

RECREATING URBAN SPACE IN SAUDI ARABIA:
PRIVATE SECTOR PARTICIPATION IN LEISURE, SPORTS, AND RECREATION

By

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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

Saudi Arabia is a conservative Muslim country with few leisure facilities. These facilities include squash courts, aerobics studios, saunas, solariums, swimming pools, and other places where people gather to enjoy themselves. Leisure involvement among Saudi nationals has been low and so is leisure satisfaction, mainly because some leisure activities are considered to be incompatible with many in the Islamic faith. What few facilities there are in Riyadh, the capital of Saudi Arabia, are predominately privately owned and are mostly enjoyed by expatriates and their families. Therefore, there is a need to create leisure facilities by engaging the private sector in physical planning policies. Public private partnerships are integral in urban planning, and these partnerships will insure the development of urban space to build Riyadh into a cultural and economic center.

Leisure has a dynamic role to play in the lives of individuals, so it is useful to find out how the fulfillment gained from leisure activities relates to social change. In addition, it is important to investigate how the involvement of the citizenry in leisure, sports, and recreation contributes to the organic growth of cities and their contribution to the national economy.

This study examined the level of leisure involvement and satisfaction among the residents of Riyadh. The research also sought to determine the role of private industry in promoting or creating leisure satisfaction to Saudi Arabians. The study investigated the factors that limit the participation of Saudi nationals in leisure activities and identify the ways of increasing the awareness and improving the quality of life among the people in Saudi Arabia.

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). Historically the government has not invested in the construction and maintenance of leisure facilities. Consequently, it is expected that the private sector will take up this 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 Saudi nationals in leisure activities. This study discusses leisure in Saudi Arabia with regards to the development and use of leisure facilities and offers suggestions regarding how the use of public and private funds might encourage leisure participation.

Leisure in Contemporary Saudi Arabia

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 study leisure satisfaction was measured by the degree to which individuals are content with their leisure activities and experiences. Individuals gain positive feelings of happiness and satisfaction that accrue from the

fulfillment of their needs. Leisure satisfaction plays an important role in job satisfaction. This relationship has been seen in research done on workers who were taken to spas and recreational facilities for team-building purposes (Pearson, 1998). This leisure interaction and associated job satisfaction made it easier to interact and communicate with fellow workers, and in the process improved their levels of productivity. This research shows how leisure satisfaction can play an important role in ensuring that a society is healthy.

Perceived freedom

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. Saudi women are for the most part bound by cultural and religious norms that inhibit their engagement in certain leisure activities in the society. This lack of freedom limits their level of freedom to participate in leisure activities (Alvarez, 2010).

Leisure

Leisure time or free time is defined as the time that an individual spends away from work, business, and domestic chores (cite). This can be time spent with friends socializing or in recreational activities such as walking, shopping, or exercising. The purpose of leisure has been

discussed by scholars for thousands of years, but for the purposes of this study leisure can simply be defined as any activity the purpose of which is to “clear the mind” and encourage a free spirit among people in a 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. Al Shabab was founded 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 younger populations.

Sports programming requires a schedule that enables people to engage in different sporting activities and events. Also 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 as popular in Riyadh as other leisure activities, 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

Private sector economics in the Kingdom of Saudi have become more important over the years and have become a larger percentage of non-oil gross domestic product. Private investments are concentrated in trade and commerce, but they have increased in recent years 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 increase its contribution to joint venture enterprises

Despite the enormous budget allocated for Saudi Arabia's public sector, or perhaps because of it, public sector efficiency has remained below the desired level for several years. Saudi Arabia has faced a series of problematic situations, including underperformance of various government departments due to the lack of incentives and an environment that discourages 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.

These problems manifest themselves in all areas of government involvement in public life, and consequently the government has not laid the groundwork for an adequate social infrastructure for leisure activities. It is arguable then that all facets of the Saudi economy, both public and private, will be needed to enact social change in Saudi leisure habits. The need to involve the private sector in the development of recreation facilities will help to promote leisure satisfaction in the country.

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). In contrast, the private sector has a higher 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 leisure activities. The government has the added challenge of reducing the levels of corruption and making workers accountable for their actions in order to encourage leisure development. 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 reveal itself to the world at large and particularly to the West. However, in recent times, modernization is having a significant impact on 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). These examples, and many

others, are an indication that Saudi Arabians are open to foreign cultures where both genders intermingle in the same space.

Along these lines, the need for cultural change will be of great significance for the growth and development of recreational facilities. Islamic culture does not directly encourage direct interaction between men and women in the same social environment. This has been the main cause of the underdevelopment of publicly availability of facilities 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. Ironically, the rise of women and their participation in terrorist activities in the Al-Qaeda dens has been a primary source of empowerment for women in some Islamic nations. Terrorist engagement showed them they had the capability to participate in activities that men have dominated for centuries. As many know, however, other Islamic nations discourage the participation of women in social activities that have been dominated by men in the previous decades.

