and this was represented by 42 individuals. 23 respondents agreed that the events were both creative and innovative, 14 disagreed, nine strongly disagreed and the remaining 9 strongly agreed.

The General Entertainment Authority incorporated feedback from tourists to ensure that the events met their needs effectively

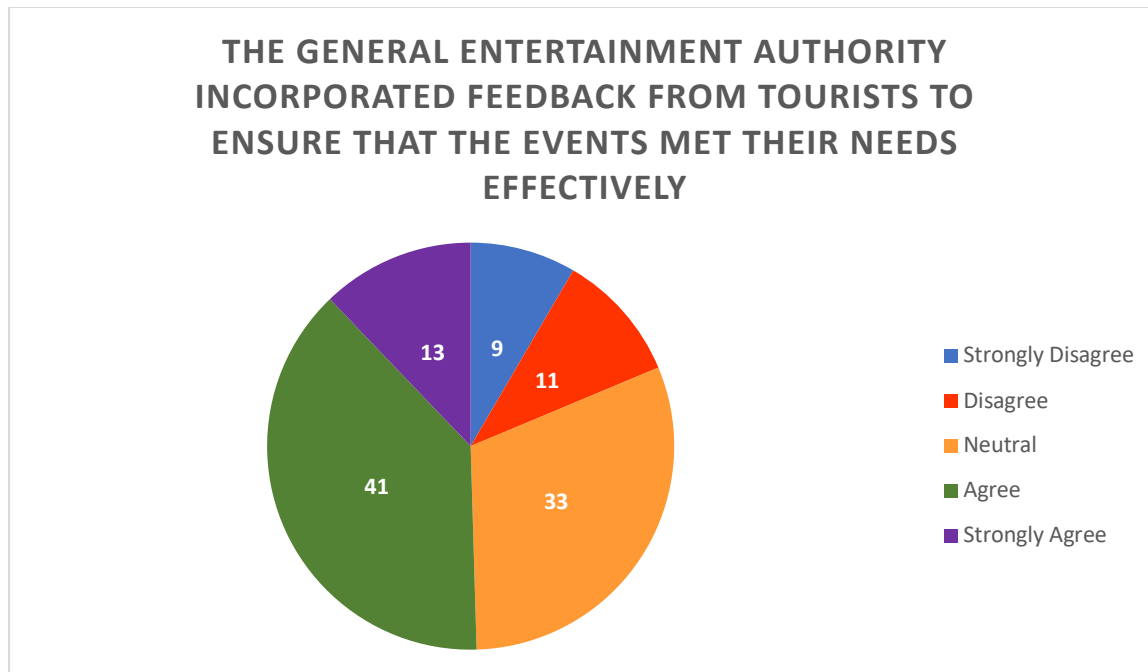


Figure 21: The General Entertainment Authority incorporated feedback from tourists to ensure that the events met their needs effectively

The researcher wanted to know whether the events designed by the General Entertainment Authority were incorporating feedback from the tourists, in relation to meeting their needs appropriately. In this aspect, 51 participants agreed with the statement, 33 participants were neutral, 13 strongly agreed, 11 agreed and 9 strongly disagreed.

Chapter 4: Practical Study

4.1 Results Discussion

The comprehensive analysis of the data collected from the study provides a nuanced understanding of the intricate dynamics shaping tourists' satisfaction with major cultural and sporting events in the Kingdom of Saudi Arabia (KSA). By delving deeper into various demographic factors and perceptions of event quality and satisfaction, we can glean valuable insights that inform not only the effectiveness of event management but also broader strategies for enhancing tourist experiences and promoting cultural engagement.

Demographic Insights:

The demographic breakdown of participants serves as a lens through which to understand the diverse composition of event attendees. The predominance of younger individuals, particularly those aged 18-30, underscores the appeal of cultural and sporting events to a youthful demographic. This demographic trend reflects broader global patterns, where younger generations are increasingly drawn to experiential activities that offer opportunities for socialization, entertainment, and cultural enrichment. Moreover, the slightly higher representation of female participants suggests the need for targeted marketing and programming strategies to cater to the specific preferences and interests of this demographic cohort. Understanding gender dynamics in event attendance can inform decisions related to event content, scheduling, and promotional efforts, thereby maximizing engagement and inclusivity. The significant presence of both Saudi and non-Saudi participants underscores the inclusive nature of cultural and sporting events in KSA. This diversity not only enriches the cultural tapestry of the events

but also highlights the role of such gatherings in fostering cross-cultural exchange and promoting Saudi Arabia as a vibrant tourist destination.

