



The Elements of Tourist Attraction in Asir Province and its Impact on the Prosperity and Development of Domestic Tourism

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Abstract

The study aims to identify domestic tourism and its importance in the Asir province and highlight the natural and human tourism potential of the region that makes it a tourist destination for the Kingdom, which contributes to the development of domestic tourism in the region.

The importance of this study was to shed light on the components and sites of tourist attractions in Asir province and their impact on the prosperity of domestic tourism.

The study adopted the descriptive analytical method using a questionnaire tool to study a simple random sample of 295 tourists.

It concluded with numerous results, the most prominent of which is that the Asir region is characterized by an enormous diversity of natural and human resources that qualify it to be a promising touristic destination that contributes to the prosperity of domestic tourism. The majority of tourists were Saudis, at a rate of 89.8%, which indicates that domestic tourism plays an important role in pushing the wheel of tourism development in the region, in line with the vision of Asir region and Vision 2030 in the Kingdom.

The study ended with many recommendations, including organizing and supporting heritage and cultural events that reflect the civilization of the region, this contributes to enhancing cultural awareness, attracting tourists interested in culture and history, and promoting natural attractions, such as the diverse terrain and distinctive climate, to attract tourists looking for unique natural experiences.

Keywords: tourism, domestic tourism, tourism development, Asir, attractions

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I.Introduction

The tourism sector has witnessed increasing developments since the second half of the twentieth century.

In fact, the movement of tourists between various continents of the world has witnessed a noticeable increase and has become more flexible, especially after the great progress witnessed in the transport sector in general and air transport in particular.

The tourism sector contributes to creating job opportunities for the population and increasing the state's income and development due to its direct impact on the economy, as well as through its connection to many investments and services that contribute to economic development.

The tourism sector contributed more than 10% of the global gross domestic product at about one trillion dollars, as stated in the World Tourism Organization report for the year 1440 AH - 2019.

It is expected that the contribution of the tourism sector to the global GDP in 2030 will reach more than 12% (more than 12 billion trillion dollars). **(UNWTO, 2020, p137)**

Tourism is considered a human phenomenon that developed in the second half of the twentieth century as a science, but it has been known as an activity that has been practiced since ancient times because it has been linked to human movement from one place to another.

In our current era, tourism has become extremely important, especially in scientific and academic journals, and several sciences have branched out from it.

Attention was focused on the tourism sector because interest in it led to the improvement of many social, cultural, economic and political conditions in the country

Tourism is considered one of the social and economic phenomena that represents the movement of people from their place of residence for entertainment. Therefore, it is one of the human geographical fields that connects people to the place. **(Al-Qahtani, 2023)**

Time consumption has become an important activity for many people in the modern luxury society. Consequently, the entertainment sector has become a prominent economic industry in the Western world and the world as a whole. The main reason for this may be due to the rise in income and the abundance of leisure time in recent decades, which has led people to adopt a new lifestyle, as entertainment and tourism have become major elements in individual consumer behavior.

In many regions and countries, tourism is considered a major growth industry that deserves due attention at policy level. It is clear that tourism has become a global social and economic phenomenon in a changing world. **(Cracolici, M., & Nijkamp, P. 2008)**

The Kingdom of Saudi Arabia enjoys various tourist attractions that attract visitors from all over the world. The most prominent of these components is the ancient cultural heritage, such as in Mada'in Saleh and Darien Castle also the holy Islamic places such as the Prophet's Mosque, the Holy Kaaba, and Medina adding to that the picturesque nature, such as the Hejaz Mountains, the Empty Quarter desert, and the Red Sea.

The Asir region attracts tourists from inside and outside the country because of its stunning beauty and wonderful diversity. This region is full of many different types of tourist attractions due to the diversity of its geographical, historical and cultural environments.

(Saudi Tourism Authority, 2024)

Tourism is considered one of the largest and fastest growing industries in the world, with a share of 10% of the gross domestic product, 7% of global trade, and a rate of one job out of every 10.

Tourism may be an important means of alleviating poverty through its primary and final effects and as a result of the flow of foreign currencies from international tourists to developing countries and emerging markets **(UNWTO 2024)**

Tourism is the sum of all companies that provide goods or services directly to facilitate business, leisure, and recreational activities away from the home environment

(Daniels, M. J., & Pennington-Gray, L. 2006)

Tourism has been known as a form of culture that supports learning experiences and appreciation of the natural environment or part of its components within the cultural heritage of the environment **(weaver2001)**

Tourism consists of two components: supply and demand. Supply represents the elements of tourist attraction, which are represented by heritage, art, culture, history, civilization and natural resources that attract tourists to tourism.

