ACTUAL AND PERCEIVED RISKS OF VISITORS AND TOURISTS IN A TOUR TRIP TO HERITAGE SITES (HISTORIC JEDDAH) IN THE KINGDOM OF SAUDI ARABIA

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Abstract - Even though the pre-pandemic increase in the number of tourists worldwide in general and in the Kingdom of Saudi Arabia (KSA) in particular has beenconsidered to bea positive phenomenon for different aspect of people's life, it also increases the probability that different types of risk will be confronted. This, in part, is due to the different perceptions of risk among tourists and host populations. Therefore, this research aims to examine the issue in the context of the heritage sites of Historic Jeddah (HJ) in the(KSA) and focuses, specifically, on investigation of the actual and perceived risk of visitors and tourists (V/T) and the factors that influence these kinds of risks. The research questions are answered, based on a qualitative approach to explore the phenomena. Therefore, in this study, the data were collected from (V/T) in a tour trip usingdifferent methods, semi-structured interviews and questionnaires that were appropriate for the analysis of the aims, research objectives and research questions, in a way that ensured that participants were provided with ample opportunities to freely voice their perceptions of risk. The findings highlight the different kinds of risk and the factors that may influence risk and perception of risk.

Keywords - Heritage sites 'Historic Jeddah', Kingdom of Saudi Arabia, Risk and perception of risk, Tourists and visitors.

I. INTRODUCTION

''Risks in tourism is a controversial research topic with many disputes and paradoxes'' [44]–[2]. According to Maslow (1943) cited in [44] safety is a basic human need. Much research and the existing literature has supported this idea as they found that most tourists tend to avoid any destinations that include higher potential risks[44].

There are two major types of risk: absolute risk and perceived risk [12]. Absolute risk can be estimated by organizations and individuals who implement security measures to ensureminimal risk and the maximize safety [36]. At the same time,perceived risk is ''the consumer's perceptions of the uncertainty and adverse consequences of buying a product (or service)'' [13]–[119].Therefore,there are seven different types of risks that can be identified: a) financial, b) social, c) psychological, d) physical, e) functional, f) situational and finally g) travel risks [27]. Related to travel, there is different type of risk which are health concerns, terrorism, crime, or natural disasters at tourist destinations [27]. One study compared two groups of Saudis who visited Germany and found five types of risk which are: ego, money, time, health, and social risks[45].Other studies examined four main types of risk which were human-induced risk, social–psychological risk, financial risk, and health risk[12]. Therefore, in this study the researcher will investigate different kinds of risk andthese types of risks considered as either personal responsibility such as sports-risks, (eg drowning and so on), or local authorities' or the operator's responsibility such as transportation, accommodation, infrastructural and industrial risks[14]. All previous kinds of risks caused by external causes can generally be controllable unlike natural hazards which may be considered as acts of God [14]. According to Jungermann&Slovic (1993) cited in [14]- [94] ''Whereas natural risks are judged to be involuntary, uncontrollable, not socially attributable, and hence inevitable, risks of human origin are seen as voluntary, controllable, attributable and hence ultimately avoidable—and thus as more severe than risks from nature''. Moreover, many tourists perceive the threat of terrorism as part of life in general. In other words, terrorism risks exist inboth the tourists' home country and at tourism destinations [39]. Therefore, for all these reasons, this study excludes the natural hazards and terrorism-related risks.

Regarding the factors that may influence risk and perception of risk, there are two that formed the risk perception of tourists which include bothinternal and external factors. Internal factors are related to tourists themselves while external factors are the information or recommendations the tourists will get from the travel agencies, tour guides, travel advisories, media, family or friends and destination image [21]. The researcher concludes that external factors provide tourists with the information about actual risks that might occur at the destination, while internal factors are the one which determine the interpretation and perception of the risks [44]. In addition, scholars have illustrated that there are variety of factors that may influence the risk perceptions of tourists in the tourism sector [37]. These factors depend on the type of risk and how important it is to the tourists. Risk perceptions are affected by sociodemographic variables such as age [19], gender to some degree [37] or level of education [34], social status, organizational factors such as travel arrangements

(group versus individual travel), the situation that tourists are involved with and stage of travel[37]. Moreover, risk perception can be influenced by factors that relate to travel such as traveling with children or not as well as the wider travel experience [25].