Quality and Satisfaction Dynamics:

The analysis of tourists' perceptions regarding event quality and satisfaction unveils multifaceted insights into the key determinants of a positive event experience. The high levels of satisfaction with the efficiency and planning of events underscore the meticulous attention to detail and organizational prowess of event organizers. This commendable aspect contributes to a seamless and enjoyable experience for attendees, thereby enhancing overall satisfaction levels. Furthermore, the positive feedback regarding logistics, including transportation and accommodations, reflects the importance of infrastructure and support services in facilitating hassle-free event attendance. The availability of clear and accessible information about event schedules and locations is indicative of effective communication strategies, which play a pivotal role in managing expectations and enhancing attendee experience. The commendable role played by staff and volunteers in providing assistance and support further accentuates the importance of human touchpoints in shaping perceptions of event quality and satisfaction. Their professionalism, attentiveness, and responsiveness contribute to a welcoming and supportive environment, fostering positive interactions and leaving a lasting impression on attendees.

4.2 Research Finding

- **Age Distribution:** The majority of participants fell within the 18-30 age group (53 participants), indicating a significant youth demographic engaged in cultural and sporting events. Additionally, 34 participants were aged between 31-50 years, highlighting a broader age range of attendees. A smaller proportion included 12 participants aged 51-65 years, with eight participants being older than 65 years.

- **Gender Representation:** Among the participants, 59 were female and 49 were male, indicating a slightly higher representation of females in the study sample. This finding underscores the importance of considering gender dynamics in event planning and marketing strategies to ensure inclusivity and equal participation.
- **Nationality Composition:** The study encompassed participants from diverse nationalities, with 65 individuals being Saudi nationals and 42 individuals representing non-Saudi nationalities. This diversity reflects the multicultural nature of cultural and sporting events in the Kingdom of Saudi Arabia and emphasizes the need for inclusive programming to cater to varied audience preferences.
- **Efficient Organization:** The majority of respondents expressed agreement (59 participants) with the efficient and well-planned organization of cultural and sporting events. An additional 32 participants strongly agreed with this sentiment, indicating a high level of satisfaction with event logistics and management.
- **Logistics Convenience:** Regarding the convenience of logistics such as transportation and accommodation options, 72 participants agreed, while 13 participants strongly agreed. This positive perception suggests that adequate logistical arrangements contribute significantly to attendee satisfaction and overall event experiences.
- **Information Accessibility:** A considerable majority of participants (72) agreed that event-related information, including schedules and locations, was clear and easily accessible. This clarity likely facilitated attendee engagement and participation in cultural and sporting activities.
- **Staff Assistance:** Respondents overwhelmingly acknowledged the helpfulness of event staff and volunteers, with 23 participants strongly agreeing and 63 participants agreeing with this assessment. The supportive role of staff and volunteers is pivotal in enhancing attendee experiences and ensuring smooth event operations.

- **Entertainment Value:** A significant proportion of participants (70) agreed that cultural events offered a diverse range of engaging activities and performances, while an additional 12 participants strongly agreed. This finding highlights the importance of captivating event content in attracting and retaining attendees.
- **Inclusivity Efforts:** Regarding accommodations for attendees with special needs, 53 participants affirmed that events provided adequate support. This recognition of inclusivity efforts underscores the importance of accessibility in fostering a welcoming and inclusive event environment.
- The findings underscore the importance of meticulous planning, effective communication, and inclusive programming in enhancing attendee satisfaction and overall event success.
- Positive attendee experiences contribute significantly to the reputation and success of cultural and sporting events, emphasizing the need for continuous improvement and responsiveness to attendee feedback.
- Strategies aimed at promoting inclusivity, accessibility, and entertainment value are essential for ensuring the long-term viability and success of cultural and sporting events in the Kingdom of Saudi Arabia