A tourist is also defined as any person regardless of gender, religion, language or race who enters the territory of another country that has agreements different from the country in which he lives. Provided that he spends more than 24 hours and no more than 6 months during one year for the purpose of entertainment, travel, health , sports, family, study or religious worship and not for the purpose of immigration. **(Rif'an, 2016)**

II.Literature review

The word Tourism is derived from tour and travel , meaning he went on tour and traveled. Technically, it refers to all trips made by individuals residing in a country, whether inside or outside the country, for multiple purposes other than immigration. **(Beaver, A. 2005)**

As defined by **the international organization responsible for tourism** and the **World Tourism Organization (UN-WTO)**, it represents: "Activities carried out by people who travel in areas outside their usual environment for a period of one year for leisure and other purposes that are not related to the practice of an activity for financial compensation."

Study model:

Elements of tourist attraction

Domestic tourism boom



Tourist attractions:

The elements of tourist attraction are the characteristics that attract tourists to a particular touristic destination over another. They represent the basic reason for traveling to that destination, and they are one of the unique dimensions of a specific region or at a specific period and cannot be available in another region.

A touristic destination is attractive if it presents something to see, buy, or do. In addition, the ease of access to it and the quality, ease, and safety of means of transportation to and from the destination are considered one of the factors of tourist attraction. **(Rif'an, A. A. 2016)**

The basic components of tourist attraction refer to the primary tourism resources and tourist attractions. These elements are among the most important considerations when tourists choose between the tourist destinations they choose to go to. The most important elements are culture, heritage, attractive landscapes, and tourist infrastructure, as well as easy access to attractive tourist areas that attract large numbers of tourists. The tourist flow creates great economic opportunities, supports infrastructure development, and improves basic services.

We find that there is a broad scope for the profound impact of accessible tourism on the competitiveness of a destination **(Cronjé, & du Plessis, E. 2020)**

The view of a tourist destination at the present time is not limited to being a group of natural resources with a distinct, social, cultural or artistic environment. But it is seen as an attractive, comprehensive product that is available in a certain region but not another.

It expresses a set of integrated services provided by a destination to provide a holiday experience that meets the needs of tourists based on its local offering capabilities.

Therefore, the success of tourist destinations depends on their tourism competitiveness in terms of the attractiveness characteristics that constitute the tourism strength of a particular region. **(Cracolici & Nijkamp,, 2008)**

Available tourism resources are the primary elements of a destination's attractiveness and can be key motivational factors for tourists' choices of the destination **(Yoon, 2002)**

Liu (2003) stated that the tourism resource is a functional and cultural concept. A resource does not apply to objects but to the value placed on it within the framework of the function it can perform. Tourism represents the industry of natural environmental resources and assets, and tourism resources are not limited to the gifts of nature only as a spatial product, as it requires three levels:

1. Factors that attract tourists include natural and cultural resources equipped for this purpose and can be classified into several main groups that are present everywhere, rarities that are available in a few places, commonalities that are widely available in many areas, and uniquenesses that are only found in one place only. .
2. Infrastructure and superstructure to encourage and support tourism activities
3. Social and physical environments.

Elements of tourist attraction in the Asir region: (Tourism in Asir 2024)

The components of tourist attraction in the Asir region include natural and human elements, services, and auxiliary or structural components

1. Natural elements

Nature and climate represent an important factor in choosing the Asir region as a preferred destination for tourism due to the numerous tourist sites it contains, characterized by their natural beauty, stunning views, and rainy spring atmosphere.

There are many famous parks in the region, such as Al-Soudah, Al-Fara'a, Dalghan, Al-Habla, Al-Jarra, Al-Sahab Park, Tamniyah, Abu Khayal, Prince Sultan bin Abdulaziz Park, Hadbat Al-Arous, Al-Namas Parks, Tanomah, Ahad Rufaidah, Al-Wadien, Khamis Mushayt, Balhamar and Balasmar forests, Rijal Almaa, and other sites of natural beauty.

Climate:

The climate of Asir is unique on a global scale. In fact, the temperature in mid-summer does not exceed 24 degrees Celsius in the mountain parks and the average temperature in the region is 10 degrees Celsius lower than other regions in the Kingdom. In addition, this suitable climate helped in the spread of agriculture and the abundance of a variety of products, including coffee, wheat, dates, vegetables and fruits of different types and varieties.

