"SAUDI ARABIAN TOURISM INDUSTRY: STUDY ON TOURISM CONSUMER BEHAVIOR AND COUNTERMEASURES BASED ON BIG DATA"

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Abstract

Purpose: The purpose of this research is to explore the tourism consumer behavior in Saudi Arabia and to identify potential countermeasures to enhance the tourism industry based on big data analysis. **Research Methodology & Approaches**: The research methodology adopted in this study is quantitative in nature, utilizing survey questionnaires to gather data from 500 tourists who visited Saudi Arabia. The data collected were analyzed using statistical techniques such as descriptive statistics, correlation analysis, and regression analysis. **Findings & Discussion:** The findings of this study revealed that the top factors influencing tourism consumer behavior in Saudi Arabia are safety and security, cultural attractions, and hospitality services. Moreover, big data analytics were used to identify potential countermeasures to improve the tourism industry in Saudi Arabia, including enhancing tourism infrastructure, developing digital marketing strategies, and providing personalized experiences to tourists.The discussion of the findings highlighted the importance of incorporating big data analytics in tourism research and policymaking to enhance the tourism industry's performance. **Practical Implications:** The practical implications of this study are significant for policymakers, tourism stakeholders, and researchers in the tourism industry. The findings provide insights into the factors influencing tourism consumer behavior and potential countermeasures to enhance the tourism industry based on big data analytics. Specifically, the studyrecommends that policymakers and tourism stakeholders focus on improving safety and security measures, promoting cultural attractions, and enhancing hospitality services to attract more tourists to Saudi Arabia.

Keywords: Saudi Arabian Tourism Industry, Tourism Consumer Behavior, Big Data Analytics,Countermeasures, Digital Marketing, Personalized Experiences

CHAPTER 1: INTRODUCTION

This chapter provides an introduction to the research study, which focuses on tourism consumer behavior and countermeasures in Saudi Arabia's tourism industry based on big data analysis. The chapter begins by presenting the background of the study, highlighting the importance of tourism in Saudi Arabia's economy and the government's efforts todevelop the industry. It then presents the research problem and objectives, outlining the gaps in the existing literature related to tourism consumer behavior and the need for a big data-based approach to understand the behavior of tourists visiting Saudi Arabia. Thechapter also presents the research questions that guide the study and discusses the significance of the research for various stakeholders, including tourism businesses, policymakers, and researchers.

1.1 Background of the Study

The travel industry is an essential part of the worldwide economy and a significant wellspring of work and income age. In Saudi Arabia, the travel industry is quickly developing and has turned into a critical driver of the country's financial enhancement technique. In spite of the

public authority's endeavors to advance the travel industry, there are still moves and obstructions to the business' development, including customer conduct and inclinations. With the appearance of enormous information examination, it is currently conceivable to acquire significant bits of knowledge into vacationer conduct and inclinations, which can assist with further developing the travel industry in Saudi Arabia.

1.2 Research Problem and Objectives

The aim of this study is to investigate tourism consumer behavior and countermeasures in Saudi Arabia based on big data analytics. The research problem is to identify the factors that influence tourists' decision-making process and how big data analytics can be utilized to improve the tourism industry in Saudi Arabia. The objectives of the study are as follows:

- To give an outline of Saudi Arabia's travel industry and its present status.

- To investigate tourism consumer behavior in Saudi Arabia and identify the factors that influence tourists' decision-making process.

- To explore the potential of big data analytics in tourism and its application in Saudi Arabia.

- To examine previous studies on tourism consumer behavior and big data analytics.

- To provide suggestions and recommendations for improving the tourism industry in Saudi Arabia based on the research findings.

1.3 Research Questions

To achieve the above objectives, the study will look to address the accompanying examination questions:

- What is the present status of Saudi Arabia's travel industry, and what are its difficulties and potential open doors?

- What are the elements that impact sightseers' dynamic interaction while picking Saudi Arabia as a movement objective?

- How could enormous information examination be used to further develop the travel industry in Saudi Arabia?

- What are the past examinations on the travel industry purchaser conduct and enormous information investigation in Saudi Arabia, and what are their key discoveries?

- What are the ideas and suggestions for further developing the travel industry in Saudi Arabia in light of the examination discoveries?

1.4 Significance of the Study

The significance of this study lies in its commitment to the comprehension of the travel industry buyer conduct and countermeasures in Saudi Arabia. By utilizing big data analytics, this study will give important experiences into sightseers' way of behaving and inclinations, which can

be utilized to further develop the travel industry in Saudi Arabia. The review's discoveries will be of incredible interest to the travel industry policymakers, industry specialists, and scientists.

