

RECREATING URBAN SPACE IN SAUDI ARABIA:
PRIVATE SECTOR PARTICIPATION IN ESTABLISHING CREATIVE CITIES THROUGH
LEISURE, SPORTS, AND RECREATION

By

Khalid F. Alghenaim

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Thesis committee:

Dr. Steven G. Estes, Chair

Dr. Kelly S. Bloom

I dedicate this research to my mother. Though we have been separated by many kilometers throughout this lengthy process, your support and encouragement through your daily phone calls and prayers gave me the fortitude to continue even when my goal seemed out of reach at times. You have always been there for me and motivated me to do my best work. Thank you for all you have done. I love you, Mom

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Abstract

There is growing evidence that leisure satisfaction is important to the health and welfare of any population. This study shows the current level of leisure satisfaction among the residents in the city of Riyadh (as representative of the population of Saudi Arabia), the factors that influenced satisfaction, the role of private industry in improving leisure satisfaction, and suggested ways to increase the awareness of the importance of leisure satisfaction to the Saudi population and, therefore, improve their quality of life. This study showed that Leisure involvement among Saudi nationals has been low and so has leisure satisfaction, mainly because many leisure activities are considered to be incompatible with Islamic faith. Furthermore, the limited number of leisure facilities in Riyadh is mostly enjoyed by expatriates and their families. It is argued that it is important to engage the private sector in planning policies in order to affect the social change necessary to encourage more opportunities for, and participation in, leisure activity among Saudi nationals.

Keywords: Leisure involvement, leisure facilities, leisure satisfaction, creative cities

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CHAPTER ONE

INTRODUCTION

Riyadh is adorned with architectural landmarks and other major buildings. Nonetheless, few, if any, of these buildings are leisure facilities. Apart from shopping malls, the residents of Riyadh have few other places to spend their leisure time. Women are particularly disadvantaged when it comes to leisure participation as cultural norms in Saudi Arabia limit their movements and social interactions (Salman, 2000). Given that the government is not likely to invest in leisure facilities and awareness, it is expected that the private sector will take up this very crucial venture.

The study was created to examine leisure participation, satisfaction, and the role of the private sector in providing leisure experiences. The study is important in that, for many Saudis, leisure is considered to be incompatible with cultural and religious norms. Leisure participation and satisfaction in Saudi Arabia have not been extensively researched, mainly because of cultural constraints and the limited involvement of the nationals in leisure activities. This study discusses the fields of knowledge, the research problem, research objectives, research questions, variables, hypotheses, the research society and sample, methods of data collection, and the literature review.

Fields of Knowledge That Are Searchable

Leisure satisfaction

Leisure satisfaction is defined as the positive feelings that individuals elicit and gain as a consequence of engaging in a leisure activity (Pearson, 1998). In this research, leisure satisfaction was measured by the degree to which individuals are presently content with their

leisure activities and experiences. Individuals might gain positive feelings of happiness and satisfaction that accrue from the fulfillment of their needs. Leisure satisfaction plays an important role in the job satisfaction level of people in the job environment. This has been seen in research done on workers who were taken to spas and recreational facilities for team-building purposes. This interaction and satisfaction made it easier to interact and communicate with fellow workers and in the process improved their levels of productivity. Leisure satisfaction can play an important role in ensuring a society is healthy.

Perceived freedom

Perceptions are essential in understanding leisure's role for the reason that perceived freedom in leisure is a determinant of the extent of an individual's leisure involvement (Iso-Ahola, 2010). Besides experiencing greater control, competence, and intrinsic motivation, individuals who have a high sensitivity to freedom in leisure are also observed to have more freedom to participate in leisure activities and more freedom from obstructions that might prevent them from taking part in those activities (Ellis & Witt, 1984). The main hindrances of participation in leisure activities are the cultural practices of people living in the city. The women are bound by cultural and religious norms not to engage in certain activities in the society. This lack of freedom bounds their level of freedom to participate in leisure activities (Alvarez, 2010).

Leisure

Leisure time or free time is the time that an individual spends away from work, business, and domestic chores. This can be time spent with friends socializing or in activities such as swimming. The main purpose of leisure is to clear the mind and encourage a free spirit among

people in the society. Leisure time is also the periods of time prior to or after engaging in necessary activities such as sleeping, eating, and studying.

Sports programming

In Riyadh, the most popular sport among the people is soccer. Four major soccer clubs, including Al Shabab, are hosted in the city. The club was launched in 1947 and has a good record in Saudi Arabia's Premier League. Other clubs include the Al-Nasr Club, the Al-Hilal Club, and the Al-Riyadh Club, which are community clubs. Riyadh has a number of large stadiums, including King Fahd International Stadium, which has hosted the FIFA U-20 World Cup and the FIFA Confederations Cup three times. Volleyball is the second most popular sport in Riyadh and it is generally played by the younger population.

Sports programming refers to coming up with a schedule that enables people to indulge in different sporting activities and events. Sports programming in Saudi Arabia can be used to provide access to the marginalized groups of youths and women and to challenge negative stereotypes in the Kingdom. At present, sports programming is not used extensively in Riyadh, but it could prove to be a useful mechanism for reaching leisure enthusiasts (Alvarez, 2010). Although the sports programming environment is quite challenging, the creative implementation of sports programs can provide a particularly effective leisure activity.

Public sector vs. private sector

The private sector in the Kingdom of Saudi has become more important over the years and has risen to a high percentage of non-oil GDP. Private investments are concentrated in trade and commerce, but they have increased in agriculture, industry, construction companies, and banking. These private investments are extensively supported by liberal government incentive

programs and financing. The government's objective has always been for the private sector to own 70% to 90% of joint venture enterprises.

Despite the enormous budget allocated for Saudi Arabia's public sector, its efficiency has remained below the required level for several years. Saudi Arabia has faced a series of problematic situations, including the reticent performance of various government departments due to the lack of incentives and an environment that supports innovation (Kawach, 2011). The poor performance of government departments has also been attributed to bribery and prevalent corruption. Apart from bureaucratic impediments in decision-making, the public sector lacks clear policies and action plans. Consequently, the government has not laid the groundwork for an adequate social infrastructure for leisure activities. The need to involve the private sector in the development of recreation facilities will help to promote leisure satisfaction in the country. This is because of the effective ways that are used to manage businesses in the private sector.

Measures to promote the development of recreation facilities in the country have been hindered by the high levels of corruption in the public offices (Alvarez, 2010). The private sector has a high level of accountability and can play a significant role in promoting the development of recreational facilities. This sector will also play a vital role in increasing the amount of revenue accrued from participation of the people in the co-curricular activities. The government has the challenge of reducing the levels of corruption and making workers accountable for their actions in order to encourage development in the country. This can be done through the creation of tax tariffs, incentives, and a reduction of the custom duty for goods imported to help in the recreation process (Alvarez, 2010). Private investors therefore have a huge role to play in the construction of leisure facilities and in creating awareness about the use of such facilities.

Social change

At some point in time, the Kingdom of Saudi Arabia was anxious and unsure of how to open up to the world at large and particularly to the West. However, in recent times, modernization is slowly settling into the tradition-bound Kingdom of Saudi Arabia. Real social change has begun to take place in Saudi Arabia. For instance, the government has now acknowledged that faith and sports for both men and women are compatible. Further, the government has recognized that the culture of sports is a fundamental component of Islamic history. Another indication of social change is the Riyadh International Book Fair that takes place on an annual basis (Ministry of Culture and Information, 2010). It is an indication that Saudi Arabians are open to foreign cultures where both genders intermingle in the same space while browsing through published works.

However, the need for cultural change will be of great significance for the growth and development of recreational facilities. The Islamic culture does not directly encourage direct interaction between men and women on the same platform. This has been the main cause of underdevelopment among different Islamic countries and different nations. It is important that countries tap the potential and available labor in women in their respective countries because they are a rich source of resources that can be used in the development process. The rise of women and their participation in terrorist activities in the Al-Qaeda dens have been the main source of enlightenment for women in the Islamic nations. This showed them they had the capability to engage in activities that men had been dominating for centuries. However, some Islamic nations do not encourage the participation of women in activities that have been dominated by men in the previous decades.

Recreational facilities also involve the use of swimming pools, spas, theatres, and so much more. The dress code for women in the Islamic nations dictates the kind of dressing that is allowed for women. This automatically locks them out of a lot of recreation facilities because participation in the events in these places involves the use of special garments. Swim suits are believed by people in the Islamic culture to expose a lot of skin, which is not allowed by their religion. It has also been noted that in Saudi Arabia there are no home theatres where people can watch movies and enjoy different types of entertainment. The leaders believe that exposing the children to Western culture will lead to introduction of negative vices to the families and people in their nations. Leaders believe their religion is the one and only true religion and everything that compromises the integrity of this has to be rejected (Amin, Suleman, & Ali, 2011). This has always been the main reason investors have turned away from investing in these countries.

The initiatives will be best for the government because they are not aimed at generating income for the country. The need to have recreational facilities has to be driven by the laws governing the country because it is has the final say on matters pertaining to religion. The increasing level of awareness among women in the Islamic nations is expected to challenge some of the rules and codes of conduct that have been dictated for them. This is because of the empowerment of women in the society to stop oppression and the lack of contribution in different matters related to the state (Amin, Suleman, & Ali, 2011).

This is expected to change in the next generation as people set up different measures to promote development in Islamic nations. This will also help in encouraging the participation and satisfaction of women in different leisure activities, which will, in turn, lead to the generation of income and the creation of jobs for people in the society.

The Research Problem

During the past few decades, enormous social changes took place in Saudi Arabia. Nonetheless, there are no public leisure facilities such as theatres or cinemas in Saudi Arabia as such facilities are considered to be incompatible with the Islamic faith. This is because of the content that the public can access and view via such media. These facilities can only be found within the homes of expatriates. A wide range of social and leisure activities have developed in expatriate residences where residents can engage in sports, join a variety of clubs and societies, and interact with other experts. Until recently, Saudi Arabia did not support the participation of women in sports. Cultural and religious barriers have been impediments to participation in leisure activities for both genders.

A number of studies have been carried out on leisure and social change, but none have been carried out to determine the role of private industry in a cultural revolution (Alvarez, 2010). These studies were carried out in the neighboring country, Dubai, and have had a significant effect on the way people live and interact. The study identified culture as a key player on how men and women interact in leisure participation. The results of the study led to a better and stronger economy for the people living in Dubai (Alvarez, 2010). The population of Saudi Arabia is a particularly critical population to study due to the conservativeness of the country, the limitations of leisure involvement, and the social change that has been witnessed in recent times.

Variables

The items for use in this research will be in these four areas:

- I. Leisure Satisfaction**
- II. Primary Leisure Participation**

III. Demographics

IV. Satisfaction with Private Sector Involvement

Terminology and Concepts

I. Leisure satisfaction

Leisure satisfaction will be measured using a Leisure Satisfaction Scale (Beard & Ragheb, 1980) on a scale of 1 = almost never true to 5 = almost always true. A high score will indicate great satisfaction. Leisure satisfaction will act as a mixed variable because it varies both within and between the groups of respondents.