II. STUDY METHOD

A. Study Area

The study setting is (KSA), which is located between Asia and Africa, in the Arabian Peninsula.(KSA) has borders with several countries and has coastlines on the Persian Gulf and the Red Sea. Millions of Muslims visitors worldwide come to visit (KSA) annually for religious purposes to perform Hajj and Umara in Makkah and to visit the holy mosque of Prophet Mohammed (peace be upon him) in Al-Madinah [26]. Beside religious purposes, (KSA) has developed several kinds of tourism such as nature tourism, culture and heritage, ecotourism, and leisure. This study will focus on heritage tourism, which is seen as a subset of cultural ethnic and educational travel which is believed to be of special interest to tourists [20].Heritage has many forms and meanings. As a result, heritage is interpreted differently by one person from another based on their background and perspective [5]. Heritage sites are significantly important due to their role in introducing people to their roots and helping them to preserve their own history [3] . Nowadays, visiting heritage sites has grownrapidly in the modern tourism industry and thus contributes significantly to increase the number of international and domestic tourists [4].Therefore, investigating risk and perceptions of risk for (V/T)in these sites can beconsidered to bea critical phenomenon.(KSA) is a country that is full of manycultural, historic, and attractivesites to present to (V/T)[33]. There are several sites in the (KSA)that were registered with the United Nations Educational, Scientific and Cultural Organization (UNESCO) between 2008 and 2015 and these are as follows: Madain Saleh, Historic Aldir'iya, (HJ), Rock Art in the Hail Region and Al Ahsa Oasis. The focus of this study is on Jeddah's old town known as Al-Balad (HJ) which is the old historic center of the city was included on UNESCO's world heritage list in 2014. This international recognition has strengthened demand fromtourists as a heritage tourism destination [41].(HJ) is in Jeddah which is located on the eastern shore of the Red Sea and in the west of (KSA), it is called the bride of the Red Sea. It is the second largest city. Jeddah has been the main and the largest seaport in the peninsula which make it known as a commercial capital. Jeddah is the gateway to Makkah and Al-Madinah which are Islam's holiest cities because they include the holiest mosques.(HJ) possesses several special features including its valuable history for (KSA) citizens, for Muslims and for wider society as well as it is the only intact world heritage site in (KSA), on the Red Sea coast, and in any of The Gulf Cooperation Council countries [5].

B. Data Collection

This research involves (V/T) (local and international) visitorsin order to understand the phenomena from their point of view. The researcher was able to collect data from a total of 19 participants divided into11 (V/T) from (KSA) (from Jeddah or other cities) and 8 were international tourists and comprising 4 males and 15 females and these participants were on organized tours. Collecting the data started in summer 2019 betweenJune and August in (HJ). The data collection process took about 40 days. This study targeted international tourists who visited the country either for leisure, work, or business purposes as well as local visitors.

C. Research Instrument

Employingmixed methods that were predominantly qualitative, the study used different methods, including observation, semi-structured interviews and a questionnaire to gather core demographic information. Interviews are defined as''a form of communication, a means of extracting different forms of information from individuals and groups'' [9]–[207]. There are different types of interviews used in qualitative research either unstructured or structured and choosing one of them depends on the aimsof the study [22]. Semi-structured interviews provide the researcher with wider control over the conversation [22] and helps the researcher engage withdifferent perspectives of the research problem and gain a deeper understanding of the study [38].

Questionnaire definition as a set of questions formulated by the researcher to reach the research's objectives by getting core personal and trip information from the participants [30]. As notedin the literature review, risk and risk perceptions can be influenced by media, friends and family members, or travel organizations, sociodemographic variables, travel with children, or not, and travel experience. Therefore, the researcher used the questionnaire for (V/T) to gain information about the socio-demographic variables as well as some general information related to the travel destination. There are several reasons why the researcher preferred to know about these kinds of information in a form of a questionnaire which are: first, to avoid any embarrassment that (V/T) can experience if asked about these matters face to face. In qualitative studies, when researchers conduct interviews , they need to pay attention to the questions that might be deemed sensitive that may cause stress to the participants [11]. Therefore, sociodemographic variables are consideredby some people as sensitive. Further, it is important to note that the researcher isfemale, and it is difficult to ask these questions ofmen due to the societal contextto which the researcher belongs, as well as some of the participants. Secondly, to save