Asir's topography and vegetation have contributed to raising the rainfall rate, reaching 500 mm annually, increasing during the spring and summer season. **(Asir Region Development Authority)**

Parks:

The Asir region is characterized by many charming and picturesque hikes; which provides an extended natural view.

This offers visitors the opportunity to enjoy the meeting of the sky and the earth as far as one can see, such as Al-Soudah, Al-Fara'a, Dalghan, Al-Habla, Al-Jarra, Al-Sahab Park, Tamniyah, Abu Khayal, Prince Sultan bin Abdulaziz Park, Al-Arous Hill, Al-Namas Parks, Tanomah, Ahad Rufaidah, Al-Wadien, Khamis Mushayt, and the forests of Bulhamar, Bullasmar and Rijal Alma' and other sites of natural beauty scattered throughout the green areas of Asir.

Diversity of terrain:

The diversity of the terrain in Asir includes multiple views and varying climatic conditions.

The region has the highest mountain peaks, which represent 34.3% of the region's area, and their height ranges from 2000 to 3000 metres.

The Asir plateaus constitute 48.2% of the area of the region, and their height ranges between 1,200 - 1,600 metres.

The coast of the Asir region extends westward along the Red Sea for a length of 125 km, the historic port of Al-Qahma is located within it and a number of small islands, the most famous of which is Kadumbul Island, overlooks it. **(Asir Development Authority, 2024)**

Kadimbal Island

Kadimbal Island is an island with white sand and a mountain surrounded by blue waters and clouds; it is wrapped in tranquility and sounds of birds. It is one of the most beautiful tourist areas in the Kingdom. It is only about 30 minutes away by boat from the coast of the Asir region. The island is located in front of Asir and it measures approximately 3 square kilometers.

This island is one of the most beautiful unspoiled natural islands, awaiting a promising tourism future in light of the comprehensive tourism renaissance witnessed by the regions of the Kingdom recently.

In fact, the island is considered as an ideal place for lovers of recreational tourism, relaxation, and for nature amateurs. Its proximity to the coast of Asir allows it to be a destination for tourists and visitors from the region and outside it.

Kadimbal Island is one of the islands affiliated with Al-Qahmah Center in the Asir region, one of the most beautiful places to relax in the embrace of unspoiled nature, where tourists can practice their favorite hobby of fishing, swimming, diving, camping, or mountain biking, or watching migratory birds and rare falcons. **(Asir Development Authority)**

By virtue of its distinguished location in the Red Sea opposite Asir and on the ancient crossing route from the Horn of Africa and Yemen towards the north or vice versa, Islamic and ancient antiquities were found on the island, and they are registered in the National Antiquities Register. **(Abha 09 Dhu al-Hijjah 1442 AH corresponding to July 19, 2021 AD, SPA. Saudi Press Agency)**

The deserts in the Asir region are part of its natural landscape, with sand dunes spread across the governorates of Bisha and Tathlith. The Sarawat Highlands are the watershed between the coastal valleys of Tihama and the inland valleys. The most famous valleys in the region are Bisha Valley, Yabah Valley, and Hali Valley.

2. Human Resources

Folklore and Heritage Arts

The region is rich in many colors and folk arts that vary according to the geographical environment and population structure.

They differ in their colors and performance from the eastern plains to the Sarawat Mountains to the various regions of Tihama and the Asir coast from the west.

It is also worth noting the efforts made in the cultural heritage sector, actually 425 archaeological sites have been registered in the National Register of the antiquities hosted by the Asir region, in addition to the excavation stages at the Jerash archaeological site, and Al-Abla affiliated to Bisha Governorate, and the survey, documentation and excavation of the Elephant Trail. Adding to that the efforts made to discover more than 130 archaeological sites in the region during 2018 AD, explaining that 45 licenses were issued for museums representing 26% of the number of private museums in the Kingdom, also the completion of the construction and furnishing of the Asir Regional Museum.

Transportation

Asir region is distinguished from other regions of the Kingdom by its mountainous natural and geographical features, which made the idea of paving roads in Asir region a fantasy due to the ruggedness of the land, but the insistence on implementing it made it a reality on the ground.

In 1390 AH, the roads did not exceed (575) kilometers, while in 1425 AH they became (4320) kilometers, which represents a qualitative leap in Asir region. There is a dirt road network in the region with a length of (10,000) kilometers, as Asir region was linked with neighboring regions as a major step to implement a future development plan for the region, after which internal and external road networks were established within successive development plans.