4.3 Conclusion

This research has provided valuable insights into the impact of the quality of major cultural and sporting events on tourists' satisfaction in the Kingdom of Saudi Arabia (KSA). By examining demographic trends, perceptions of event quality, and satisfaction dynamics, we have gained a comprehensive understanding of the factors influencing attendee experiences. The findings underscore the importance of meticulous event planning, effective communication, and inclusive programming in enhancing visitor satisfaction and fostering a thriving tourism industry. The demographic analysis revealed a diverse composition of event attendees, with a predominant youth demographic and significant representation from both Saudi and non-Saudi nationals. This diversity highlights the inclusive nature of cultural and sporting events in KSA and emphasizes the role of such gatherings in

promoting cross-cultural exchange. Furthermore, the analysis of tourists' perceptions demonstrated high levels of satisfaction with event organization, logistics, and entertainment value. Efficient event planning and management, coupled with diverse and engaging activities, contributed to positive attendee experiences and enhanced overall satisfaction levels. In summary, this research contributes to both academic discourse and practical strategies for enhancing visitor experiences and fostering a sustainable and prosperous tourism industry in Saudi Arabia. By addressing the research questions and hypotheses, this study provides valuable insights into the complex relationship between event quality, tourist satisfaction, and long-term tourism development in the Kingdom.

4.4 Research Recommendations

After conducting this investigation, the following recommendations were made:

- **Enhancing Event Organization and Logistics by:**
 - Developing comprehensive event management plans that prioritize efficiency and seamless execution to ensure attendee satisfaction.
 - Implementing robust logistical arrangements, including transportation and accommodation options, to enhance convenience for attendees, particularly those traveling from diverse locations.
 - Utilizing advanced technology and communication channels to disseminate clear and accessible event information, including schedules and locations, to facilitate attendee engagement and participation.
- **Improving Staff Support and Engagement by:**
 - Providing extensive training and resources to event staff and volunteers to enhance their ability to assist attendees effectively and create positive experiences.
 - Fostering a culture of hospitality and responsiveness among staff members, encouraging proactive engagement and assistance to meet attendee needs promptly.

- Establishing feedback mechanisms for attendees to provide input on staff performance and interactions, facilitating continuous improvement and alignment with attendee expectations.
- **Enriching Event Content and Entertainment Value by:**
 - Curating diverse and engaging activities and performances that cater to the interests and preferences of a broad audience demographic, including youth, families, and international visitors.
 - Collaborating with local artists, performers, and cultural organizations to showcase innovative and culturally relevant content that enhances the overall appeal and uniqueness of events.
 - Incorporating interactive elements, such as workshops, demonstrations, and immersive experiences, to create memorable and participatory event experiences for attendees.
- **Promoting Inclusivity and Accessibility by:**
 - Prioritizing accessibility considerations in event planning and venue selection, ensuring facilities and accommodations are fully accessible to attendees with disabilities or special needs.
 - Implementing inclusive programming initiatives that cater to diverse audience demographics and foster a sense of belonging and participation among all attendees.
 - Collaborating with disability advocacy groups and accessibility experts to develop and implement best practices for inclusive event design and implementation.
- **Soliciting and Incorporating Attendee Feedback by:**
 - Establishing formal mechanisms for collecting feedback from attendees before, during, and after events, including surveys, focus groups, and online feedback platforms.

- Analyzing and evaluate attendee feedback systematically to identify areas for improvement and inform strategic decision-making in event planning and management.
- Demonstrating responsiveness to attendee feedback by implementing actionable recommendations and communicating changes or enhancements transparently to attendees.
- **Investing in Continuous Quality Improvement by:**
 - Committing to a culture of continuous improvement and innovation in event planning and execution, prioritizing ongoing evaluation and refinement of event experiences.
 - Allocating resources and funding to support research and development initiatives aimed at enhancing event quality, sustainability, and long-term impact.
 - Fostering collaboration and knowledge sharing within the event industry through partnerships, networks, and professional development opportunities to leverage collective expertise and drive excellence in event management.
- **Ensuring Alignment with Attendee Expectations by:**
 - Conducting market research and audience analysis to gain insights into attendee preferences, interests, and expectations, informing strategic decision-making and event programming.
 - Regularly assess event performance metrics and benchmarks against industry standards and best practices to gauge alignment with attendee expectations and identify areas for optimization.
 - Cultivating a culture of customer-centricity and responsiveness, prioritizing attendee satisfaction and loyalty as key drivers of event success and sustainability