time duringthe interview, if the researcher spends the beginningof the interview addressingsuch questions, it might be challenging when reaching questions that needs in-depth answers. Additionally, It is also noteworthy that participants came to visit aplace to have fun and enjoy their time with their family, friends, or themselves. Therefore, for all these reasons, the link between the questionnaire and the interviews was the best way for the study conditions, the nature of the questions, the time, and the nature of the participating sample population.

D. Data Analysis

In qualitative data, researchers widely use the thematic analysis approach. Therefore, this research used this method to analyze the data which is defined as a method to identify, analyze, and report the patterns called themes [8]. The second stage was coding the data and categorize them into group with similarities, this process was conducted manually because using computer software may cause obstacles that may affect the judgment of the researcher over the data and create distance between the researcher and the data as well [11]. Since the data was collected in Arabic, the researcher preferred to analyze the data in Arabic and chose to translate just the quotes needed. Translation and analysis of the data to English from the first stage may have an effect of losing the meaning of the data especially that the participants were using slang, idiomatic, and informal Arabic. Therefore, this encouraged the researcher to give special attention when translating the quotes to reduce any risk of losing the meaning of the data.

II. FINDINGSAND DISCUSSION

The participants identifiedseveral kinds of risk that might occur in (HJ) which can grouped as actual risk and perceived risk. However, some of the categories of the different kinds of risks in this research are different from the other studies and this is because the classifications of risk used by scholars in the travel literature were developed from the general industry which makes the typology of risk broad and limited [42].

Actual risk:

Based on the respondents' points of view the actual risk is represented in physical harm, health risks, issues of loss, and human issues.

Physical harm:

The physical harm wasrepresented by participants as following: uneven ground, high, old, broken, or no railing steps of stairs, and falling from a higher area or be close to an edge. Even though most or some of these risks are a common factor in most heritage sites around the world, nevertheless it is important to try to avoid and reduce them because they may pose physical problems for tourists or pedestrians. Uneven groundis one of the risks that can cause falling, discomfort, and actual pain. Usually when (V/T) go to historic places, their focus is on looking at the buildings and contemplating the aesthetics and details, and their focus is rarely on the steps under their feet, so the unevenness of the land may cause very big problems to them. Not to mention that these places are visited by visitors of all ages, healthy people, people with disabilities, baby strollers and the elderly who use wheelchairs or crutches, which makes it difficult to walk on unpaved roadswhile it should be accessible for everyone. The vibrations caused by unpaved streets can cause difficulties, acute pain, haematomas and fractures to people with particular diseases, to disabled people, people with wheelchairs or crutches, and even to other type of people [35].Regard the (HJ), the researcher studied the visitors' satisfaction with facilities and accessibility and found out that visitors are dissatisfied with the quality of walkways, pedestrians' pathways and site accessibility as they scored (2.65/5) and (2.25/5) respectively [3]. Add to that, in the streets of (HJ) where (V/T) were walking enjoying their moments, there were golf carts for VIP visitors sharing the same pedestrian road with the other visitors.

Participants agreed thathigh, old, and broken steps of stairs can cause serious injury for tourists in (HJ). It might cause falls or injuries to tourists' legs as well as fatigue and exhaustion, especially for elderly tourists or tourists who may have a lack of fitness. As well, it can cause a problem in cases of emergency and when trying to evacuate the tourists in the site. This issue can be found in other historic sites such as historic buildings in Malacca as it is part of the old buildings' design and can cause a problem for being too steep and narrow such as danger of injury in the case of an evacuation and risk of further complications [2]. Moreover, some stairs do not just have broken steps but also have no handrails or upstands on the sides of the ramps whish make them inaccessible for use and this corresponds to the stairwell problem in the Knole House as one of Britain's most significant and complete historic houses [29].