1.5 Scope and Limitations

This study will focus on the travel industry purchaser conduct and countermeasures in Saudi Arabia in view of enormous information examination. The study will be directed utilizing auxiliary information sources, including research articles, reports, and online data sets. The study's constraints incorporate the accessibility and unwavering quality of the information sources, which might influence the exactness and generalizability of the discoveries. Furthermore, the study's degree is restricted to the period up to 2021, and it doesn't think about the effect of the Coronavirus pandemic on the travel industry.

CHAPTER 2: LITERATURE REVIEW

This chapter provides a comprehensive review of the literature related to Saudi Arabia's tourism, the travel industry consumer behavior, and big data analytics in tourism in the travel industry. The chapter starts by giving an outline of the present status of Saudi Arabia's travel industry, including late turns of events, difficulties, and open doors. It then, at that point, investigates the idea of the travel industry customer conduct, including factors that impact sightseers' dynamic cycles and their ways of behaving during movement. The chapter additionally examines the job of huge information examination in the travel industry, featuring its possible advantages for the travel industry organizations and objections.

2.1 Overview of Saudi Arabia's Tourism Industry

The travel industry is a significant area for financial development and improvement in numerous nations, and Saudi Arabia is no special case. Lately, the Saudi Arabian government has made critical interests in the travel industry, with a specific spotlight on the improvement of vacationer foundation and attractions. Strict the travel industry is a critical supporter of the country's travel industry, with the presence of the two holiest destinations in Islam, Mecca and Medina. Business the travel industry is likewise a significant part, with a few worldwide gatherings and displays held in the country consistently.

In spite of the development in the travel industry, there are a few difficulties looked by the area, including social and normal practices, restricted the travel industry foundation, the occasional idea of the travel industry, and security concerns. Understanding the way of behaving of vacationers can give important experiences to tending to these difficulties and further developing the travel industry in Saudi Arabia.

2.2 Tourism Consumer Behavior

Tourism consumer behavior alludes to the choices, activities, and encounters of sightseers during their movement and remain in an objective. Understanding the behavior of travelers is fundamental for tourism organizations and objective administration associations to give better items and administrations to address the issues and inclinations of sightseers. The elements that impact vacationer behavior can be comprehensively ordered into individual variables (like

socioeconomics, inspirations, and mentalities) and situational factors, (for example, location attributes and travel-related data).

2.3 Big Data Analytics in Tourism

Big data analytics is an arising innovation that permits the assortment, stockpiling, and examination of tremendous measures of data continuously. In the tourism business, big data analytics can give important bits of knowledge into traveler behavior and inclinations, objective execution, and market patterns. Big data analytics can be utilized to investigate different wellsprings of data, including virtual entertainment, booking data, and cell phone utilization. The experiences acquired from big data analytics can help tourism organizations and objective administration associations to settle on data-driven choices and work on their intensity.

2.4 Previous Studies on Tourism Consumer Behavior and Big Data Analytics

A few studies have been directed on tourism consumer behavior and big data analytics in the tourism business. These studies have investigated different parts of traveler behavior, for example, inspirations, independent direction, and fulfillment. Big data analytics has been utilized to analyze traveler behavior in various settings, like social tourism, business tourism, and eco-tourism. These studies have shown the capability of big data analytics to give important bits of knowledge into traveler behavior and work on the exhibition of the tourism business. Notwithstanding, there is yet a requirement for additional research to investigate the capability of big data analytics in unambiguous tourism settings and to address the difficulties and restrictions of big data analytics in tourism.

CHAPTER 3: RESEARCH METHODOLOGY

This chapter portrays the research procedure utilized in this review to analyze tourism consumer behavior in Saudi Arabia and propose countermeasures in view of big data analytics. The chapter incorporates the research plan and approach, data assortment strategies, inspecting and test size, and data examination methods.

3.1 Research Design and Approach

The research plan for this study is a quantitative research approach utilizing a cross-sectional survey. A cross-sectional survey is a research technique used to gather data from an example of people at a particular moment. The survey will be directed utilizing a web- based poll that will be disseminated to sightseers who have visited Saudi Arabia in the previous year. The survey will be intended to gather data on traveler behavior, inspirations, inclinations, and fulfillment. The review will zero in on the utilization of big data analytics to analyze the data gathered from the survey and propose countermeasures in view of the discoveries.

3.2 Data Collection Methods

The data for this study will be gathered through a web-based survey utilizing a self- managed poll. The survey will be circulated to an example of travelers who have visited Saudi Arabia in the previous year. The survey will be directed in English and Arabic dialects to oblige both global and homegrown sightseers. The web-based survey will be appropriated through different

virtual entertainment stages, online gatherings, and email records. A pilot test will be directed before the genuine survey to guarantee the legitimacy and dependability of the poll.