In the end, many obstacles were overcome to overcome the ruggedness of the region and its towering mountains, and the road will serve many governorates, centers and villages and will leave a positive impact on the development of those regions. **(Saudi Press Agency)**

Domestic tourism development:

The topic of tourism development is considered by many countries of the world as a contemporary topic as it aims to contribute to increasing the national income of the country and thus increasing the income of individuals as well as what it includes in terms of comprehensive civilizational development of all natural, human and material components. Hence, tourism development is a means of economic development **(Ghadban, 2014)**

Tourism development can be defined as the advancement and expansion of tourism services and their needs. This requires the intervention of tourism planning as a scientific method that aims to achieve the highest possible rate of tourism growth at the lowest possible cost and in the shortest possible time **. (Stephen 2007)**

Tourism development is defined as the development that provides services and facilities to satisfy the needs of tourists.

Tourism development includes all aspects related to the spatial patterns of supply and demand for tourists in addition to the geographical distribution of tourism products and the flow and movement of tourism. It means achieving a continuous and balanced increase in tourism resources through the optimal exploitation of tourism resources.

It is the means to achieve the goal that tourism and all means of economic and social development within the country are a safe path to achieving social stability and economic prosperity, which in turn leads to political stability. **(Al-Qahtani, 2023).**

According to **Dossou, Ndomandji, & Eoulam, 2023**, tourism development contributes to economic growth in both developed and developing countries.

We find that tourism contributes to enhancing economic growth, since there are many channels through which tourism development contributes significantly to economic growth, either through foreign exchange earnings, job creation, investment in physical infrastructure, or through human capital development.

Tourism development brings about economic, social, environmental and cultural changes in the life of the host community, each better than the other.

Tourism is seen as attractive, generating foreign exchange and increasing employment opportunities in the region, which enhances the level of economic growth, leading to increased social welfare. **(Thetsane, 2019)**

The importance of tourism development stems from its contributions to achieving economic recovery by developing foreign exchange earnings, which contributes to development and creates new employment

opportunities in the tourism sector. It also increases the degree of social cohesion among the population, encourages cultural exchange and supports human heritage.

Nain & Jumadi (2024) reported that developing infrastructure and tourist sites provides job opportunities and can accommodate local residents, thus reducing the unemployment rate.

Domestic tourism:

In many countries, domestic tourism is dominant in terms of international flows in terms of volume and economic contribution.

It follows that studies on the determinants of tourist choice within national borders are still rare and focus mainly on the influence of economic variables.

However, some recent contributions have begun to emphasize the potential role of non-economic factors of local demand for a given destination area. These factors may relate to the quality of local natural and cultural resources, and the destination's ability to manage and organize its resources. **(Massidda, & Etzo. 2012)**

In the past decade, the travel and tourism industry (T&T) has grown to become a globally recognized industry that contributes significantly to economic growth in all developing and developed countries. This is due to several factors such as population growth, higher disposable income, growth in education, transportation and globalization.

This progress has created a more informed and wealthy population that is willing to travel for leisure and recreation. Therefore, domestic tourism is expected to become more dominant in the near future. **(Sindiga, 1996)**

Domestic tourism is also known as the movement of those wishing to travel from one region to another within the political borders of their country.

This type of tourism is characterized by the fact that the tourist is actually a citizen of the country and moves from his usual place of residence to another region to visit it in the condition that the duration of the visit is not less than one night, and that the purpose of the visit is not for any purpose other than profit, such as sports, recreation, attending a seminar, entertainment, etc. **(Kafi, 2018)**

Domestic tourism occupies a special place and is considered one of the main sources of income. The investment support policy should be a major task for the development of domestic tourism, as it is the basis for developing tourism resources in addition to developing and reproducing infrastructure. In fact, to obtain economic benefits from domestic tourism, tourism resources and capabilities must be optimally **exploited (2021, Kadirova, Khamroyeva, Nuroy)**

Domestic tourism is considered one of the newly emerging sectors, as the Saudi government provides increasing support for this sector in order to develop tourist sites and develop tourism services and activities in tourist sites.

The tourism industry occupies an advanced position in the Kingdom of Saudi Arabia, as total tourist spending on local activities exceeded 54 billion riyals in 2005.

Tourism in the Kingdom of Saudi Arabia is an opportunity for economic growth and an important means that contributes to introducing citizens to the natural, cultural and heritage components and capabilities that their country is distinguished and rich in, which produces social cohesion and citizen cohesion, enhances their spirit of citizenship and develops pride in local culture.