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Appendix:

Impact of the quality of major cultural and sporting events on tourists' satisfaction in the Kingdom: Applied to the activities of the General Entertainment Authority

Questionnaire

Thank you for participating in this research study. The purpose of this questionnaire is to gather information about the impact of the quality of cultural and sporting events on tourists' satisfaction in the Kingdom of Saudi Arabia. Your responses will help us better understand the factors that influence tourist satisfaction and contribute to the improvement of tourism experiences in the country. Your participation is voluntary, and all responses will be kept confidential. Please answer the following questions honestly and to the best of your ability

Demographic Information

1. Age:

- 18-30
- 31-50
- 50-65
- Older than 65

2. Gender:

- Male
- Female

3. Nationality:

- Saudi
- Non-Saudi

4. Education Level:

- High School or below
- Bachelor's Degree
- Master's Degree
- Doctorate or above

5. How often do you attend cultural and sporting events in the Kingdom of Saudi Arabia?

- Rarely
- Occasionally
- Regularly
- Very frequently

Part 2:

Choose the most appropriate answer from (1 to 5) the following that truly express about your own opinion and experience: (Where 1 = Strongly Disagree & 5= Strongly Agree)

1- Quality of Cultural and Sporting Events:

Organization and Logistics

	1	2	3	4	5
The organization of the cultural and sporting events was efficient and well-planned					
The logistics of the events, such as transportation and accommodation options, were convenient for me					
The information provided about the events, such as schedules and locations, was clear and easily accessible					
The staff and volunteers at the events were very helpful					

Overall, I'm satisfied with the organization and logistics of the cultural and sporting events in KSA					
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Content and Entertainment Value

	1	2	3	4	5
The cultural events offered a diverse range of activities and performances					
The sporting events were engaging and entertaining					
The quality of performances and presentations at the events met my expectations					
The content of the events appealed to a wide audience					

Accessibility and Inclusivity

	1	2	3	4	5
The venues and facilities of the events were accessible to people of all ages and abilities					
The events welcomed and included attendees from diverse backgrounds					
The events provided adequate accommodations for attendees with special needs					
The events promoted a sense of inclusion and belonging among attendees					

2- Tourist Satisfaction:

Expectation Fulfillment:

	1	2	3	4	5
The cultural and sporting events met my expectations based on the information provided					
The events delivered on the promises and advertisements made prior to attendance					
Overall, the events provided the experience I was hoping for					

The events exceeded my expectations in terms of quality and enjoyment					
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Perceived Value:

	1	2	3	4	5
I believe the cultural and sporting events offered good value for the money spent					
Compared to similar events or activities, I feel that the events were worth the cost					
Overall, I feel that I received good value for my money by attending the cultural and sporting events					
I would be willing to pay more for future events if they maintain or improve their quality and experience					

3- Planning of Sporting and Cultural Events (by the General Entertainment Authority)

Focus on Tourist Preferences

	1	2	3	4	5
The events organized by the General Entertainment Authority were aligned with the interests and preferences of tourists					
The General Entertainment Authority effectively solicited feedback from tourists to tailor future events to their preferences					
The events offered a variety of options to cater to different tourist preferences, such as cultural performances, sporting events, and recreational activities					
The General Entertainment Authority demonstrated a clear understanding of what tourists seek in cultural and sporting events					

Event Innovation and Creativity

	1	2	3	4	5
The events organized by the General Entertainment Authority showcased innovative and creative concepts					
I found the themes and concepts of the events to be unique and engaging					
The General Entertainment Authority introduced new elements or activities in the events that I found enjoyable					
The events offered fresh and exciting experiences that differed from previous editions					