Participants mentioned that one of the issues that could happen in heritage sites is falling, the fall can be either from higher places such as mountains, roofs or being close to the edge. Tourists may fall either because of their lack of attention or because accidents while engaging in photography or taking selfies.Tourists enjoy taking pictures or selfies while they are traveling or even visiting local places to record the enjoyment moments. Even though this trending tends to be not risky, but in some situations, it can be considered as risky as it may cause serious injury or death. Self-capture photography in high places close to the edge, from the stairs, from the roof, or any place not prepared to capture the selfies may cause fall hazards, which may cause unpleasant risks as stated. The researcher noted that a Japanese

tourist died at the Taj Mahal in India after slipping down the stairs while taking a selfie at the Royal Gate of the palace [15].

Health risks:

Health risksare one of the risks that (V/T) mentioned, it can be in the form of physical fatigue or physical illness such as diseases like diabetes, high or low pressure or heart diseases, asthma or because of the weather conditions. (V/T) considered health risk as a morethreatening kind of risk than any other kinds in (HJ) due to the hot and humid weather. Most of the health issues related to travel destinations or visiting local places, are due to the low or even no precautionary measures such as forgetting to take medicine, or vaccine, or eating inappropriate food, and so on. Moreover, international travelers might be at higher level of health risk due to lack of awareness of health issues in the country, as well as neglecting precautions and planning ahead of travel [10]. Based on the data gathered from GeoSentinel for the years of 1997 to 2011, 8% of worldwide international travelers reported either that they had to seek health care during or after a trip or becoming ill, as well as 14% of travelers who fell ill and were diagnosed with a disease that could have been prevented if the travelers had had a vaccine [32].

Being in hot and humid weather like in Jeddah, the summer temperatures are approximately 41°C to 39°C and sometimes reach above than that, and the humidity 61% to 62%, could really be a serious issue for tourists especially when spending time walking around to explore the beauty of the buildings and the history of the places. Due to the weather conditions most of the year in Jeddah, but especially in the mornings, (43%) of the participants to (HJ) prefer to visit it in the evening, while (41%) prefer to visit it at night, and only (16%) prefer to visit the (HJ) in the mornings [3].Moreover, in the daytime especially in the summer conditions, the running of tour schedules fortourists will be affected therefore, it is very important to consider suitable climaticenvironment in order to prevent bad impacts on tourists' health[46].

Human issues:

Exposure to theft or harassment, as well as some behavior carried out by tourists, such as: walking alone in unfamiliar places, going into unsafe buildings, and some bad behavior from local people against tourists such as verbal assaults, all these issues wereindicated by the (V/T) among the human issues. These actions may cause fear, anxiety, discomfort, and dissatisfaction to the (V/T). Studies indicate that being in the wrong place at the wrong time, one of the scenarios that expose tourists to crime and crimes against tourists can significantly damage a location's image [17].

Perceptions of risk:

Moving to the other kind of risk based on the participants' assessment is perceptions of risk. Perceptions of risk is vital and comprises many different types of riskincluding financial risk, social risks, and psychological risks.

Financial risks:

The (V/T) were concerned thatif they spend a lot of money in order toreceivegood services, but these are not delivered then this is notgood value for money. Buying a product or service in the travel destination, at a high price or when there is a difference in selling price from one tourist to another makes tourists doubt the service, product and price, and thus feel dissatisfaction, which may affect the frequency of their visit or reflect a bad image for the destination. This matches with a study that shows that factors associated with repeat visitors are service quality risk, financial risk, natural disasters, and car accidents [16].

Social risks:

Social risksare kind of riskswhich are represented in cultural differences, different customs, tradition from one society or one country to another, language difficulties, and body language. Speaking a different language than the language of the host country results in ineffective communication with local people and preventstourists from expressing their needs and wishes or seeking assistance in the event of any problem or danger. In terms of cultural differences, lack of tourists' awareness of culture, customs, tradition, and body language of the host country are likely to cause problems and lead to misunderstanding from the local people and thus each will begin to act accordingly.Local people in (KSA) havea special culture, therefore, international tourists have to respect the privacy of local people 'culture in terms of the appearance, body touching, taking photos, having conversations, and so on. Respect for the culture of the host country should be applied from the international tourists to local people as well as vice versa. The more cultural distance among people the more difficult to interact with them which may lead to misinterpretationandmisunderstanding and thus increase risk perceptions [31].