II. Primary leisure participation

A recall method will be used to measure leisure participation. This method is considered to be simple and accurate. Leisure participation and leisure experiences are both antecedents of leisure satisfaction. A Leisure Activities Index will be developed to establish the regularity of participation in leisure pursuits by the respondents. Primary leisure activities are those in which an individual is often involved. Such activities may include reading magazines, watching movies, sports, shopping, and travelling.

III. Demographics

Demographics refer to a particular population that is under study or exhibits certain characteristics. The respondents' personal background information will be recorded, including age, gender, income, ethnic background, and marital status. The demographics in this situation are the people of Riyadh. The city has a vast population with people divided according to different classes and cultural practices. The rich people do not follow the cultural practices to the

letter as compared to the under privileged. This can be seen in the leisure activities that the people in the two divides engage in (Alvarez, 2010). Rich people have not constrained their women to the cultural bounds of the society. This demography is perfect for analyzing the topic in question because of the availability of information and different perspectives of local people.

IV. Satisfaction with private sector involvement

The satisfaction with private sector involvement section focuses on obtaining information from people to figure out their level of satisfaction with the role that the private sector is playing in leisure activities. Items include satisfaction with initiatives and the efficiency of the private sector, optimism for future opportunities, and the roles that the private sector plays in leisure activities in Riyadh.

Objectives of the Research

1. To determine the level leisure involvement and satisfaction among the residents of Saudi Arabia.
2. To determine the role played by the private industry in building social infrastructure for leisure and to encourage social change among residents in Saudi Arabia.
3. To determine the factors that influence leisure satisfaction among residents in Saudi Arabia.
4. To determine whether the construction and subsequent utilization of leisure facilities can play a part in contributing to leisure satisfaction among residents in Saudi Arabia.

Research Questions

1. What is the current level of leisure participation and leisure satisfaction among the residents of Riyadh?
2. What are the factors that influence residents' leisure satisfaction?
3. What role does the private industry play on leisure and social change among Saudi Arabians?
4. Do Riyadh residents perceive that the construction of more leisure facilities in the city will lead to enhanced leisure satisfaction?

Hypotheses

1. When controlling for demographic and socioeconomic variables (gender, marital status, nationality, age, education, family size, income, length of time living in Riyadh, leisure time), the participants who use private recreation facilities have higher levels of leisure satisfaction.
2. When controlling for demographic and socioeconomic variables (gender, marital status, nationality, age, education, family size, income, length of time living in Riyadh, leisure place), there is a positive relationship between hours of leisure participation and leisure satisfaction.
3. When controlling for demographic and socioeconomic variables (marital status, nationality, age, education, family size, income, length of time living in Riyadh, leisure place, leisure time), female participants have higher levels of leisure satisfaction.

4. When controlling for demographic and socioeconomic variables (gender, nationality, age, education, family size, income, length of time living in Riyadh, leisure place, leisure time), married participants have higher levels of leisure satisfaction.
5. When controlling for demographic and socioeconomic variables (marital status, gender, age, education, family size, income, length of time living in Riyadh, leisure place, leisure time), non-national participants have higher levels of leisure satisfaction.
6. When controlling for demographic and socioeconomic variables (marital status, gender, education, family size, nationality, income, length of time living in Riyadh, leisure place, leisure time), there is a positive relationship between participant's age and leisure satisfaction.
7. When controlling for demographic and socioeconomic variables (marital status, gender, family size, nationality, age, income, length of time living in Riyadh, leisure place, leisure time), there is a relationship between participant's education level and leisure satisfaction.
8. When controlling for demographic and socioeconomic variables (marital status, gender, education, nationality, age, income, length of time living in Riyadh, leisure place, leisure time), there is a positive relationship between participant's family size and leisure satisfaction.
9. When controlling for demographic and socioeconomic variables (marital status, gender, education, family size, nationality, age, length of time living in Riyadh, leisure place, leisure time), there is a positive relationship between participant's income and leisure satisfaction.

10. When controlling for demographic and socioeconomic variables (marital status, gender, education, family size, income, nationality, age, leisure place, leisure time), there is a positive relationship between participant's length of time living in Riyadh and leisure satisfaction.
11. Riyadh residents perceive that the construction of more leisure facilities in the city will lead to enhanced leisure satisfaction.
12. Riyadh residents perceive that culture plays an important role in shaping Saudi nationals' attitudes towards leisure activities.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

Introduction

This chapter reviews available theoretical and empirical literature concerning the effects of leisure and leisure satisfaction. The chapter also reviews how leisure satisfaction affects happiness and overall quality of life, specifically the relationship between life satisfaction and the frequency of participation and nature of leisure activities. Also, the factors that contribute to the types (active versus passive and social versus solitary) and frequency of leisure participation such as gender, personality traits, income, social status, and education are examined.

An examination of leisure activities' contribution to social well-being

Although extensive research has been done on leisure, not much is known regarding the leisure activity patterns of couples and the influence of such activities on relationship satisfaction. Additionally, research on satisfaction and leisure activity has been limited to married couples and did not include romantic couples who were not in a marriage. Research on leisure focused largely on individual data. Consequently, it was difficult to fully understand the joint creation of leisure for couples and its effects. Research by Berg et al. (2001) extended these earlier efforts by studying the perceptions of couples in different relationships and the outcome on their relationships and leisure satisfaction. The hypothesis of the research was that the time that couples spend doing leisure activities together as well as the leisure satisfaction of each person in the couple affect the couple's satisfaction with their relationship. The results of the research indicated moderate leisure satisfaction among participants and a slightly significant

correlation between relationship satisfaction and gender. However, no correlation was found between individual leisure satisfaction and relationship satisfaction.

O'Brien (1981) carried out research on regular leisure activities and the retirement satisfaction on a representative sample of retirees in South Australia. Their leisure activities were consistently rated on the aspects of influence, skill utilization, variety, and interaction. O'Brien measured the retirement satisfaction of his representative sample by use of the Retirement Description Index and an evaluation of life satisfaction.

During retirement, people usually have a lot of time at their disposal that they can use to engage in leisure activities. Work attributes can significantly predict job satisfaction. In the same way, it is reasonable to anticipate that leisure attributes can significant predict retirement satisfaction, which in sequence should be positively correlated with life satisfaction. According to the results, it was found that aspects of work that were linked to job satisfaction were not the same aspects of leisure that were linked to retirement satisfaction. The researcher found that the number of leisure interactions and leisure activities, alongside satisfaction with finances and health, were able to significantly predict satisfaction with retirement activities. Out of all these variables, satisfaction with retirement activities was the only variable that significantly predicted life satisfaction (Lu & Kao, 2009).

Lu and Kao (2009) carried out a research to examine the direct and indirect effects of personality traits on leisure satisfaction. The study was done on a sample of adults in Taiwan. The data used in the research was obtained from the Taiwan Social Change Survey of 2007, which is the largest countrywide social survey in Taiwan. Among the respondents, 63.2% were married and 53.3% were employed on a full-time basis. The researchers listed 13 common

leisure activities and respondents pointed out how often they participated in each activity. The researchers also conducted a number of hierarchical regression analyses to assess the direct and indirect impacts of personality on participation in leisure activities.

Lu and Kao (2009) conducted their research in three steps to predict leisure fulfillment. First, they entered demographic variables including age, sex, marital status, income, education, and employment status. Second, they entered personality traits and leisure participation. Third, they entered the terms of interaction (leisure participation \times personality traits). Results indicated that personality traits of extraversion and sensation-seeking notably moderated the relationships between leisure participation and leisure satisfaction. Personality traits of extraversion and neuroticism confirmed a constant direct impact on leisure satisfaction. Nonetheless, sensation-seeking did not indicate a direct impact on leisure satisfaction. Thus, these results highlighted that extravert personality may be an enhancer while neurotic personality may be a hindrance to leisure satisfaction. Moreover, different people may gain different benefits from leisure activities.

Spiers and Walker (2009) carried out a study to examine the effect of ethnicity and leisure satisfaction on an individual's peacefulness, happiness, and quality of life. A survey of British/Canadians and Chinese/Canadians was conducted. The results indicated that sex did not have any significant effect on any variables. Ethnicity was found to significantly affect living standards, success in life, and general well-being. Overall, leisure satisfaction had a significant effect on peacefulness, happiness, and quality of life.

It was also found that there is a positive correlation between happiness and success in life British/Canadians; whereas for the Chinese/Canadians the positive correlation was between

personal relationships and happiness. Spiers and Walker (2009) found that peacefulness had a positive correlation with spirituality or religion and community association, but had a negative correlation with personal relationships for a number of respondents (Eneri, Terziog, & Karabulut, 2007).

Eneri et al. (2007) carried out a pilot study that aimed to determine the life satisfaction of male retirees in Ankara, Turkey. The researchers designed the study to examine the impact of factors such as health, age, income, marital status, level of education, and leisure involvement on the life satisfaction of the participants. They found that the most popular leisure activity among the group of retired men was reading and various audio-visual activities. Additionally, it was also found that the frequency of involvement in leisure activities was the major predictor of life satisfaction, followed by the level of contentment with health and income. The dependent variable in the study was life satisfaction, while the independent variables were planning of the leisure activities; the regularity of leisure activities; contentment from the leisure activities; perceived health, age, education, income, and marital situation. The correlation between life satisfaction and the independent variables was accessed using the “Stepwise Multiple Linear Regression.” This analysis was carried out a second time by eliminating the contentment from leisure activities, which was found to have a positive effect on the life satisfaction of individuals.

Leisure experiences have been investigated by many scholars, and these experiences are understood as a process that includes interactions with the environment and other people. While taking part in leisure activities, interactions are known to have an effect on the experience. A study carried out by Lee et al. (2005) aimed to investigate the potential relation between emotions and interactions that individual have during leisure experience. Additionally, the study

examined the relationships between emotions, incident-specific evaluations, and general satisfaction. The research model was recommended based on the Affect Control Theory, an approach-avoidance concept, and the dependency leisure satisfaction theory. The findings of the research suggested that there existed a link between confirmation of self-identity, incident-specific evaluations, resultant emotions, and overall contentment with a leisure activity.

Research has also been done to explore the social change process and the issues that arise in studying such changes in sport and leisure domains. Allison (1987) outlined the main theoretical perspectives that are often used to depict the nature of social change in society.

Allison also describes a number of myths that have slowed down the study of change. She draws from examples in leisure and sport domains to suggest ways in which a study of social change can be better incorporated into research awareness. The present research will have the objective of investigating social change among other aspects in the midst of a cultural revolution in Saudi Arabia. The suggestions made by Allison will be useful in this research.

Reid and Mair (2007) engendered a debate regarding the state of leisure research. They sought to respond to experts in the leisure field who have questioned whether previous research and practice actively incorporated issues of social change. Reid and Mair (2007) developed an investigative framework that was based on major doctrines of critical theory to assess the abstracts from a number of leisure research journals. Their intention was to provoke a debate about the direction of the leisure field and to offer suggestions for future evaluations and feasible directions for future research. The suggestions provided will be useful for this research as it aims to evaluate social change in a cultural revolution. Leisure has commonly been perceived as an end in itself, yet it is part of the larger social picture. Leisure has a role to play in revolutionizing

various negative conditions that affect the social condition and in providing positive social development. This is particularly true for societies that have been constrained by cultural and religious norms.