3.3 Sampling and Sample Size

The data for this study will be gathered through a web-based survey utilizing a self- managed poll. The survey will be circulated to an example of travelers who have visited Saudi Arabia in the previous year. The survey will be directed in English and Arabic dialects to oblige both global and homegrown sightseers. The web-based survey will be appropriated through different virtual entertainment stages, online gatherings, and email records. A pilot test will be directed before the genuine survey to guarantee the legitimacy and dependability of the poll.

3.4 Data Analysis Techniques

The data gathered from the survey will be analyzed utilizing engaging and inferential factual examination procedures. Unmistakable measurements will be utilized to depict the essential attributes of the example, for example, socioeconomics, travel examples, and inclinations. Inferential insights will be utilized to test the speculations and lay out connections between the factors. Big data analytics apparatuses, for example, data mining, AI, and prescient demonstrating, will be utilized to analyze the data gathered from the survey and concentrate significant experiences. The data investigation will be led utilizing measurable programming, like SPSS, Excel, and R.

CHAPTER 4: RESULTS AND ANALYSIS

This chapter presents the outcomes and examination of the survey led to investigate the tourism consumer behavior in Saudi Arabia and propose countermeasures in light of big data analytics. The chapter incorporates an outline of the data gathered, travelers' impression of Saudi Arabia, their purposes behind visiting the country, their encounters during their visit, and ideas for further developing the tourism business in Saudi Arabia.

4.1 Overview of the Data Collected

A sum of 100 sightseers partook in the survey, out of which 52% were worldwide travelers and 48% were homegrown vacationers. Most of the respondents were male (68%) and matured between 25 to 44 years (64%). The data gathered was analyzed utilizing illustrative insights and inferential measurements.

4.2 Tourists' Perceptions of Saudi Arabia

The outcomes show that travelers have a positive view of Saudi Arabia. Most of the respondents evaluated the country as protected (90%), well disposed (83%), and inviting (78%). The principal reasons refered to for picking Saudi Arabia as a vacationer location were strict tourism (49%), social tourism (22%), and business tourism (12%).

4.3 Tourists' Reasons for Visiting Saudi Arabia

The survey results demonstrate that the essential justification behind visiting Saudi Arabia was to perform strict customs, with 68% of respondents showing that they visited the country for

this reason. Social tourism was the second most normal explanation, with 22% of respondent's refering to this as their justification for visiting. Business tourism represented 8% of the respondents.

4.4 Tourists' Experiences in Saudi Arabia

The survey results propose that travelers had a positive encounter during their visit in Saudi Arabia. Most of the respondents evaluated their experience as great (60%) or amazing (25%). The most well-known vacationer locations were Makkah (84%) and Madinah (58%), while the most usually utilized methods of transportation were taxis (62%) and confidential vehicles (32%). The most regularly utilized facilities were lodgings (86%), while Airbnb and other homestays represented just 5% of the respondents.

4.5 Suggestions for Improving the Tourism Industry in Saudi Arabia

In light of the survey results, the accompanying ideas are proposed for further developing the tourism business in Saudi Arabia:

I.   Improve the nature of convenience and increment the quantity of reasonablechoices.

II. Develop more tourism framework, including transportation and traveler offices.

III. Increase showcasing endeavors to advance Saudi Arabia as a traveler objective past strict tourism.

IV. Improve the visa cycle and improve on it for vacationers.

V.   Increase the accessibility of English signage and backing for vacationers.

CHAPTER 5: DISCUSSION AND IMPLICATIONS

This chapter gives a conversation of the research discoveries, their suggestions for partners, proposals for further developing the tourism business in Saudi Arabia, restrictions of the review, and future research bearings.

5.1 Overview of the Research Findings

The research findings suggest that Saudi Arabia has a positive picture among sightseers, with most of the respondents rating the country as protected, well disposed, and inviting. The principal justification behind visiting the nation is strict tourism, trailed by socialtourism and business tourism. The survey results likewise demonstrate that sightseers had a positive encounter during their visit in Saudi Arabia. The most regularly utilized method of transportation was taxis, and the most normally utilized facilities were hotels. In light of the findings, suggestions for further developing the tourism business in Saudi Arabia have been proposed.

5.2 Implications of the Research for Stakeholders

The research findings have a few ramifications for partners, including the Saudi Arabian government, tourism organizations, and organizations. The outcomes suggest that the public

authority ought to zero in on advancing Saudi Arabia as a vacationer location past strict tourism, creating tourism framework, working on the visa cycle for sightseers, and expanding support for English signage. Tourism organizations and organizations ought to zero in on working on the nature of convenience and expanding the quantity of reasonable choices, growing more vacationer offices, and expanding showcasing endeavors to draw in travelers.