Psychological risks:

The uncertainty of an unknown country and hearing something not appropriate about the country are the kind of risks fall under the psychological risks. Visiting a country for the first time and have no ideas about it in terms of the rules of the country or about the local people' culture might cause a risk for tourists. These risks may be exacerbated if tourists hear bad information or news about the country or certain destinations in it. In case of this study, media sometimes publish bad information and news about (KSA) which may affect tourists psychologically, thus affecting their ability todeal with risk as well as their lack of enjoyment and satisfaction from the trip.International tourists perceive (3.4255) mean

value for psychological risk and this is the third highest level of risk when analysing the internal risk perception at Ajanta caves which is part of the world heritage site of Ajanta [6].
(V/T) also mentioned that loss issues of any tourist are a kind of risk that may cause dispersion, anxiety, and fear for the whole group. Delay in following the group and walking in a dark or unknown road, are some of the reasons that lead to loss for tourists.In addition, total reliance on the use of smartphones to obtain directions may result in loss when the internet connection is lost or the battery is dead. Total reliance on smart devices may cause psychological problems and perception of risks for tourists, whothus do not enjoy the tourist trip. Failure in using mobile devices to guidethem in the travel destination will impact tourists negatively. As well thiswill affect the tourists experience thus will cause the psychological risk to tourists [18].

Uncomfortable feeling:
Participants mentioned that crowded places can cause uncomfortable feelings. Crowded places may cause suffocation or health issues for (V/T), being robbed, being subjected to harassment, and difficulties for authorities in case of evacuation. Researchers studied the tourists experience in (HJ) and participants were unsatisfied about the crowded and suggested to explore methods to decrease people crowding [3]. One of the reasons might explain the crowded environment in (HJ) is the weather, due to the hot and humid climate in Jeddah during the summer season which was the time for (HJ), so most (V/T) came to the (HJ) after the sunset and even at night which cause so much crowding in the site. As stated by researchers that (43%) of the participants to (HJ) prefer to visit it in the evening, while (41%) prefer to visit it at night, and only (16%) prefer to visit the (HJ) in the morning [3].

Factors influencing risk and perception of risk:
Regarding age of the (V/T), thisvaried from 18 to 65+ years. The researcher claimed that the age of (V/T) did not affect the tourists' response. This is consistent with a study [43] find no relationships between age and risk perception.

Most of the interviewees were female because the researcher is female, and female participants show greater willingness to participate and felt more comfortable than men. In Saudi culture when there is a family and there is a female who want to chat with this family it is easier to have the conversation with a female like her to relieve any kind of jealousy or uncomfortable situations that might occur. Social differences seem to form in the problems that appear in the gender of (V/T) group. Some (V/T) encounter some situations when the tourist guide is male and (V/T) either women or families, some annoyance and discomfort occur by (V/T). The study found that gender does not have an impact on travel risk because there are other factors besides gender that influence risk such as cultural background and tourist role [28].
As mentioned previously this study investigates (V/T) who were part ofa tour trip as a travel arrangement method. The study found out that backpackers' who arranged the trip on their own were four times more likely to perceive risks in Ghana than backpackerswho used travel intermediaries [1].

Among the most important reasons that affect the perceptions of risks among tourists are the people who are accompany the tour. (V/T) who have children as well as (V/T) who do not know each other may lead to a difference in perceptions of risks and it will be difficult to control that.This is consistent with a study [24] that stated that there is a link between trip characteristics and risk perception such as travel composition which represented in the size and presence of children.
The (V/T) thoughts of risk either due to hearing bad things or previously having had bad experiences. These two factors might have an impact on the (V/T) and might lead to preventingthem from trying new things or even enjoying their time. The responses report about the source of knowledge about (KSA) was varied between friends, media ex. (TV, radio, social communications, others), and travel agencies. The research studied the effect of internal and external crisis on resistant tourists and found out that internal and external crisis- resistant tourists are more likely to be influenced by source of information come from social media, social clubs, and unknown travelers. However, information provided by friends or relatives are less likely to influence the members of external crisis- resistant tourists [19].Despite, none of them were influenced by bad information or were worried aboutbeing in (KSA). The researcher also attributes the possibility of this for four reasons which were extracted from the questionnaires.
The first reason is because they have travelled to other countries in the Gulf Cooperation Region and thus they have knowledge of the general culture of the region. And this links to different nationality and culture. Participants stated that differences in culture, customs, and traditions from one society or one country to another is considered as a risk not just for the (V/T) but also for the local people as well. A study [23] noted that respondents to the same risk might be perceived differently by individuals in different situations. In addition, in terms of international tourism cultural, religious and political factors may play an important role in tourists' perceptions of risk. Moreover, risk perceptions of tourists increase according to proximity issues and nationality. They found out that 72% of American touriststhinking of fear have increased after the WTC attacks comparing with 42% of British tourists[40].
The second is that most of them came to (KSA) to workthere or establish a business, and therefore they