Measuring leisure satisfaction

The purpose of leisure is to enable an individual achieve satisfaction and happiness in life (Beard & Ragheb, 1980). As has been explained elsewhere in this paper, leisure time has been defined the time that an individual spends away from work, business, and domestic chores. Leisure time is also the period of time prior to or after engaging in necessary activities such as sleeping, eating, and studying. Activities carried out during leisure time should enhance a person's sense of happiness and well-being. These activities may include sports and games, socializing with friends, dancing, or other related activities. They are not limited to physical activities and may include pleasurable hobbies such as reading or bird-watching. All leisure activities contribute greatly to an individual's perception of well-being and happiness and each individual has his or her own way of spending leisure time. Beard and Ragheb (1980) define leisure satisfaction as,

The positive perceptions or feelings which an individual forms, elicits, or gains as a result of engaging in leisure activities. This is the degree to which a person is presently contented or pleased with his/her general leisure experiences and situations. (p. 22)

The Leisure Satisfaction Scale model of leisure satisfaction measurement developed by Smith et al. (1969) and cited in Beard and Ragheb (1980) is a comprehensive method of satisfaction measurement. It is based on a sound theoretical base and structure after an effective

review of existing literature and theoretical models concerning leisure and recreation and how these may meet various perceived needs of individuals. It has developed several subscales on which the performance levels of various leisure activities in satisfying defined needs may be judged. These performance measurements include psychological, social, relaxation, educational, relaxation, physiological, and aesthetic aspects of leisure activities.

- a. *Psychological*: The Leisure Satisfaction Scale measures the “intrinsic motivation” of individuals to “participate in those activities that offer them freedom of choice and fulfill their self-actualization needs” (Beard & Ragheb, 1980, p. 22). These activities should also challenge individuals to use their faculties and test their mental abilities. Through these activities, individuals can achieve a sense of accomplishment, express their individuality and seek self-expression (Beard & Ragheb, 1980). Furthermore, individuals will continue to engage in such leisure activities that interest them and absorb their attention, enable them to explore new possibilities and discover new things, and elicit feelings of pleasure and enjoyment.
- b. *Educational*: Beard and Ragheb (1980) posit that individuals seek leisure activities because of the need to stimulate their intellect and learn new things about both themselves and their environment and therefore there is a need to seek new experiences through activities that afford individuals opportunities to learn and explore.
- c. *Social*: People seek leisure experiences that will enable them to seek new social associations. These activities should enable individuals engage in interpersonal relationships that will lead to greater social adjustment. They need to meet and make new friends, enjoy good company, and interact socially (Beard & Ragheb, 1980).

- d. *Relaxational*: Work is strenuous and people need a means with which to recuperate from work. Leisure activities provide the much needed opportunities to restore energy levels.
- e. *Physiological*: Physical activities through strenuous leisure activities, e.g., playing soccer, swimming, or mountain climbing, in order to restore their physical strength, build their muscles, strengthen their heart rates, and improve their overall health.
- f. *Aesthetic*: The physical surroundings within which these leisure activities take place must be pleasurable to look at and to be in. For example, public parks should be designed in such a way that there are public benches, enough greenery to stimulate the eyesight, proper lighting through natural or manmade light, etc. This calls for proper urban planning, because even streets that have outdoor cafes and enough space for pedestrians to stroll and sit as they meet friends over a cup of coffee or a game of chess or billiards should contribute to the overall well-being of society and their full partaking of leisure activities.

These performance rubrics will form the basis with which this paper will gauge the performance indices of various leisure activities and leisure environments. Specifically, the paper will also use the Leisure Satisfaction Scale model to gauge the capacity of urban physical planning in Riyadh to accommodate leisure activities and contribute to the general wellbeing of its citizenry. For this reason, this paper also aims to look in more intricate detail contemporary perspectives on the ideal city that can support leisure, sports and recreation as part of a wider culture of tolerance, acceptance, and livelihood support through viable economic planning and performance. Such a city is called the Creative City and relies on creative capital that is attracted and nurtured through creating favorable cultural and economic conditions. As noted in the

subsequent sections, a city is much more than a collection of buildings, as its soul lies within the people that live within it.

It with this background in mind that this study seeks to establish how the residents of Riyadh are currently participating in leisure activities and what factors influence the types and frequency of leisure participation. After establishing the importance of leisure participation and leisure satisfaction and their effects on overall quality of life, this study also seeks to establish the need for more opportunities for leisure activities for both male and female and thus encourage social change in order to open up more venues for leisure for the residents of Riyadh. In carrying out the investigation, the study hinges on the literature review and theoretical framework as a guide. In the next chapter, the methodology for carrying out the research is discussed in detail.

CHAPTER THREE

METHODOLOGY

Introduction

This chapter provides a description of the research design and the variables of the study. It also discusses the population and the representative sample of the study. The sampling procedures, data collection procedures, and data analysis are also discussed.

Location of the Study

Data for this study were collected within Riyadh in the Kingdom of Saudi Arabia. The location was ideal for the purposes of the study because it is a large and cosmopolitan city that is able to provide the requisite population necessary to carry out the study.

Research Design

The research design was based on descriptive research. Johnson and Christensen (2012) say that descriptive research is aimed at providing an accurate description of the status or characteristic of a situation or phenomenon. According to Vyhmeister (2008), this research provides concrete and concise description of reality (state-of-affairs). She adds that the purpose of descriptive research is to make reality known. It describes one or more characteristics of the population. In descriptive research, the purpose is to describe the variables that exist in a given situation and the relationships that exist between the variables (Johnson & Christensen, 2012). This study investigated the level of involvement in leisure activities by Saudi nationals and non-nationals. It also sought to establish the level of private sector involvement in providing physical infrastructure for leisure activities in Riyadh and whether the existence of such infrastructure

contributes to increased perceptions of social well-being among residents. The overall aim was to show the correlation between leisure involvement and social well-being of citizens.

According to Horn and Monsen (2008), “descriptive research is an effective way to obtain information used in devising hypothesis and proposing associations.... (It) often illustrates a relevant but nonqualified topic involving a well-focused research question” (p. 5). The writers enumerate the steps to be carried out in the research process. They say that once the research topic has been identified, the research design is determined, the protocol is developed carefully, and then a pilot study is instituted (Horn & Monsen, 2008). Johnson and Christensen (2012) say that there is a three-step process in carrying out descriptive research: one, a sample is randomly taken from a defined population; two, the characteristics of the sample are studied; and three, inferences are drawn on the general population on the basis of the characteristics of the sample.

Sampling and Sampling Procedure

The sample consisted of 500 individuals who live in Riyadh. This number of respondents was expected to effectively represent the population of Saudi Arabia. Riyadh is the capital and the largest city of the Kingdom of Saudi Arabia. It has a population of approximately 5.3 million and it is from this population that the sample was derived (Population census, 2010). The city is a cosmopolitan and culturally diverse urban area with occupants from India, Pakistan, Bangladesh, Sudan, and Yemen. Riyadh’s population is 60 percent Saudi and 40 percent foreign (Chawla & Choufany, 2008). The foreigners are from Arabic-speaking and Asian countries and many of them are permanent occupants of the city. The overall population of the Kingdom of Saudi Arabia is approximated to be 24 million, 10 million of which are expatriates. The foreign

population includes 2.0 million Yemen nationals; 1.5 million Indian nationals; 1.0 million Bangladesh nationals; approximately 0.9 million Pakistanis; 0.8 million Filipinos; 0.8 million Egyptians; and a number of Palestinians, Sri Lankans, Lebanese, Americans, and Eritreans.

Residents of Riyadh comprise the population that was studied. Their attitudes towards the role and present involvement of the private sector in leisure, and the present level of satisfaction were investigated. In addition, the study looked at the nature of private investment in Saudi Arabia. Riyadh was once a small city, but it has developed over the years into a vibrant metropolitan area. The first major transformations in the city began in the 1950s during the oil boom. At that time, old structures were pulled down to make way for the development of commercial buildings. In the present day, Riyadh is one of the most prosperous and fastest-growing metropolises in the world.

In Saudi Arabia, Riyadh has a high number of private businesses. Riyadh also has a large number of investment opportunities for prospective investors in financial services, construction, real estate, media and entertainment, technology, hotels, and automobiles among other sectors (Smith, 2010). As mentioned earlier, very few leisure facilities are present in the city that can cater to the needs of diverse segments of the population, apart from soccer and shopping malls. Private investors have shied away from investing in leisure facilities because it seems like a business venture that is not likely to be profitable. In recent times, retail developments in Riyadh have been set up as entertainment sites, within the limitations of customary cultural norms impeding people from all segments of society from properly enjoying such facilities.

Further, the study examined the role of the private sector in construction of leisure facilities and in creating awareness about leisure among Saudi nationals. We also sought the

recommendations of residents in the role of and possible improvements in leisure activities in Riyadh.

The Sampling Criteria

The target population for this study consisted of all Riyadh residents aged 18 years or older during the survey period (June 2013). A sample size of 500 individuals was used for the study. The selection of individuals was based on systematic random sampling. The questionnaires were distributed at the entrance gates of recreation places and given to every third entrant.

Response rate

The number of distributed questionnaires was 500. Of the total questionnaires distributed, 343 questionnaires were returned, giving a response rate of 68.6% (Table 1). After visual revision of the returned questionnaires, 5 (1%) questionnaires were excluded from the data analysis. These questionnaires were excluded for the following two reasons:

- Either the questionnaire was not properly completed, for instance the missing data exceeded 25% of the core questions (LSM), or
- Some respondents gave the same answer to all LSM items by simply ticking on one likert choice; a common phenomenon called "straight-lining."

After elimination of the unusable questionnaires, 338 questionnaires were considered valid for the data analysis, making a final response rate of 67.6%. Although there is no agreed-upon acceptable response rates, Babbie (1990) stated that a 50% response is adequate, 60% is good and 75% is very good.

Table 1: Survey response rate

	Number	Percent of total Questionnaires distributed
Distributed questionnaires	500	-
Total returned questionnaires	343	68.6
Unusable questionnaires	5	1.0
Total usable questionnaires	338	67.6

Data Collection

Data in this study constitutes the individual scores on the Leisure Satisfaction Scale which will be used to gauge the level of leisure satisfaction among the residents of Riyadh. As noted earlier in this paper, leisure satisfaction will be measured using a Leisure Satisfaction Scale on a scale of 1 = almost never true to 5 = almost always true. A high indicates great satisfaction. Leisure satisfaction acts as a mixed variable because it varies both within and between the groups of respondents. It has also been noted that a recall method has been used to measure leisure participation. This method is considerably to be simple and accurate. Leisure participation and leisure experiences are both antecedents of leisure satisfaction. A Leisure Activities Index was developed to establish the regularity of participation in leisure pursuits by the respondents. Primary leisure activities are those that an individual is often involved. Such activities may include reading magazines, watching movies, sports, shopping, and travelling.