Alignment with Tourist Needs

	1	2	3	4	5
The events organized by the General Entertainment Authority addressed the specific needs and interests of tourists visiting the Kingdom					
The General Entertainment Authority incorporated feedback from tourists to ensure that the events met their needs effectively					
I felt that the events were tailored to suit the preferences and requirements of tourists from diverse backgrounds					
The events offered amenities and services that catered to the practical needs of tourists, such as food, transportation, and facilities					

Arabic Abstract

تستكشف الدراسة البحثية الحالية مدى تأثير جودة الفعاليات الثقافية والرياضية البارزة التي تقيمها الهيئة العامة للترفيه على رضا السائحين داخل المملكة العربية السعودية. تم اعتماد منهج البحث النوعي للدراسة، كما تم استخدام الاستبيانات لجمع البيانات من عينة مكونة من 107 سائح. تشير نتائج هذا البحث إلى أن غالبية المشاركين يقعون ضمن الفئة العمرية 18-30، مع غلبة طفيفة للإناث. وكانت العينة متنوعة من حيث الجنسيات، وكانت نسبة كبيرة منها من المواطنين السعوديين. تشير النتائج إلى أن المشاركين اظهروا مستويات عالية من الرضا عن التنظيم الفعال والدقيق للفعاليات، بالإضافة إلى الجوانب اللوجستية مثل النقل والإقامة. علاوة على ذلك، فإن إمكانية الوصول إلى المعلومات المتعلقة بالحدث ووضوحها، إلى جانب المساعدة والود الذي يقدمه موظفو الحدث والمتطوعين، كل هذا يعمل على تعزيز رضا السائحين بشكل كبير. بالإضافة إلى ذلك، فإن الترفيه والمبادرات التي تهدف إلى تعزيز الشمولية تشكل بشكل كبير تجارب الأحداث الإيجابية. وفي ضوء هذه النتائج تم تقديم بعض التوصيات لتحسين جودة الفعاليات الثقافية والرياضية في المملكة العربية السعودية. تشمل هذه التوصيات تعزيز تنظيم الأحداث والجوانب اللوجستية، وتحسين دعم الموظفين ومشاركتهم، وزيادة محتوى الحدث وقيمة الترفيه، وتعزيز الشمولية وإمكانية الوصول، والتماس آراء الحضور ودمجها، والاستثمار في التحسين المستمر للجودة، وضمان التوافق مع توقعات الحضور. ومن المتوقع أن يؤدي تنفيذ هذه الاستراتيجيات إلى زيادة رضا الحضور، وتعزيز الشمولية، وتأمين استمرارية ونجاح الفعاليات الثقافية والرياضية على المدى الطويل داخل المملكة العربية السعودية.

الكلمات المفتاحية: الرضا السياحي، الفعاليات الثقافية والرياضية، الهيئة العامة للترفيه

English Abstract

The present research study explores the degree to which the quality of prominent cultural and sporting events held by General Entertainment Authority influences tourist satisfaction within the Kingdom of Saudi Arabia. A qualitative research approach was adopted, employing questionnaires to amass data from a sample of 107 tourists. The findings of this research indicate that the majority of participants fall within the 18-30 age bracket, with a slight preponderance of female respondents. The sample was diverse in terms of nationality, with a substantial proportion comprising Saudi nationals. The results suggest that attendees report high levels of satisfaction with the efficient and meticulous organization of events, as well as logistical aspects such as transportation and accommodations. Furthermore, the accessibility and clarity of event-related information, coupled with the assistance and amiability of event staff and volunteers, significantly enhance attendee satisfaction. Additionally, entertainment value and initiatives aimed at fostering inclusivity significantly shape positive event experiences. In light of these findings, several recommendations are proffered to optimize the quality of cultural and sporting events in the Kingdom of Saudi Arabia. These recommendations encompass enhancing event organization and logistical aspects, improving staff support and engagement, augmenting event content and entertainment value, promoting inclusivity and accessibility, soliciting and integrating attendee feedback, investing in continuous quality improvement, and ensuring alignment with attendee expectations. The implementation of these strategies is expected to augment attendee satisfaction, promote inclusivity, and secure the long-term viability and success of cultural and sporting events within the Kingdom of Saudi Arabia.

Keywords: Tourist Satisfaction, Cultural and Sporting Events, General Entertainment Authority