were accompanied by Saudi citizens to introduce them to the region. This is link to the factor of reason for visit.The study of Dominguez, Burguette and Bernard (2007) cited in [27]finds that people who tend to travel for business purposes are less sensitive to negativeevents than people who travel for leisure.

Thirdly is that some of the tourists have visited (KSA) for a second orthird time and thus they have built their own knowledge and experience about it. This is as well linked with one of the factors that affect the perception of risk which is the number of visits and travel experience. A study stated that tourists who have high travel experience will help them to have a low perception of risk and contribute to choosing a destination with high levels of risk in their next vacation thus increasing their travel experience even more [25].

Last but not least, the majority of tourist have a high level of education consequently which can be considered as a factor that influences the (V/T) perceptions of risk. Because it may enhance their awareness and knowledge of the sources of taking information and verifying the news before it is believed. This is consistent with the study [43] that tourists who have high education level perceive lower travel risk than tourists who have lower education levels.

III. CONCLUSION

The aim of this study was to explore both actual and perceivedrisk of the (V/T) in the (HJ) in the (KSA) and the different factors that have an impact on how do (V/T) perceive risks. The participants provide several kinds of risk as an actual risk such as physical harm, health risks, and human issues. While the financial risk, social risks, psychological risks, and uncomfortable feeling fall under the perception of risk. Regarding these factors, the study finds that age, gender as an independent factor, and source of knowing kinds of factors that do not have an impact on the risk perception of (V/T). While nationality and culture norms, reason for visit, number of visits, travel arrangement method, household structure, and level of education have a significant impact on the risk perception of (V/T).

At the end of this study, the researcher will present several implications to help (V/T) to mediate their perceptions of risk. When atourist guide accompanies the tour, this has a significant impact on reducing the types of risks that can occur in heritage sites. This is because tourist guidesplay an important role in assuring the safety and security of (V/T). Government and tourism authorities have to set and develop measurements, plans and strategies to prepare heritage sites, including roads and buildings, to be ready to welcome (V/T) thus to ensure that risks they may face or perceive are reduced. In addition, providing wider understanding of the different kinds of risk either low risk or high risk as well as the factors that affect perceive risks will benefit different parties in the tourism industry such as governments, travel companies, agencies, and tourist guides to prepare an accurate measurement and to avoid them as well as to be able to raise awareness of the (V/T) about the different kinds of risks through media, social media, ads, brochures, and even in the schoolbooks.

This research contributes further to the studies of actual risk and perceived risk. As a study found out by investigating 46 articles from 1974 to 2013 related to tourism risk, more than half have studied and investigated two subjects which are: the perceived risk rather than the actual risk, and the risk factors [44]. Moreover, it is very difficult and almost impossible to find a scale for the actual risk and range of risk [7]. Since there is lack of information in the present literature related to the actual risk, therefore, this study investigates the kinds of actual risk that occur in the heritage sites in general and in the (HJ) in particular.

In the literature,researchers have studied the risk in a specific destination or context such as in Thailand, Israel, Australia, China, Ghana, and Alpine. In addition, when studying travel risk especially for international travellers, it is very important to consider the destination context [7]. However, none of these studies examine the risk related to tourism in the context of the (KSA). Therefore, this study investigates the kind of risk in the (HJ) in the (KSA) as the country and the city of Jeddah are culturally, socially, and religiously unique from the rest of the world.

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