It is worth noting that the Supreme Commission for Tourism in the Kingdom of Saudi Arabia has set a comprehensive and integrated strategy for tourism promotion. this strategy aims to promote the Saudi Arabia as a tourist destination , develop the local tourism market, give a positive image of tourist

destinations in the region, promote domestic tourism and care for it. It also aims to establish the General Authority for Tourism and Antiquities (Al-Hamed, 2022)

As part of its Vision 2030 strategy, Saudi Arabia has made great efforts to diversify its economy away from the oil industry. One of these initiatives focuses on expanding the tourism industry due to its importance to the national economy and the number of jobs it provides.

Asir is considered to have tremendous economic potential, as a development plan was developed for the Asir region in September 2021 under the slogan "Peaceful Peaks". By pumping (50 billion riyals) \$ 13.3 billion) to finance vital infrastructure and create tourist attractions on the steep peaks of Asir.

This initiative seeks to achieve a developmental revival for the region and consolidate Asir's position as a year-round travel destination to attract more than 10 million tourists from inside and outside the Kingdom by 2030 AD.

Tourism in Asir is one of the industries that attract investors to the region and serves as the basis of the economy.

Asir region is characterized by its physical diversity, ranging from beaches to Sarawat and desert borders
(Achievements of the Kingdom's Vision, 2021)

Asir Development Authority and two accommodation companies signed a memorandum of understanding to promote tourism. The region needs to provide more hotel rooms with the expected increase in the number of visitors and the hotel sector in Asir region is one of the most important sectors focusing on investments. In general, initiatives and efforts made to develop Asir region are seen as pioneering with great economic returns. In particular, the agreement aims to increase the number and diversity of tourist accommodation in the region by registering more than 10,000 units by 2022. It also calls for the establishment of workshops and programs to help owners and proprietors of private tourist accommodation and holiday homes in the region.

Asir Development Authority and the General Authority for Tourism signed a memorandum of understanding in the same context with the aim of enhancing Asir region's position as a major travel destination by combining strategies to improve tourist destinations, develop tourism products and services, increase visitor satisfaction, and exchange knowledge and expertise.

Establishing working groups to monitor progress and continued growth, as well as identifying and marketing tourism-related attractions and goods, will help enhance all efforts made in accordance with the general objectives of the "Qimma Wa Sheem" plan in the region.

(Saudi Commission for Tourism and National Heritage, 1436 AH)

III. Methodology

This study is based mainly on the descriptive analytical approach, which relies on the use of descriptive and analytical statistical methods.

The descriptive approach is defined as "a set of research procedures that are integrated to describe the phenomenon or topic based on collecting facts and data, classifying them, processing them, and analyzing them sufficiently and accurately to extract their significance and reach the results" (Mutawa and Al-Khalifa, 2014, p. 111)

A random sample was taken to select a sample of (295) tourists in Asir region. The research method is a field research to study the phenomenon of the study. It is applied to obtain results, recommendations or suggestions that benefit decision makers in tourism in Asir region.

The study followed the descriptive analytical approach, as the research describes the phenomena studied in a systematic, realistic and accurate manner. It also adopted the analytical approach to analyze the data derived from the respondents subject to the study.

Two types of data were collected using field survey and literature review.

The first type is secondary data available from various sources such as the Ministry of Tourism, Asir Development Authority, Central Statistical Organization, scientific journals and the Internet. The second type, primary data, is derived from field survey to obtain accurate data from respondents.

The impact of tourism attractions on domestic tourism development was measured through two variables measured on a 5-point Likert scale, where 1 represents strongly agree and 5 represents strongly disagree. The measurement tool was considered valid and reliable

The researcher relied on the (UMA Sekaran) equation to know the number of the sample, from the study community, which is the tourists entering the Asir region in 2023 AD (1262) tourists, and it amounted to 295 tourists in the Asir region, which is as follows:

$$\text{Sample size} = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left(\frac{z^2 \times p(1-p)}{e^2 N} \right)}$$

1. Study hypotheses:

Is there a statistically significant effect between the components of tourist attraction in the development and prosperity of tourism activity?

Is there a statistically significant effect of the natural components in the Asir region in the development and prosperity of tourism activity?

Is there a statistically significant effect of the human components in the Asir region in the development and prosperity of tourism activity?

2. Discussion of results:

Demographic variables of tourists:

Study sample data: Participants were distributed as follows: 56.3% females and 43.7% males, of whom 57.6% were single, 53.6% married, and 6.8% divorced. Their ages ranged from the oldest age group under 30 years old, 52.5% of the total sample, followed by the age group from 30 to 40 years old, 23.7%, then the age group from 40 to 50 years old, 22.0%, while the age group from 50 years old and above is the least represented, reaching 1.7%. These results certainly indicate that it is possible to develop tourism. This group, which holds a bachelor's degree, at a rate of 50.8%, can play an active role in developing tourism.

