

LATIFAH ALMUGHAYRIBI

Prof. GARETH SHAW and Prof. MICKEY HOWARD / UNIVERSITY OF EXETER (BUSINESS SCHOOL)

BACKGROUND

Although Saudi Arabia is one of the largest oil countries in the world, it also has huge potential to increase its income, and the Saudi government has adopted several plans to diversify the economy,

To achieve this goal:

- The government seeks to stimulate tourism as an important economic sector by creating a supportive environment.
- Opening the country to foreign investment.

In Saudi Arabia, and over the years, religious tourism has been prominent but the kingdom has significant tourist potential. This research will highlight marketing strategies for local tourism activities, especially festivals and events.



RESEARCH AIM

In line with Saudi Vision 2030, this research aims to examine and evaluate effective destination marketing strategies for local tourism activities (e.g. festivals and events) in Saudi Arabia targeting both domestic and international tourists. This research also assesses the importance of the tourism sector in Saudi Arabia's economy.

RESEARCH OBJECTIVES



RESEARCH QUESTION

How can the execution of effective promotion and marketing strategies for local festivals affect tourism in Saudi Arabia?



METHODOLOGY

A mixed methods research strategy that is qualitative and quantitative research study. In order to attain data qualitatively, research will use interviews with the tourism marketing managers -private or public- of Saudi Arabia. Questions will be asked to understand the importance of tourism marketing in economic development and whether local festivals can impact tourism in Saudi Arabia. Further, survey questions would be conducted by current tourists -local and international- in Saudi Arabia and whether the efforts implemented to promote local festivals have attracted them to visit this country.