Data Collection Instruments

Questionnaires were administered to the target population sample containing the LSS instrument. A questionnaire is the most suitable tool because it is an instrument that requires the respondents to provide information on him- or herself. This self-report mechanism suits the purposes of this study because the researcher who distributed them and collected them administered the questionnaires personally. They are also anonymous and respondents were encouraged to fill them with frank information because their identities will not be exposed. They are also a consistent instrument and there are fewer opportunities for bias. Items in the questionnaires were closed and this enabled more accurate comparisons between the responses to each item.

One set of questions was used. The questionnaire was, in turn, comprised of three sections: The first section was both open-ended, where the respondents filled in their personal details such as age. The second section was open-ended, allowing respondents to give as detailed a response as possible. The third was close-ended with items having uniform answers. The languages used in the questionnaire were Arabic and English so that citizens and non-citizens could properly understand the questions. The Arabic translation was verified by a third party by translation back into English to ensure accuracy. The data from the questionnaires was used as described below.

(A) Demographic information

The respondents' personal background information was recorded including age, gender, income, and marital status. This was aimed getting information that varies according to different aspects and attributes of people in the city. The total time spent in the city by these people was

also important because some of them are immigrants and did not provide the accurate and concrete information that was required for the research. The differences in the population were provided. Differing information and aspects of the society were beneficial for the research.

(B) Leisure involvement

The study was based on a qualitative interview study with the respondents. A number of common leisure activities were listed in a specifically designed leisure involvement scale. Respondents were required to check the leisure activities in which they participated in the preceding month and the frequency with which they engaged in a given activity. The leisure involvement items were of a free-answer type in order to allow the most accurate information to be collected. These answers were then put into specific categories of leisure activities. The inference was then used to draw conclusions on the levels of participation of people in different leisure activities.

(C) Leisure satisfaction

Leisure satisfaction was measured using the leisure satisfaction scale (Beard & Ragheb, 1980). Six characteristics of leisure satisfaction were tapped: psychological, physical, social, educational, aesthetic, and relaxation. A high overall score indicated a high intensity of overall leisure satisfaction. Respondents were required to rank their satisfaction on a 5-point scale (1 = very dissatisfied, 5 = very satisfied). There were 51 statements in the questionnaire that were aimed at capturing different opinions and perceptions by the people in Riyadh. The information was important for different players in the market who are looking to invest in the leisure sector of the economy. This is because they will understand different perceptions of the people and know how to work in accordance with their sentiments.

(D) Satisfaction with private sector involvement

The satisfaction with private sector involvement section focuses on obtaining information from people to figure out their level of satisfaction with the role that the private sector is playing in leisure activities. There are three subsections: 1) satisfaction with the private sector using a 5-point scale (1 = very dissatisfied, 5 = very satisfied), 2) agreement that the private sector plays a role in developing leisure activity opportunities and social change (1 = strongly disagree, 5 = strongly agree), and 3) three qualitative free-answer questions that allowed for more detailed information to be gathered on perceptions about the private sector regarding leisure activities.

Reliability and Validity

Reliability is the measure of consistency of an instrument in measuring the attributes it is designed to measure. Reliability of the instrument was ensured by reducing the opportunities for measurement errors like data collector bias. This was done by ensuring that only the researcher administers the questionnaires. Conditions within which the questionnaire was administered were also be standardized; for instance, through presenting the same items to all respondents, i.e., friendliness, privacy, confidentiality, and general physical comfort. Validity, on the other hand, is a measure of the extent to which an instrument measures what it is intended to measure. Content validity is the extent to which the instrument embodies the factors under study. Content validity in this study was guaranteed by having questions on the satisfaction levels and on the state of leisure Riyadh. The LSS instrument was also used to achieve content validity as it accurately measures the leisure satisfaction levels.

The generalizability of the research findings beyond the sample used is referred to as external validity. This study aims to guarantee external validity through ensuring a high rate of participation by the respondents and that all the questionnaires were completed.

Data Analysis Methods

The statistical methods used for the data analysis are divided into two parts; descriptive statistics to provide background information of the respondents, and inferential statistics to answer the research questions and test the research hypotheses. The required data analysis included the reliability of LSM and the Cronbach alpha method was used to assess its reliability. Also, the demographic and socioeconomic information of the respondents was analyzed using frequency distribution, cross-tabulation, arithmetic mean and standard deviation methods for the purpose of providing background data of the respondents. Leisure activities were analyzed using the frequency distribution and bar graph methods in order to determine the places of leisure activities, duration of leisure time, and types of leisure activities practiced by the respondents. Furthermore, the level of leisure satisfaction was analyzed to measure the level of satisfaction with aspects of leisure activities and to measure the inter-correlations among LSM subscales using the arithmetic mean and standard deviation of LSM items and its subscales.

A one-sample t-test was used to test whether the mean score of each item is equal to or greater than three, the mid-point of the Likert Scale. Furthermore, a bar graph for LSM and the Pearson correlation between LSM subscales were used as statistical methods. The required analysis included the respondents' perceptions towards the role of the private sector in leisure activities. The purpose was to measure the level of the respondents' satisfaction with the role of

the private sector in leisure activities and to measure the inter-correlations among LSM subscales. For this four methods were used: 1) The arithmetic mean and standard deviation of LSM items and its subscales method, 2) a one-sample t-test to test whether the mean score of each item is equal to or greater than three, the mid-point of the Likert Scale, 3) a bar graph for LSM subscales, 4) and the Pearson correlation methods were used. The relationship of demographic and socio-economic variables with satisfaction with leisure activities was analyzed to test the research hypotheses (1-10) using independent two-sample t-test, partial correlation coefficient, and a one-way ANOVA. The factors affecting satisfaction with leisure activities were analyzed in order to determine the factors that determine the level of satisfaction with leisure activities by using the Stepwise regression method. Using the methods of Arithmetic mean and standard deviation of LSM items and its subscales, one-sample t-test to test whether the mean score of each item is equal or greater than three, the mid-point of likert scale, and a bar graph for LSM subscales, the respondents' perceptions towards whether the construction of more leisure facilities will lead to enhanced leisure satisfaction was analyzed to determine whether the construction and subsequent utilization of leisure facilities can play a part in contributing to leisure satisfaction among residents in Saudi Arabia. Finally, the respondents' perceptions towards the role of culture in shaping attitudes towards leisure activities was analyzed for the purpose of determining the role played by the private industry in building social infrastructure for leisure and to encourage social change among residents in Saudi Arabia using the arithmetic mean and standard deviation of LSM items and its subscales, a one-sample t-test to test whether the mean score of each item is equal or greater than three, the mid-point of likert scale, and a bar graph for LSM subscales.

Ethical Considerations

The study complies with set ethical standards for research. It ensures confidentiality of the study by not disclosing the identities of the people who took part in the research. It also ensures that the questionnaires were properly stored in a safety deposit box for the duration of the study and so long as they remain relevant to the researcher. After that, they will be disposed of by being shredded or burned so that the privacy and confidentiality of the respondents are upheld at all times.

CHAPTER FOUR

RESULTS

This chapter presents the results of Leisure Satisfaction Measure reliability, respondents' demographic and socioeconomic characteristics, places of leisure activities, types and duration of leisure activities, and respondents' satisfaction with outside-home leisure activities in Riyadh city.

Reliability analysis

Cronbach's alpha analysis was performed to assess the reliability of the Leisure Satisfaction Measure (LSM). Table 2 shows that the Cronbach's alpha of the overall LSM (51 items) is .865, which reveals a consistent pattern of response by the sample. However, the Cronbach's alpha values for the LSM subscales vary from .667 for "relaxation" to .717 for "physiological," meeting the minimum acceptable value of .7 recommended (Nunnally, 1978). The results show that the LSM subscales with more items (physiological, educational, and social) have high alpha values compared with the subscales with few items (relaxation, physiological, and aesthetic). Overall, the results show that the internal reliability of the LSM is acceptable.

Table 2: Reliability Statistics of the Leisure Satisfaction Measure

Component	Number of Items	Mean	Variance	Alpha
Physiological*	13	35.10	36.28	.717
Educational	12	32.93	28.09	.700
Social	11	30.45	20.82	.712
Relaxation	4	10.97	4.20	.667
Physiological	6	16.03	10.35	.685
Aesthetic	5	13.57	8.67	.672
Total scale	51	139.05	265.29	.865

n = 338

* Scores of items 4, 8, 10, and 11 were reversed as they were negatively worded to match the response scale for the positively worded items.

Respondents' Demographic and Socioeconomic Characteristics

Gender and marital status

Table 3 presents the distribution of respondents by marital status and gender. The results show that more than half of the survey respondents (57.4%) were men, whereas 42.6% were female. With regard to marital status, the vast majority of the respondents were currently married (81.7%), followed by 12.1% who were single, 3.3% who were divorced, and 3% who were currently widowed. This shows that outside-home leisure activities are practiced mostly by married individuals.

Table 3: Distribution of Respondents by Marital Status and Gender

Marital Status/Gender	Female	Male	Total	Percent
Single	20	21	41	12.1
Married	118	158	276	81.7
Widowed	4	6	10	3.0
Divorced	2	9	11	3.3
Total	144	194	338	100
Percent	42.6	57.4	100	

Age

Table 4 presents the distribution of respondents by age group. Most of the respondents were middle-aged or older (more than 40 years old), representing 61.8% of the total sample, whereas 38.2% of the respondents were less than 40 years old. The mean age for the respondents was 45.3 years, with a standard deviation of 11.2 years.

Table 4: Distribution of Respondents by Age Group

Age Group (Years)	Frequency	Percent	Cumulative Percent
Less than 30	55	16.3	16.3
30–39	74	21.9	38.2
40–49	76	22.5	60.7
50–59	74	21.9	82.5
60–69	51	15.1	97.6
70+	8	2.4	100
Total	338	100	

Mean age = 45.3 years (SD = 11.2)

Education

Table 5 shows that more than half of the respondents have an associate's degree (54.4%), followed by 20.4% with a bachelor's degree, 11.8% with some college, 7.4% with a graduate degree, 4.4% with a high school diploma, and 1.5% with a professional degree.

Table 5: Distribution of Respondents by Highest Education Level

Education	Frequency	Percent
High School Graduate	15	4.4
Some College	40	11.8
Associate's Degree	184	54.4
Bachelor's Degree	69	20.4
Graduate Degree	25	7.4
Professional Degree	5	1.5
Total	338	100

Nationality

Table 6 shows that 55% of the respondents are Saudi nationals, whereas 45% of the respondents are expatriates. This is inconsistent with the composition of the Saudi population, which comprised 67.9% Saudi nationals and 32.1% non-Saudi people in 2012 (Central Department of Statistics and Information, www.cdsi.gov.sa). This implies that expatriates participate in outside-home leisure activities more than Saudi citizens.

Table 6: Distribution of Respondents by Nationality

Nationality	Frequency	Percent
Citizen	186	55.0
Non-Citizen	152	45.0
Total	338	100

Family size

Table 7 shows that the respondents' family size ranged from two to nine members with a modal size of five members (48.8%). The majority of the respondents had a family size of five members or less (71.3%), whereas 28.7% of the respondents had a family size of more than five members. The mean family size was 5.1 members with a standard deviation of 1.24.