It is worth noting that almost half of the sample has a university education. They are followed by the group with a postgraduate qualification, at a rate of 32.2%, which reflects the presence of a large percentage of individuals with higher education. Individuals with secondary education constitute 10.2% of the sample (30 individuals), while only 6.8% (20 individuals) of the sample hold other educational qualifications, as it is clear that the majority of participants are working at 58.3%, while 41.7% of the sample are not working.

This distribution reflects that most of the study participants are from the working class, which may indicate that they chose the Asir region for both recreation and vacation purposes. We find that the overwhelming majority of the participants are Saudis at 64.8%, while non-Saudis constitute 35.2%. This distribution reflects that the region's tourist attractions also attract tourists from other nationalities and Saudi citizens from all regions to a large extent, which may be expected given the social and cultural context of the region. It is worth noting that there is limited representation of other communities.

It is noted that the largest category of participants earns less than 5,000 riyals per month at 26.1%, followed by the category that does not have a monthly income at 22.7%. While 24.1% of participants earn between 5,000 and 10,000 riyals per month, 16.9% earn between 10,000 and 15,000 riyals, and only 10.2% earn more than 15,000 riyals per month.

This distribution reflects a diversity in income levels among participants, with a large percentage of individuals with limited income or who do not have a fixed monthly income, which may indicate the diversity of economic and social categories in the sample. The vast majority of participants come from the Eastern Province and Riyadh with an equal percentage of 25.4%, while other regions, such as Asir Region 50%, Makkah Region 16.4%, and Jeddah 15.2%, while a very small percentage of the sample is 1.7% for each, and individuals coming from other regions constitute 3.4%. We find that the majority of participants know about tourism in the region through relatives and friends with a percentage of 45.1%. Followed by social media with a percentage of 38.0%, reflecting a significant role for these platforms in disseminating information. The Internet shows a slightly lower percentage, representing 11.9%, while advertisements come in last place with only 5.1%. This distribution reflects the importance of personal relationships and social media in spreading awareness about tourism in the Asir region compared to traditional media.

Validity and reliability of the study instrument:

To verify the internal consistency of the questionnaire, Pearson's Correlation Coefficient was calculated to identify the degree of association of each statement of the questionnaire with the total score of the axis.

Table (1) Pearson correlation coefficients for questionnaire items with the total score

Axis	Phrase number	Correlation coefficient with total score
First axis: Tourism components in Asir region	1	**492
	2	**450
	3	**476
	4	**300
	5	**614
	6	**582
	7	**684
	8	**518
Second axis: Domestic tourism and tourism development	9	**578
	10	**733
	11	**686
	12	**765
	13	**604
	14	**698

	15	** .494
	16	** .507

** Significant at the significance level of 0.01

We find that the values of the correlation coefficient of each statement with its dimension are positive and statistically significant at the significance level (0.01); which indicates the validity of the internal consistency between the questionnaire statements and their suitability for measuring what they were prepared to measure.

Stability of the study tool:

The stability of the study tool was confirmed by using Cronbach's Alpha (α) stability coefficient, and Table (2) shows the values of Cronbach's Alpha stability coefficients for each axis of the questionnaire.

Table (2) Cronbach's Alpha Coefficient to Measure the Stability of the Study Tool

Questionnaire axes	Number of paragraphs	Cronbach's alpha coefficient
First axis (tourist attraction elements)	8	0.801
Second axis (domestic tourism development)	8	0.861
Instrument reliability	16	0.868

It is clear from Table No. (2) that the questionnaire's reliability coefficient is high, reaching (0.868), the reliability of the first axis (0.801), and the reliability of the second axis (0.861). This indicates that the questionnaire has a high degree of reliability that can be relied upon in the field application of the study.

Table (3) shows the average and deviation of the statements for the first axis: tourism components.

Phrase	Average	Standard deviation	Ranking	Meaning
The climate is one of the tourist attractions in Asir region	4.85	.360	1	Strongly agree
Stability and security are one of the factors encouraging tourism in Asir region	4.72	.551	2	Strongly agree
The diverse terrain shapes in Asir region effectively affect tourist attraction	4.55	.601	3	Strongly agree
The location of Asir region encourages tourism	4.47	.746	4	Strongly agree
The picturesque landscapes and parks in Asir region are among the most important tourist attractions	4.47	.811	5	Strongly agree
The geographical location of Asir region has helped increase tourist	4.43	.834	6	Strongly agree

turnout				
Heritage areas are one of the tourist attractions in Asir region	4.40	.846	7	Strongly agree
The civilization and culture of the people of Asir are among the most important tourist attractions	4.27	.905	8	Strongly agree
Axis average	4.52	0.707		Strongly agree

We find that the average and deviation of the statements for the first axis related to the tourism components in the Asir region.