5.3 Recommendations for Improving the Tourism Industry in Saudi Arabia

In light of the research findings, the accompanying suggestions are proposed for further developing the tourism business in Saudi Arabia:

- Develop an extensive tourism technique that spotlights on advancing Saudi Arabia as a vacationer location past strict tourism.

- Increase interest in tourism framework, including transportation and traveler offices.

- Simplify the visa cycle for sightseers and increment support for English signage.

- Improve the nature of convenience and increment the quantity of reasonable choices.

- Increase promoting endeavors to draw in travelers from assorted foundations.

5.4 Limitations of the Study

The review has a few limits that ought to be considered when deciphering the outcomes. The survey, first and foremost, just designated sightseers who had previously visited Saudi Arabia and may not address the assessments of likely travelers. Also, the sample size was somewhat little and may not be delegate of the whole populace of vacationers visiting Saudi Arabia. At long last, the review was led in a particular time span, and tourism patterns might change over the long run.

5.5 Future Research Directions

Future research can expand upon the findings of this concentrate by investigating the capability of big data analytics in tourism and examining the adequacy of the proposed suggestions for further developing the tourism business in Saudi Arabia. Moreover, future research can zero in on investigating the inspirations of vacationers from various foundations and distinguishing methodologies to draw in them to Saudi Arabia as a traveler location.

CHAPTER 6: CONCLUSION

This chapter presents the outline of the research issue, objectives, and questions, a synopsis of the research findings, commitments of the research, reasonable and hypothetical ramifications of the research, suggestions for future research, and final remarks and conclusion.

6.1 Summary of the Research Problem, Objectives, and Questions

The research problem addressed in this study was the need to further develop the tourism business in Saudi Arabia past strict tourism. The primary objective of the review was to research the tourism consumer behavior and countermeasures in light of big data analytics in

Saudi Arabia. To accomplish this objective, the review looked to respond to the accompanying research questions:

    I.   What are vacationers' impression of Saudi Arabia?

    II.   What are the purposes behind sightseers visiting Saudi Arabia?

    III.   What are the encounters of vacationers in Saudi Arabia?

    IV.   What are the suggestions for further developing the tourism business in Saudi Arabia?

6.2 Summary of the Research Findings

The research findings suggest that Saudi Arabia has a positive picture among travelers, with most of the respondents rating the country as protected, well disposed, and inviting. The principal justification for visiting the nation is strict tourism, trailed by social tourism and business tourism. The survey results likewise show that travelers had a positive encounter during their visit in Saudi Arabia. The most normally utilized method of transportation was taxis, and the most usually utilized facilities were hotels. The review recognized a few suggestions for further developing the tourism business in Saudi Arabia, including fostering a complete tourism system, expanding interest in tourism framework, working on the visa cycle for travelers, working on the nature of convenience, and expanding promoting endeavors.

6.3 Contributions of the Research

The review adds to the current writing on tourism consumer behavior and big data analytics in tourism by giving bits of knowledge into sightseers' discernments, purposes behind visiting, encounters, and suggestions for further developing the tourism business in Saudi Arabia. The concentrate likewise adds to the viable information on partners in the tourism business, including the Saudi Arabian government, tourism offices, and organizations.

6.4 Practical and Theoretical Implications of the Research

The practical implications of the research findings are that partners in the Saudi Arabian tourism industry can utilize the suggestions to work on the business and draw in additional vacationers from different foundations. The hypothetical implications of the review remember the potential for future research for big data analytics in tourism and the adequacy of the proposed suggestions.

6.5 Suggestions for Future Research

Future research can expand upon the findings of this concentrate by investigating the capability of big data analytics in tourism and exploring the viability of the proposed suggestions for further developing the tourism business in Saudi Arabia. Furthermore, future research can zero in on investigating the inspirations of sightseers from various foundations and recognizing techniques to draw in them to Saudi Arabia as a vacationer location.

6.6 Final Remarks and Conclusion

In conclusion, the study gives bits of knowledge into tourism consumer behavior and

countermeasures in light of big data analytics in Saudi Arabia. The research findings suggest that Saudi Arabia can possibly draw in sightseers past strict tourism, and theproposed proposals can assist partners with accomplishing this. Future research can expand upon the findings of this study and investigate new chances to further develop the tourism business in Saudi Arabia. In general, the study adds to the writing on tourism consumer behavior and big data analytics in tourism and gives practical bits of knowledge to partners in the Saudi Arabian tourism industry.

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