Table 7: Distribution of Respondents by Family Size

Family Members	Frequency	Percent	Cumulative Percent
2	5	1.5	1.5
3	23	6.8	8.3
4	65	19.2	27.5
5	148	43.8	71.3
6	49	14.5	85.8
7	36	10.7	96.4
8	10	3.0	99.4
9	2	0.6	100
Total	338	100	

Mean family size = 5.10 (SD = 1.24)

Income

Table 8 shows that more than half of the respondents (51.2%) earned an annual income between 100,000 SR and 149,000 SR, followed by 22.5% whose annual income fell between 150,000 SR and 199,000 SR, 18.6% who earned between 75,000 SR and 99,999 SR, 4.1% who earned between 50,000 SR and 74,999 SR, 2.1% who earned 200,000 SR or more, and 1.5% who earned less than 50,000 SR. The mean annual income is relatively high, amounting to 127,255.4 SR with a standard deviation of 36,551.1 compared to annual per-capita income of 67,612.5 SR in 2011 (<http://www.worldbank.org>). This implies that high-income individuals participate in leisure activities more than those with low incomes.

Table 8: Distribution of Respondents by Income

Annual income	Frequency	Percent	Cumulative Percent
Less than 49,999 SR	5	1.5	1.5
50,000 to 74,999 SR	14	4.1	5.6
75,000 to 99,999 SR	63	18.6	24.3
100,000 to 149,000 SR	173	51.2	75.4
150,000 to 199,999 SR	76	22.5	97.9
200,000 SR or more	7	2.1	100.0
Total	338	100.0	

Mean annual income = 127255.4 SR (SD = 36551.1)

Length of time living in Riyadh City

Table 9 shows that most respondents (57.4%) had lived in Riyadh for less than 30 years. This is because the sample constituted non-citizens (45%), who usually stay for a short period due to official residence permit, which is limited to 10 years at most. The mean length of time living in Riyadh was 25.15 years, with a relatively high standard deviation, amounting to 20.58 years.

Table 9: Length of Time Living in Riyadh City

Years	Frequency	Percent	Cumulative Percent
Less than 30	193	57.4	57.4
30–39	52	15.5	72.9
40–49	37	11.0	83.9
50–59	36	10.7	94.6
60–69	16	4.8	99.4
70+	2	0.6	100
Total	336	100.0	

Mean length of time living in Riyadh = 25.15 years (SD = 20.58)

Leisure Activities in Riyadh City

Location of leisure activities

The survey respondents were asked to provide information regarding the locations of their major leisure activities. Table 10 shows that 40.5% of the respondents reported that they don't know where they practice leisure activities, followed by 39.3% who enjoy leisure activities in privately run places and 20.1% who like to practice their leisure activities in publicly run places.

Table 10: Distribution of Respondents by Location of Leisure

Leisure Place	Frequency	Percent
Publicly run places	68	20.1
Privately run places	133	39.3
I don't know	137	40.5
Total	338	100

Duration of outside-home leisure time

Table 11 shows that the majority of the respondents (70.7%) spent between four and six hours on leisure activities weekly, followed by 14.5% who enjoyed one to three hours in leisure activities, 13.6% who spent between seven and nine hours in leisure activities, and 1.2% who enjoyed more than nine hours in a week. The mean of weekly leisure hours was 4.72 hours, with a standard deviation of 1.53.

Table 11: Distribution of Respondents by Number of Weekly Outside-Home Leisure Hours

Weekly Leisure Hours	Frequency	Percent	Cumulative Percent
1–3	49	14.5	14.5
4–6	239	70.7	85.2
7–9	46	13.6	98.8
10+	4	1.2	100
Total	338	100	

Mean of weekly leisure hours = 4.72 Hr (SD = 1.53)

Types of outside-home leisure activities

Respondents were asked to list their outside leisure activities according to their importance, from the most important to the sixth most important. Table 12 shows that the respondents participated in a wide variety of leisure activities, totaling 45 activities. The results show that 69.8% of the respondents reported their outside-home leisure activities and that 31.2% misreported their leisure activities. In addition, most respondents practiced one leisure activity, and very few respondents practiced two or more activities. The top five most frequently engaged outside leisure activities were walking (17.4%), followed by shopping (10.5%), swimming (10.3%), reading (8.8%), and running (6.7%). The remaining 40 activities were practiced by 46.3% of the respondents.

Table 12: Distribution of Respondents' Outside-Home Leisure Activities

Activity	The most important activity	Second important activity	Third important activity	Fourth important activity	Fifth important activity	Six important activity	Total	Percent
1. Walking	52	18	3	0	0	0	73	17.4
2. Shopping	38	5	1	0	0	0	44	10.5
3. Swimming	25	15	3	0	0	0	43	10.3
4. Reading	20	14	3	0	0	0	37	8.8
5. Running	16	5	6	1	0	0	28	6.7
6. Tennis	8	4	2	1	0	0	15	3.6
7. Volleyball	5	5	2	2	1	0	15	3.6
8. Puzzle	9	2	1	2	0	0	14	3.3

Activity	The most important activity	Second important activity	Third important activity	Fourth important activity	Fifth important activity	Six important activity	Total	Percent
9. Fitness	9	2	1	0	0	0	12	2.9
10. Football	5	4	3	0	0	0	12	2.9
11. Basketball	5	1	4	0	0	0	10	2.4
12. Poetry	3	5	2	0	0	0	10	2.4
13. Dancing	1	5	0	0	0	1	7	1.7
14. Golf	2	2	3	0	0	0	7	1.7
15. Hunting	1	5	1	0	0	0	7	1.7
16. Visiting family	4	1	1	0	0	0	6	1.4
17. Cooking	3	2	0	0	0	0	5	1.2
18. Cruising	3	2	0	0	0	0	5	1.2
19. Movies	2	1	0	1	1	0	5	1.2
20. Painting	1	3	1	0	0	0	5	1.2
21. Camping	3	1	0	0	0	0	4	1.0
22. Cards	1	2	1	0	0	0	4	1.0
23. Chess	1	3	0	0	0	0	4	1.0
24. Hiking	1	0	3	0	0	0	4	1.0
25. Music	2	1	0	1	0	0	4	1.0
26. Sports	1	1	1	0	1	0	4	1.0
27. Visiting friends	2	2	0	0	0	0	4	1.0
28. Writing	3	1	0	0	0	0	4	1.0
29. Gardening	2	1	0	0	0	0	3	0.7
30. Gym	1	1	1	0	0	0	3	0.7
31. Horseback	0	2	1	0	0	0	3	0.7
32. Biking	2	0	0	0	0	0	2	0.5

Activity	The most important activity	Second important activity	Third important activity	Fourth important activity	Fifth important activity	Six important activity	Total	Percent
33. Farming	1	1	0	0	0	0	2	0.5
34. Scuba Diving	1	1	0	0	0	0	2	0.5
35. Yoga	0	2	0	0	0	0	2	0.5
36. Badminton	1	0	0	0	0	0	1	0.2
37. Ballet	0	1	0	0	0	0	1	0.2
38. Body Building	0	1	0	0	0	0	1	0.2
39. Designing	0	1	0	0	0	0	1	0.2
40. Handball	0	1	0	0	0	0	1	0.2
41. Jogging	1	0	0	0	0	0	1	0.2
42. Museums	0	1	0	0	0	0	1	0.2
43. Photography	0	1	0	0	0	0	1	0.2
44. Sightseeing	1	0	0	0	0	0	1	0.2
45. Touring	0	1	0	0	0	0	1	0.2
Total	236*	127	44	8	3	1	419**	100
% of Sample	69.8	37.6	13.0	2.4	0.9	0.3	124.0*	

* 102 of the sample did not report any leisure activity.

** Some respondents reported more than one leisure activity.

Satisfaction with Outside-Home Leisure Activities in Riyadh

Level of leisure satisfaction

Table 13 shows the mean and standard deviation of respondents' responses to LSM items. The mean response to LSM items varied from 2.46 for the item "my leisure activities help me to learn about myself" to 3.48 for the item "my leisure activities help me to learn about other people." The overall mean of all items was 2.73 (SD = 0.92). However, there were differences in

the means of six LSM aspects of perceived leisure satisfaction, with social dimension representing the highest mean score of 2.77 and physiological dimension the least satisfied aspect with a mean score of 2.67 (figure 1). In general, the results indicate that the respondents were moderately satisfied with all aspects of leisure activities in Riyadh.

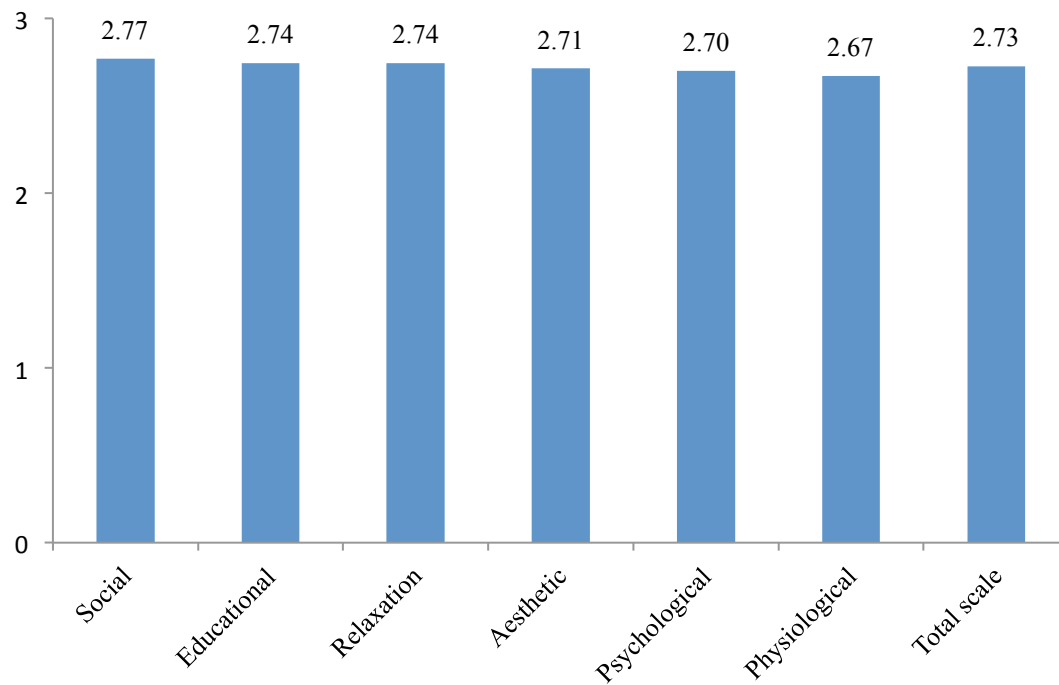


Fig. 1: Mean Responses on LSM Subscales

Table 13: Respondents' Satisfaction with Outside-Home Leisure Activities in Riyadh

Item	Mean Score*	Std. Deviation
Psychological:		
6 My leisure activities give me a sense of accomplishment.	3.06	1.06
9 When I am doing leisure activities, I become fully involved in the activity.	2.52	0.86
Subscale average	2.70	0.98
Educational:		
21 My leisure activities help me to learn about myself.	2.46	0.85
22 My leisure activities help me to learn about other people.	3.48	1.10
Subscale average	2.74	1.04
Social:		
29 I prefer leisure activities in which I am among others in groups.	2.52	0.56
34 I enjoy making myself useful to others in my free time.	2.86	0.82
Subscale average	2.77	0.83
Relaxation:		
39 My leisure activities contribute to my emotional well-being.	2.81	0.68
41 My leisure activities are physically challenging.	2.56	0.88
Subscale average	2.67	0.86
Aesthetic:		
47 The areas or places where I engage in my leisure activities are fresh and clean.	2.69	0.91
51 The areas or places where I engage in my leisure activities are pleasing to me.	2.73	0.93
Subscale average	2.71	0.89
All LSM items	2.73	0.92

* Mean of respondents' responses on Likert scale items (1 = never true, 2 = seldom true, 3 = sometime true, 4 = often true, and 5 = always true).