It shows that all statements related to the components of tourist attraction are strongly approved by the participants, as the averages ranged between 4.27 and 4.85. The average of the axis is 4.52.

Which indicates the participants' consensus on the great importance of these components in enhancing tourism attraction in the Asir region.

The components are headed by the wonderful climate of the Asir region, in line with what was stated in the study of the demographic variables of the respondents, as the majority of tourists were from areas characterized by high temperatures such as Riyadh, the Eastern Province and Makkah Al-Mukarramah, which made Asir an attractive tourist destination for them. Knowing the motives behind tourists visiting any region is useful in identifying and providing the main elements of attraction in the tourist place, consistent with the study **(Al-Qahtani, 2023)**

Table (4) shows the average and deviation of the statements for the second axis: Domestic tourism development.

Phrase	Average	Standard deviation	Ranking	Meaning
Domestic tourism contributes to reviving heritage events that reflect the civilization of the region.	4.62	.581	1	Strongly agree
Domestic tourism contributes to providing job opportunities for the region's population.	4.39	.724	2	Strongly agree
There is a relationship between domestic tourism and tourism development.	4.37	.638	3	Strongly agree
The spread of culture and environmental awareness has encouraged tourism in the Asir region.	4.31	.750	4	Strongly agree
The tourism services provided are considered one of the important elements of tourist attraction.	4.22	.865	5	Strongly agree
Domestic tourism outperforms incoming tourism in terms of demand.	4.06	.988	6	agree
The quality of roads and bridges facilitates movement and	3.78	1.168	7	agree

transportation in the Asir region. axis				
The ease of traffic is an attraction for tourism in the Asir region.	3.74	1.351	8	agree
Average	4.19	0.88		agree

We find that the average and deviation of the statements for the second axis related to the development of domestic tourism in the Asir region.

The results show that the participants strongly agree that domestic tourism contributes to reviving heritage events with an average of 4.62 and a standard deviation of 0.581, making it the most consistent statement.

They also strongly agree that domestic tourism provides job opportunities for the population with an average of 4.39, and that there is a relationship between domestic tourism and tourism development with an average of 4.37.

As for the statements related to the spread of culture, environmental awareness and tourism services, they came with averages ranging between 4.22 and 4.31. On the other hand, the statements related to the superiority of domestic tourism over inbound tourism and the quality of roads had lower averages, as they came with an average of 4.06 and 3.78, respectively, while the ease of traffic was the least consistent with an average of 3.74. The overall average for the axis was 4.19 with a standard deviation of 0.88, indicating that the participants generally agree on the importance of domestic tourism in the development of the Asir region.

Proving the hypotheses:

1- The main hypothesis is that there is a statistically significant effect between the components of tourist attraction in the development and prosperity of the tourist activity:

Table (5) shows the impact of tourist attraction components on the development and prosperity of tourism activity.

Dependent variable	Independent variable	R	R ²	B coefficient	Standard error	Beta value	T	Significance	F	Significance
Development and prosperity of tourism activity	Fixed value	.583	.340	4.660	2.430		1.917	.056	142.55	.000
	Tourist attraction components			.799	.067	.583	11.940	.000		

Table (5) shows the impact of tourism attractions on the development and prosperity of tourism activity, where the R value represents the correlation between the two variables and is 0.583, which indicates a medium-strength positive correlation. The R² coefficient also indicates that 34% of the change in the development and prosperity of tourism activity can be explained by tourism attractions. The analysis

results show that the B coefficient for tourism attractions is 0.799 with a standard error of 0.067, which indicates a significant positive impact 0 and a statistical significance of 0.01, which indicates that this impact is highly statistically significant. In addition, this analysis confirms that tourism attractions in the Asir region play an important and noticeable role in the development and prosperity of tourism activity. This confirms that optimal investment of tourism resources ensures their sustainability and reduces their dependence on oil reserves and other natural resources

The following hypotheses branch out from it:

- 1- Is there a statistically significant effect of the natural resources in the Asir region on the development and prosperity of tourism activity?
- 2-