Inter-correlations between LSM subscales

Pearson correlations were run to measure the relationship between different aspects of leisure satisfaction (psychological, educational, social, relaxation, physiological, aesthetic). The correlation matrix presented in Table 14 shows that there were significant positive correlation

coefficients between all LSM subscales at a 5% level of significance except that of the psychological aspect with each of the physiological and aesthetic aspects. This implies that residents who reported higher leisure satisfaction in one aspect also reported higher satisfaction in the other aspects.

Table 14: Inter-Correlations Among LSM Subscales

	Psychological	Educational	Social	Relaxation	Physiological	Aesthetic
Educational	.536 (.000)	1				
Social	.220 (.000)	.503 (.000)	1			
Relaxation	.127 (.020)	.302 (.000)	.602 (.000)	1		
Physiological	.068 (.209)	.227 (.000)	.476 (.000)	.689 (.000)	1	
Aesthetic	.055 (.310)	.142 (.009)	.285 (.000)	.465 (.000)	.644 (.000)	1
All items	.645 (.000)	.773 (.000)	.746 (.000)	.660 (.000)	.633 (.000)	.513 (.000)

Figures in parentheses are two-tailed significance level.

Satisfaction with leisure activities of private sector

To measure the respondents' satisfaction with leisure activities in the private sector, mean and standard deviation were computed for respondents' responses on items 52 to 55. In addition, one-sample t-test was performed to test whether the mean score of each item was equal to or greater than three, the mid-point of the Likert scale.

H_0 : mean score = 3 versus H_a : mean score > 3 .

Table 15 shows the mean and standard deviation for respondents' responses on the items measuring satisfaction with the private-sector role in leisure activities along with the results of one-sample t-test. The respondents' mean score values for the four items were between 2.64 and 2.76. In addition, the results of one-sample t-test show that the respondents' mean scores for these items were significantly less than three; the midpoint of the Likert scale (relatively satisfied). These results show that Riyadh residents are not fully satisfied with the efficiency of private-sector initiations of leisure activities, initiatives to encourage social change, and private-sector incentives that support innovation in the leisure-activities sector. In addition, the residents are fully optimistic that the future can present more opportunities for enhancing participation in different leisure activities.

Table 15: Respondents' Satisfaction with the Role of the Private Sector in Leisure Activities

Item	Mean Score*	Std. Deviation*	One-sample t-test	
			T	P-value
Are you satisfied with the efficiency of Saudi Arabia's private sector regarding the initiation of specific leisure activities?	2.76	1.05	-4.12	1.000
Are you satisfied with the initiatives that are available to encourage social change among Saudi Arabians?	2.67	1.06	-5.71	1.000
Private incentives and the available social environment support innovation in terms of leisure activities.	2.64	0.97	-7.00	1.000
Are you optimistic that the future can bring up more opportunities for enhancing leisure participation in different leisure activities among Saudi nationals?	2.63	0.96	-6.93	1.000

* Mean of respondents' responses on Likert scale items (1 = very dissatisfied, 2 = somewhat dissatisfied, 3 = relatively satisfied, 4 = satisfied, and 5 = very satisfied).

CHAPTER FIVE

DISCUSSION

Research hypothesis 1: When controlling for demographic and socioeconomic variables (gender, marital status, nationality, age, education, family size, income, length of time living in Riyadh, leisure time), the participants who use private recreation facilities have higher levels of leisure satisfaction.

To test this hypothesis, independent two-sample t-test were performed to test whether there were significant differences in the perceived leisure satisfaction between participants who used private recreation facilities and those who used public facilities. The results of the independent two-sample t-test, presented in table 16, show that there are significant differences in the perceived leisure satisfaction between participants who used private recreation facilities and participants who used public facilities at a .05 level of significance. The participants who used private recreation facilities had reported higher perceived leisure satisfaction than those who used public ones. Therefore, the hypothesis that “the participants who use private recreation facilities have higher levels of leisure satisfaction” is supported. This implies the facilities and activities available in private recreation places in Riyadh city are better than those available in public recreation places.

Table 16: Independent Two-Sample T-Test Results Comparing Perceived Leisure Satisfaction of Respondents Participating in Public and Private Leisure Places

LSM / Sector	Publicly run places			Privately run places			Two Sample t-test	
	n	Mean	Std. Deviation	N	Mean	Std. Deviation	T	Sig. (2-tailed)
Psychological	68	2.36	0.44	133	2.82	0.39	-7.58	.000
Educational	68	2.44	0.40	133	2.88	0.40	-7.38	.000
Social	68	2.42	0.41	133	2.83	0.38	-7.08	.000
Relaxation	68	2.47	0.50	133	2.83	0.49	-4.89	.000
Physiological	68	2.42	0.55	133	2.78	0.53	-4.51	.000
Aesthetic	68	2.49	0.60	133	2.81	0.50	-4.06	.000
LSM all items	68	2.42	0.25	133	2.83	0.27	-10.55	.000

Research hypothesis 2: When controlling for demographic and socioeconomic variables (gender, marital status, nationality, age, education, family size, income, length of time living in Riyadh, leisure place), there is a positive relationship between hours of leisure participation and leisure satisfaction.

To test this hypothesis, partial correlations were performed to examine the relationship between leisure time (hours per week) and perceived leisure satisfaction while controlling for the effects of gender, marital status, nationality, age, education, family size, income, length of time living in Riyadh, and leisure place. Table 17 shows that there is significant positive correlation between outside-home leisure time and overall perceived leisure satisfaction ($r = .44$, p -value $< .05$). The values of partial correlation between leisure time and the aspects of LSM

(psychological, educational, social, relaxation, physiological, and aesthetic) vary between .14 and .33, and all are statistically significant at .05 level of significance (p -value $< .05$). This shows that the respondents who spent more time in outside-home leisure activities perceive higher satisfaction with these activities than those who spent less time. Therefore, Hypothesis 2 is supported. We conclude that the participants who spent more leisure time reported higher leisure satisfaction.

Table 17: Partial Correlation Coefficients Between Leisure Time (Hours Per Week) and Perceived Leisure Satisfaction

LSM	Partial Correlation*	Significance (2-tailed)
Psychological	.14	.012
Educational	.26	.000
Social	.24	.000
Relaxation	.30	.000
Physiological	.33	.000
Aesthetic	.27	.000
LSM all items	.44	.000

* Controlling variables are: gender, marital status, nationality, age, education, family size, income, length of time living in Riyadh, leisure place

Research hypothesis 3: When controlling for demographic and socioeconomic variables (marital status, nationality, age, education, family size, income, length of time living in Riyadh, leisure place, leisure time), female participants have higher levels of leisure satisfaction.

To test this hypothesis, a two-sample test was performed to test whether there are differences in the perceived leisure satisfaction between male and female participants. The results of the independent two-sample t-test, presented in table 18, show that there are no significant differences in the perceived leisure satisfaction between male and female participants at .05 level of significance ($p\text{-value} > .05$). Therefore, the hypothesis that “female participants have higher levels of leisure satisfaction” is not supported. This shows that satisfaction with leisure activities in Riyadh does differ between male and participants.

Table 18: Independent Sample T-Test Results Comparing Perceived Leisure Satisfaction of Respondents with Respect to Gender

LSM/Gender	Female			Male			Two-Sample t-test	
	N	Mean	Std. Deviation	N	Mean	Std. Deviation	t	Sig. (2-tailed)
Psychological	144	2.70	0.44	194	2.70	0.48	-0.03	.972
Educational	144	2.72	0.39	194	2.76	0.48	-1.00	.316
Social	144	2.74	0.37	194	2.79	0.44	-1.18	.240
Relaxation	144	2.75	0.52	194	2.74	0.51	0.31	.755
Physiological	144	2.64	0.53	194	2.69	0.54	-0.92	.360
Aesthetic	144	2.77	0.59	194	2.67	0.58	1.47	.143
LSM all items	144	2.72	0.28	194	2.73	0.35	-0.55	.586

Research hypothesis 4: When controlling for demographic and socioeconomic variables (gender, nationality, age, education, family size, income, length of time living in Riyadh, leisure place, leisure time), married participants have higher levels of leisure satisfaction.

To test this hypothesis, a one-way ANOVA test was performed to test whether there are significant differences in the perceived leisure satisfaction based on respondents' marital status. The results of one-way ANOVA show that there are no significant differences in the perceived leisure satisfaction between respondents' marital status categories (single, married, widowed, divorced) at a .05 level of significance ($p\text{-value} > .05$). Therefore, the hypothesis that "married participants have higher levels of leisure satisfaction" is not supported. This shows satisfaction with leisure activities in Riyadh does not differ with respect to residents' marital status.

Table 19: One-way ANOVA Results Comparing Perceived Leisure Satisfaction with Respect to Marital Status

LSM	Status	N	Mean	Std. Deviation	F-value	Sig.
Psychological	Single	41	2.75	0.41	0.47	.703
	Married	276	2.70	0.47		
	Widowed	10	2.61	0.37		
	Divorced	11	2.60	0.48		
	Total	338	2.70	0.46		
Educational	Single	41	2.71	0.39	0.87	.458
	Married	276	2.74	0.44		
	Widowed	10	2.79	0.68		
	Divorced	11	2.94	0.51		
	Total	338	2.74	0.44		
Social	Single	41	2.71	0.45	1.44	.232
	Married	276	2.77	0.40		
	Widowed	10	2.98	0.59		
	Divorced	11	2.88	0.35		
	Total	338	2.77	0.41		
Relaxation	Single	41	2.88	0.49	1.92	.126
	Married	276	2.71	0.51		
	Widowed	10	2.85	0.70		
	Divorced	11	2.91	0.23		
	Total	338	2.74	0.51		
Physiological	Single	41	2.74	0.44	0.74	.528
	Married	276	2.65	0.53		
	Widowed	10	2.78	0.95		
	Divorced	11	2.82	0.46		
	Total	338	2.67	0.54		
Aesthetic	Single	41	2.80	0.49	0.86	.462
	Married	276	2.70	0.59		
	Widowed	10	2.86	0.89		
	Divorced	11	2.53	0.68		
	Total	338	2.71	0.59		
LSM	Single	41	2.74	0.30	0.36	.781
	Married	276	2.72	0.31		
	Widowed	10	2.80	0.55		
	Divorced	11	2.78	0.31		
	Total	338	2.73	0.32		

Research hypothesis 5: When controlling for demographic and socioeconomic variables (marital status, gender, age, education, family size, income, length of time living in Riyadh, leisure place, leisure time), non-national participants have higher levels of leisure satisfaction.

To test this hypothesis, a two-sample t-test was performed to test whether there are differences in the perceived leisure satisfaction between Saudi and non-national participants. The results presented in table 20 show that there are overwhelming significant differences in the perceived leisure satisfaction of LSM aspects between national and non-national participants at a .05 level of significance ($p\text{-value} < .05$). Therefore, the hypothesis that “non-national participants have higher levels of leisure satisfaction” is supported. This implies that expatriates in Riyadh are more satisfied with the leisure activities in the city than Saudi citizens.

Table 20: Independent Sample T-Test Results Comparing Perceived Leisure Satisfaction of Respondents with Respect to Nationality

LSM/Nationality	Citizen			Non-Citizen			Two Sample t-test	
	N	Mean	Std. Deviation	N	Mean	Std. Deviation	t	Sig. (2-tailed)
Psychological	186	2.63	0.45	152	2.78	0.46	-3.06	.002
Educational	186	2.64	0.39	152	2.87	0.47	-4.75	.000
Social	186	2.64	0.39	152	2.92	0.40	-6.40	.000
Relaxation	186	2.62	0.50	152	2.89	0.49	-4.97	.000
Physiological	186	2.55	0.51	152	2.82	0.53	-4.92	.000
Aesthetic	186	2.60	0.60	152	2.85	0.55	-3.85	.000
LSM	186	2.62	0.28	152	2.85	0.32	-6.99	.000

Research hypothesis 6: When controlling for demographic and socioeconomic variables (marital status, gender, education, family size, nationality, income, length of time living in Riyadh, leisure place, leisure time), there is a positive relationship between participant age and leisure satisfaction.

To test this hypothesis, partial correlations were performed to measure the relationship between respondent age and the perceived leisure satisfaction while controlling for the effects of gender, marital status, nationality, education, family size, income, period living in Riyadh, leisure place, and leisure time. Table 21 shows that there is no significant correlation between respondent age and aspects of leisure satisfaction at a .05 level of significance (p -value > .05). Therefore, Hypothesis 6 is not supported. We conclude that leisure satisfaction (psychological, educational, social relaxation, physiological, and aesthetic) does not differ with respect to age when controlling for demographic and socioeconomic variables.

Table 21: Partial Correlation Coefficients Between Respondent Age and Perceived Leisure Satisfaction

LSM	Partial Correlation*	Significance (2-tailed)
Psychological	-.07	.195
Educational	.04	.479
Social	.08	.174
Relaxation	.02	.682
Physiological	.04	.520

Aesthetic	.06	.314
LSM all items	.03	.544

* Controlling variables are: gender, marital status, nationality, education, family size, income, length of time living in Riyadh, leisure time, leisure place

Research hypothesis 7: When controlling for demographic and socioeconomic variables (marital status, gender, family size, nationality, age, income, length of time living in Riyadh, leisure place, leisure time), there is a relationship between participant education level and leisure satisfaction.

To test this hypothesis, partial correlations were performed to measure the relationship between respondents' education level and perceived leisure satisfaction while controlling for the effects of gender, marital status, nationality, age, family size, income, period living in Riyadh, leisure place, and leisure time. Table 22 shows that there are significant negative correlations between respondents' level of education and all aspects of leisure satisfaction at a .05 level of significance ($p\text{-value} < .05$). Therefore, Hypothesis 7 is supported. The negative sign of the correlation coefficients indicates that better-educated residents in Riyadh are less satisfied with leisure activities.

Table 22: Partial Correlation Coefficients Between Respondents' Education and Perceived Leisure Satisfaction

LSM	Partial Correlation*	Significance (2-tailed)
Psychological	-.29	.000
Educational	-.32	.000
Social	-.36	.000
Relaxation	-.22	.000
Physiological	-.20	.000
Aesthetic	-.17	.002
LSM all items	-.49	.000

* Controlling variables are: gender, marital status, nationality, age, family size, income, length of time living in Riyadh, leisure time, leisure place

Research hypothesis 8: When controlling for demographic and socioeconomic variables (marital status, gender, education, nationality, age, income, length of time living in Riyadh, leisure place, leisure time), there is a positive relationship between participants' family size and leisure satisfaction.

To test this hypothesis, partial correlations were performed to measure the relationship between respondents' family size and perceived leisure satisfaction while controlling for the effects of gender, marital status, nationality, age, education, income, period living in Riyadh, leisure place, and leisure time. Table 23 shows that there are significant negative correlations between respondents' family size and relaxation as an aspect of leisure satisfaction and family size with overall LSM at a .05 level of significance ($p\text{-value} < .05$). Correlations between family

size and other aspects of LSM (psychological, educational, social, physiological, aesthetic) were not statistically significant (p -value $>.05$). Therefore, Hypothesis 8 is partially supported. We conclude that respondents with large families are less satisfied with the relaxation aspect of leisure activities. This was anticipated, as many participants look after their family members in recreation places at the time of enjoying leisure activities.

Table 23: Partial Correlation Coefficients Between Respondent's Family Size and Perceived Leisure Satisfaction

LSM	Partial Correlation*	Significance (2-tailed)
Psychological	-.07	.236
Educational	-.02	.715
Social	-.08	.129
Relaxation	-.14	.013
Physiological	-.09	.092
Aesthetic	.004	.937
LSM all items	-.12	.034

* Controlling variables are: gender, marital status, nationality, age, education, income, length of time living in Riyadh, leisure time, leisure place

Research hypothesis 9: When controlling for demographic and socioeconomic variables (marital status, gender, education, family size, nationality, age, length of time living in Riyadh, leisure place, leisure time), there is a positive relationship between participants' income and leisure satisfaction.

To test this hypothesis, partial correlations were performed to examine the relationship between respondents' income and perceived leisure satisfaction while controlling for the effects of gender, marital status, nationality, age, education, family size, leisure time, length of time living in Riyadh, and leisure place. Table 24 shows that there are significant positive relationships between respondents' income and psychological and educational aspects of leisure satisfaction and a significant positive correlation between respondents' income and overall perceived leisure satisfaction at a .05 level of statistical significance (p -value < .05). This shows that high-income residents were more satisfied with the psychological and educational aspects of leisure activities. Therefore, Hypothesis 9 is partially supported.

Table 24: Partial correlation coefficients between respondents' income and perceived leisure satisfaction

LSM	Partial Correlation*	Significance (2-tailed)
Psychological	.15	.005
Educational	.14	.011
Social	.07	.226
Relaxation	.06	.284
Physiological	.01	.815
Aesthetic	-.01	.793
LSM all items	.17	.002

- Controlling variables are: gender, marital status, nationality, age, education, family size, length of time living in Riyadh, leisure time, leisure place

Research hypothesis 10: When controlling for demographic and socioeconomic variables (marital status, gender, education, family size, income, nationality, age, leisure place, leisure time), there is a positive relationship between participants' length of time living in Riyadh and leisure satisfaction.

To test this hypothesis, partial correlations were performed to examine the relationship between respondents' period living in Riyadh and perceived leisure satisfaction while controlling for the effects of gender, marital status, nationality, age, education, family size, leisure time, income, and leisure place. Table 25 shows that there is significant positive correlation between respondents' period of living in Riyadh and overall leisure satisfaction ($r = .13$, $p\text{-value} < .05$). However, there are no significant relationships between respondent's length of time living in Riyadh and the six aspects of leisure satisfaction (psychological, educational, social, relaxation, physiological, aesthetic) at a .05 level of significance. In general, the results imply that residents who have lived longer in Riyadh reported high leisure satisfaction. Therefore, Hypothesis 10 is partially supported.

Table 25: Partial Correlation Coefficients Between Respondents' Period Living in Riyadh and Perceived Leisure Satisfaction

LSM	Partial Correlation*	Significance (2-tailed)
Psychological	.08	.155
Educational	.09	.101
Social	.09	.104
Relaxation	.04	.435
Physiological	.03	.575
Aesthetic	.02	.734
LSM all items	.13	.020

* Controlling variables are: gender, marital status, nationality, age, education, family size, income, leisure time, leisure place

Research hypothesis 11: Riyadh residents perceive that the construction of more leisure facilities in the city will lead to enhanced leisure satisfaction.

To test this hypothesis, a one-sample t-test was performed to test whether the mean score of each item was equal or greater than 3, the mid-point of the Likert scale

(H_0 : mean score = 3 versus H_a : mean score > 3). The results presented in Table 26 show that the mean respondents' score on the item "the construction and utilization of leisure facilities can play a significant part in contributing to leisure satisfaction among Saudi nationals" is 3.71 (SD = 1.18), which is significantly greater than 3 (p-value < .01). This reveals that Riyadh

residents perceive that the construction of more leisure facilities in the city will lead to enhanced leisure satisfaction. Therefore, Hypothesis 11 is supported.

Table 26: Respondents' Attitudes Toward the Role of the Private Sector in Developing Leisure Activity Opportunities and Social Change

Item	Mean Score*	Std. Deviation*	One-sample t-test	
			t	P-value
The construction and utilization of leisure facilities can play a significant part in contributing to leisure satisfaction among Saudi nationals.	3.71	1.18	11.03	.000
Culture plays an important role in shaping Saudi nationals' attitudes towards leisure activities.	3.45	1.20	6.96	.000
There are sufficient investors in the private industry oriented towards promoting leisure activities among the Saudi population.	2.51	1.14	-7.93	1.000

Mean of respondents' responses on Likert scale items (1 = strongly disagree, 2 = disagree, 3 = relatively agree, 4 = agree, and 5 = strongly agree).

Research hypothesis 12: Riyadh residents perceive that culture plays an important role in shaping Saudi nationals' attitudes towards leisure activities.

The results show that the mean respondent score on item "culture plays an important role in shaping Saudi nationals' attitudes towards leisure activities" was 3.45 (SD = 1.2) and that the mean score was significantly greater than 3 (p-value < .01). This indicates that the residents of Riyadh believe that culture plays an important role in shaping Saudi nationals' attitudes towards leisure activities. Therefore, Hypothesis 12 is supported. However, the results show that most

residents do not see that there are sufficient investors in the private industry oriented toward promoting leisure activities among the Saudi population, as the mean score on the item “there are sufficient investors in the private industry oriented towards promoting leisure activities among the Saudi population” was 2.51 (SD = 1.14) and not significant at a 5% level of significance (p-value = 1).

Factors influencing perceived leisure satisfaction

To determine the variables that affect perceived leisure satisfaction, a stepwise multiple regression was performed. The stepwise regression is a sequential approach to variable selection. The method starts with a simple regression model that includes the independent variable that has highest correlation with the dependent variable. If the independent variable included in the first step is significant, the method proceeds to add another independent variable depending on the incremental explanatory power it can add to the model. The method continues to add variables to the model until none adds significantly to the variance of the dependent variable.