Table (6) shows the effect of the natural resources in the Asir region on the development and prosperity of tourism activity

Dependent variable	Independent variable	R	R ²	B coefficient	Standard error	Beta value	T	Significance	F	Significance
Development and prosperity of tourism activity	Fixed value	.535a	.286	5.987	2.626		2.280	.023	111.055	.000b
	Tourist attraction components			1.211	.115	.535	10.538	.000		

Table (6) shows the impact of natural resources in the Asir region on the development and prosperity of tourism activity, where the value of $r = 0.535$, indicating a medium-strength positive correlation between the two variables. The value of r^2 is estimated at 0.286, which means that 28.6% of the change in the development and prosperity of tourism activity can be explained by natural resources. The coefficient B for natural resources indicates 1.211 with a standard error of .115, indicating a significant positive effect.

The statistical significance of 0.01 indicates that the model as a whole is statistically significant.

This analysis shows that natural resources in the Asir region play an important role in the development and prosperity of tourism activity. It agreed with the study (Al-Hamed, 2022), which showed that natural, cultural and heritage resources contribute to encouraging domestic tourism, which provides an opportunity for economic growth.

- 3- There is a statistically significant impact of human resources in the Asir region on the development and prosperity of tourism activity?

Table (7) shows the impact of human resources in the Asir region on the development and prosperity of tourism activity.

Dependent variable	Independent variable	R	R ²	B coefficient	Standard error	Beta value	T	Significance	F	Significance

Development and prosperity of tourism activity	Fixed value	.513	.264	14.872	1.863		7.982	.000	103.065	.000
	Tourist attraction components			1.401	.138	.513	10.152	.000		

Table (7) shows the impact of human resources in the Asir region on the development and prosperity of tourism activity.

The value of $r = .513$, indicating a medium-strength positive correlation between the two variables.

The value of r^2 is estimated at 0.264, which means that 26.4% of the change in the development and prosperity of tourism activity can be explained by human resources.

The coefficient B for human resources is 1.401 and the statistical significance is 0.01, indicating that the model as a whole is statistically significant.

This analysis shows the impact of human resources represented by culture, heritage and civilization. This fact documents the cohesion of society and the interconnectedness of its individuals and consolidates the spirit of citizenship among them and develops their pride in their culture in the Asir region, which greatly affects the development and prosperity of tourism activity, consistent with the study of **Al-Hamed, 2022**.

Results:

1. Tourist attractions play an important and noticeable role in the development and prosperity of tourism activity.

2. Natural and human resources in Asir region play an important role in the development and prosperity of tourism activity.

3. All statements related to tourist attractions are strongly agreed upon by the participants, indicating their general agreement on the importance of domestic tourism in the development of Asir region.

Study Recommendations:

1- Increase the promotion of tourism in Asir region through various media channels and social media, with a focus on highlighting the distinctive climate, picturesque landscapes and heritage sites.

2- Improve and develop tourism infrastructure, including roads, bridges and tourist facilities, to facilitate movement and attract more tourists.

3- Organize and support heritage and cultural events that reflect the civilization of the region, which contributes to enhancing cultural awareness and attracting tourists interested in culture and history.

4- Provide training programs for local residents to improve their skills in the field of tourism and hospitality, which helps provide new job opportunities and improve the quality of tourism services.

5- Promote natural attractions such as diverse terrain and distinctive climate, to attract tourists looking for unique natural experiences.

Conclusions

Asir is considered one of the unique tourist destinations in the Kingdom of Saudi Arabia, which enjoys a variety of huge tourist attractions such as mountainous terrain, wonderful climate,

beaches, parks and various heritage sites. Asir is also characterized by the development of infrastructure such as roads and paths leading to tourist sites.

This makes the tourist find his way in searching for enjoyment of the picturesque nature, entertainment, recreation and practicing many diverse sports and cultural activities.

This required studying and identifying it and its impact on revitalizing domestic tourism, especially in light of the Kingdom's current economic orientation to increase non-oil resources.

The study addressed the impact of tourist attractions on the development of domestic tourism and used the descriptive analytical approach to describe the phenomenon under study. The questionnaire was used as a study tool and the SPSS statistical program to verify the validity of the study hypotheses.

The study reached many results, including confirming that tourist attractions are one of the pillars of domestic tourism development in the Asir region and fulfill the desires and needs of tourists.

One of the difficulties we faced during the research was the scarcity of written research in the field of domestic tourism in the Asir region. One of the future researches that can be conducted is the role of tourist attractions in the Asir region in making it a global destination.

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