The dependent variable for the regression model is the respondents’ overall perceived leisure satisfaction, the average score of the 51 LSM items. The explanatory variables for the perceived leisure satisfaction are as follows:

1. Gender (1 = male, 0 = female)
2. Marital Status (1 = married, 0 = otherwise)
3. Nationality (1 = Saudi, 0 = Non-Saudi)
4. Leisure place (1 = private place, 0 = otherwise)
5. Respondent’s age (years)
6. Education level

7. Family size (number of family members)
8. Annual income (Saudi Riyals)
9. Years participant has lived in Riyadh city
10. Outside-home leisure time (hours per week)

The results of stepwise regression are presented in Table 27 along with the significance of the model (F-value, p-value), R^2 and \bar{R}^2 . Values of variance inflation (VIF) were strictly less than two, indicating there was no multicollinearity problem. A normal P-P Plot of regression standardized residuals and scatter plots of standardized residuals with predicted values and independent variables showed that the assumptions of normality and homoscedasticity were adequately met.

The results show that education, leisure time, nationality, annual income, years living in Riyadh, leisure place, and family-size variables contribute significantly in explaining the variability of perceived leisure satisfaction (p-value < .05). These seven variables explain 59.6% of the variance in the perceived leisure satisfaction. Gender, marital status, and age were excluded from the model, as they did not contribute significantly in explaining the variability of perceived leisure satisfaction (p-values > .05).

The results show that education has the highest contribution in explaining the variance in perceived leisure satisfaction, with $R^2 = .352$. The negative coefficient sign indicates that better-educated participants in leisure activities in Riyadh reported lower leisure satisfaction. This result was anticipated, as many educated individuals have experienced relatively better leisure

activities abroad, particularly in neighboring countries such as the United Arab Emirates, Kuwait, and Lebanon.

Leisure time (hours per week) had the second-highest contribution to explaining perceived leisure satisfaction variability; it alone explained 17.1% of the perceived leisure satisfaction variance ($R^2 = .171$). This shows that the participants who spend more time in outside-home leisure activities perceive higher satisfaction with these activities than those who spend less leisure time.

Nationality alone explained 2.5% of the variance in perceived leisure satisfaction. The negative coefficient sign shows that Saudi nationals are less satisfied with leisure activities in Riyadh than expatriates. This result was anticipated, as most of the expatriates are from relatively poor countries, such as Bangladesh, Pakistan, and Sudan, where there are limited recreation facilities.

As relating to income, annual income alone explained 2.1% of the variance in perceived leisure satisfaction. The results show that income had a significant positive effect on perceived leisure satisfaction. This implies that wealthier participants reported higher leisure satisfaction than those who had lower annual income.

Years of living in Riyadh showed a significant positive effect on perceived leisure satisfaction ($\beta = 0.002$, $p\text{-value} < .05$), indicating that participants who had lived longer in Riyadh reported higher leisure satisfaction. The variable explained 1.3% of the variance in perceived leisure satisfaction.

Results indicate that leisure place had a significant and positive effect on leisure satisfaction. Participants who used private recreation facilities had reported higher leisure

satisfaction than those who used public recreation facilities. This implies that the private recreation facilities in Riyadh are better than those available in public places. The variable of leisure place alone explained 0.8% of leisure satisfaction variance.

Finally, family size had a significant negative effect on perceived leisure satisfaction ($\beta = -0.021$, $p\text{-value} < .05$). This shows that participants who had larger families reported lower leisure satisfaction. Family size explained 0.5% of the perceived satisfaction variability.

Table 27: Socioeconomic and Demographic Factors Collectively Influence Overall Leisure Satisfaction.

Variables*	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	VIF	R^2 change
Constant	2.872	-	27.20	.000	-	-
1. Education	-0.131	-0.39	-10.17	.000	1.184	.352
2. Leisure time	0.071	0.34	8.75	.000	1.240	.171
3. Nationality	-0.116	-0.18	-4.69	.000	1.202	.025
4. Annual income	0.042	0.12	3.09	.002	1.174	.021
5. Years living in Riyadh	0.002	0.11	3.12	.002	1.079	.013
6. Leisure place	0.061	0.09	2.53	.012	1.105	.008
7. Family size	-0.021	-0.08	-2.10	.037	1.170	.005

$F(7,328) = 69.02$, $p\text{-value} = 0.000$; $R^2 = .596$; $\bar{R}^2 = .587$

*Excluded variables are gender, marital status, and age.

Conclusion

The purpose of this study was fourfold: 1) to determine the level of leisure involvement and satisfaction among the residents of Riyadh, the capital city of Saudi Arabia, 2) to identify the factors that influence perceived leisure satisfaction, 3) to determine the role of private industry in building social infrastructure for leisure and encouraging social change among residents in Saudi Arabia, and 4) to suggest means and ways to enhance awareness and improve the quality of life among the people in Saudi Arabia. To achieve the study objectives, a survey method using a structured questionnaire was administered. The questionnaire used for the survey is composed of the Leisure Satisfaction Measure (LSM), demographic and socioeconomic variables, and questions relating to the role of the Saudi private sector in leisure activities. A study was carried out to examine the reliability and validity of the instrument and to make the questionnaire understandable for respondents. The sample size of the study was 338 individuals.

The results of the reliability analysis shows the internal reliability of the LSM in Saudi society is acceptable; the Cronbach's alpha of the overall LSM (51 items) was .865, with values for the LSM subscales ranging from .667 to .717.

The results show that outside-home leisure activities in Riyadh are most enjoyed by expatriate residents who are middle aged, high income, and married. Riyadh's residents spend on average 4.72 hours per week on leisure activities. Most residents attend privately run leisure facilities.

The residents participate in a wide variety of leisure activities, totaling 45 activities. The top five outside-home leisure activities that are most frequently engaged in are walking, shopping, swimming, reading, and running. The results indicate that residents are moderately

satisfied with all aspects of leisure activities in Riyadh, with the social aspect being the most satisfying and the physiological aspect being the least satisfying.

The factors that significantly influence perceived leisure satisfaction include education, leisure time, nationality, annual income, years living in Riyadh, leisure place, and family size. In general, better educated residents, Saudi nationals, and those with large family size are less satisfied with leisure activities in Riyadh. However, respondents who are long-time residents of Riyadh, who are wealthier, who use private recreation facilities, and who spend more time in leisure activities perceive higher satisfaction with these activities.

With regard to the role of the private sector, the results show that the residents are not fully satisfied with the efficiency of private-sector initiations of leisure activities, initiatives to encourage social change, and private-sector incentives that support innovation in the leisure-activities sector. In addition, the residents are not fully optimistic that the future can bring up more opportunities for enhancing leisure participation in different leisure activities. Moreover, Riyadh residents perceive that the construction of more leisure facilities in the city will lead to enhanced leisure satisfaction and believe that culture plays an important role in shaping Saudi nationals' attitudes towards leisure activities. However, the results show that most residents do not see sufficient investors in the private industry oriented toward promoting leisure activities among the Saudi population.

Limitations of the Study

The following are noteworthy limitations of the study:

- The first potential limitation relates to survey time. The survey was carried out in the summer (June 2013) when most high-skilled expatriates (university professors, physicians, engineers, etc.) were on leave (out of the country). This may cause unequal representation of some non-national categories. Hence the stability of the study findings is a concern.
- The pilot sample composition with respect to nationality was inconsistent with the population census composition of the Riyadh population. The percent of Saudi nationals in the sample was 55%, whereas Riyadh is home to 67.2% Saudi nationals according to the population census of Riyadh. This may affect the generalizability of the study findings. As a result, the sampling scheme was changed in the main study, where a two-stage sampling method was applied, taking into consideration the population composition of Riyadh.
- There were high non-response rates for open-ended questions, particularly for the question “What kind of leisure activities do you participate in outside the home?” and the last three questions.
- A high percentage of respondents reported that they “don’t know” in answering the question “Where does the majority of your leisure take place?” The results show that 40.5% of the respondents reported that they don’t know where they practice leisure activities.

Recommendations of the Study

In light of the study results and findings, the following recommendations have been made:

- The results show that the internal reliability of the LSM is acceptable in Saudi society; the Cronbach's alpha of the overall LSM (51 items) was .865, which reveals a consistent pattern of response by the sample. This result led me to carry out the main study survey. Therefore, applying the LSM in other major cities in Saudi Arabia is recommended to evaluate the level of satisfaction with leisure activities.
- The respondents were moderately satisfied with all aspects of leisure activities in Riyadh. This is due in part to limited leisure activities in Riyadh as outlined by the residents. Therefore, the facilities and types of leisure activities need to be improved to meet the needs of the residents of Riyadh.
- Most residents practice leisure activities in privately run places. Moreover, participants who used private recreation facilities reported higher perceived leisure satisfaction than those who used public ones. This implies the facilities and activities available in private recreation facilities in Riyadh are better than those available in public recreation places. However, residents were not fully satisfied with the efficiency of private-sector initiatives of leisure activities, initiatives to encourage social change, and incentives that support innovation in the area of leisure activities. Therefore, the private sector needs to be encouraged to construct more leisure facilities in the city that will lead to enhanced leisure satisfaction.

The most important conclusion and recommendation would be to replicate the study. This would encourage the researcher to carry out the main study survey, taking into consideration the limitations encountered in the study. Therefore, the sample size for the main study was increased to 1,500 and the sampling scheme was changed from one-stage systematic random sampling to a two-stage stratification method with respect to both gender and nationality.

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APPENDIX A: APPROVAL

May 24, 2013

Khalid Alghenaim, Dr. Steven Estes
Department of Health and Human Performance
ka3b@mtmail.mtsu.edu, Steven.Estes@mtsu.edu



Protocol Title: "Recreating Urban Space in Saudi Arabia: Private Sector Participation in Establishing Creative Cities through Leisure, Sports, and Recreation"

Protocol Number: 13-355

Dear Investigator(s),

The exemption is pursuant to 45 CFR 46.101(b) (2). This is because the research being conducted involves the use of educational tests, survey procedures, interview procedures or observation of public behavior.

You will need to submit an end-of-project report to the Compliance Office upon completion of your research. Complete research means that you have finished collecting data and you are ready to submit your thesis and/or publish your findings. Should you not finish your research within the three (3) year period, you must submit a Progress Report and request a continuation prior to the expiration date. Please allow time for review and requested revisions. Your study expires on **May 24, 2016**.

Any change to the protocol must be submitted to the IRB before implementing this change. According to MTSU Policy, a researcher is defined as anyone who works with data or has contact with participants. Anyone meeting this definition needs to be listed on the protocol and needs to provide a certificate of training to the Office of Compliance. **If you add researchers to an approved project, please forward an updated list of researchers and their certificates of training to the Office of Compliance before they begin to work on the project. Once your research is completed, please send us a copy of the final report questionnaire to the Office of Compliance.** This form can be located at www.mtsu.edu/irb on the forms page.

Also, all research materials must be retained by the PI or **faculty advisor (if the PI is a student)** for at least three (3) years after study completion. Should you have any questions or need additional information, please do not hesitate to contact me.

Sincerely,

Andrew W. Jones

Compliance Office
615-494-8918
Compliance@mtsu.edu