Recreational facilities involve the use of swimming pools, spas, theatres, and much more. The dress code for women in Islamic nations dictates the style of dressing that is allowed for women. Dress often limits access to recreation facilities because participation in the events in these places involves the use of special garments. Swim suits are believed by people in 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

that Islam is the one and only true religion, and anything that compromises the integrity of Islam must be rejected (Amin, Suleman, & Ali, 2011). In other words, religious absolutism has been the main reason investors have turned away from investing in Islamic 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.

Furthermore, the increasing level of awareness among women in 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 society to stop oppression is increasing, and the time for women's contribution to social matters related to the state appears to be at hand (Amin, Suleman, & Ali, 2011).

All of these observations lead to the conclusion that social life in the Kingdom of Saudi Arabia is expected to change in the next generation. Both men and women are beginning to establish mechanisms to promote social development in Islamic nations. These mechanisms will help in encouraging the participation and satisfaction of men and women in different leisure activities, which will, in turn, lead to the generation of income and the creation of jobs for all Saudis.

The research problem

As noted above, over the past few decades enormous social changes took place in Saudi Arabia. Yet 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 have, however, been conducted in the neighboring country, Dubai, and have had a significant impact there on the way people live and interact. One study identified culture as a key player on how men and women interact in leisure participation (cite). The results of this study led to a better and stronger economy for the people living in Dubai (Alvarez, 2010). Similarly, Saudi Arabia can be studied with respect to leisure and social change. The conservative nature of the country, the limitations of leisure involvement, and the recent social change that has been witnessed in recent times make it a good candidate for research on leisure habits.

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 (cite). 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 describe the particular population that is under study and list its characteristics. The respondents' personal background information will be recorded, including age, gender, income, ethnic background, and marital status. This study focuses on the people of Riyadh. The city has a large population with people divided according to different classes and cultural practices. As might be expected, leisure literature indicates that wealth and socio-economic factors are indicators of different leisure habits (Alvarez, 2010). For instance, wealthy women have more opportunities to participate in contemporary leisure experiences than do their

less well-off counterparts. This distinction is ideal for analyzing leisure satisfaction because it is relatively simple to gather demographic information and correlate it with leisure habits.

IV. Satisfaction with private sector involvement

Satisfaction with private sector involvement section focuses on obtaining information from people to determine 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 the collective influence of socioeconomic and demographic variables on overall leisure satisfaction.

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. To what extent do socioeconomic and demographic variables collectively influence overall leisure satisfaction?

Hypotheses

1. The participants who use private recreation facilities have higher levels of leisure satisfaction than those who use public facilities.
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. Female participants have higher levels of leisure satisfaction than do men.
4. Married participants have higher levels of leisure satisfaction than do people who are not married.
5. Non-national participants have higher levels of leisure satisfaction than national participants.
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 negative 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. Socioeconomic and demographic variables collectively influence overall leisure satisfaction.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

Introduction

This chapter reviews available theoretical and empirical literature concerning the effects of leisure and leisure satisfaction in relation to public and private facilities. 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; 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; and the effects of leisure, recreational, and social amenities that are present within urban, cultural, and economic spaces; and reviews the growth and development of cities as socio-economic and cultural units. The chapter will focus mainly on the growth and sustenance of vibrant urban cultures within cities, and it is arguable that the literature can be summarized by noting that cities are much more than a collection of architectural buildings, thoroughfares, and supporting infrastructure. When a city is seen as a dynamic, creative accumulation of a vibrant culture it is often described as a “creative city.”

Creative cities, as defined by Richard Florida (2003), are cities in which cultural underpinnings enhance creativity by encouraging technology, talent, and tolerance. They strive to uphold excellence in creating a sustainable environment for social inclusion, interaction, and community relations, and have the capacity to attract the most creative people who will drive the growth of a knowledge economy. This, in turn, helps the city realize vast economic growth. Florida maintains that cities are the aggregation of the people who reside within them—their

diversity, their weaknesses and strengths, hopes and dreams—and how these play out within the urban space to support a culture that is distinct when viewed as a collective, yet unique when assessed within the individual residents or socially identifiable groups of residents.

Florida discusses the phenomenon of the “creative city” in cultural and economic development and relies on consumption and human capital theories of urban growth to assess how cities as economic units contribute to national growth. This will provide the theoretical framework that is used to support the thesis that cities are social spaces that thrive better on inclusion and low barriers of entry for diverse peoples and cultures. In addition, the economic and social well-being of cities is tied to the presence of a culture of fun and recreation – in a word, “leisure.” Leisure enables residents to come out of their individual cocoons and thrive as a social collective. In effect, social and recreational amenities build the human capital necessary to create thriving cities.

Deconstructing contemporary perspectives on urban, social, and economic space

Cities are much more than the architectural designs of buildings, transport, and other physical infrastructure that marks them as distinct urban centers. The soul of the city resides within the social consciousness of the people that live within them. Florida (2003) deconstructs the myth that *space* and *place* within urban units are naturally distinct in the contemporary knowledge economy. The economic realities underlying the growth and development of cities—the cluster of “companies, firms, and industries”—have always been pegged on location and geography (Florida, 2003, p. 3).

In the 21st century the term, knowledge economy, tended to disappear within the Internet and modern telecommunication and transport systems. This term emerged out of the ideas of “scientific management” by Frederick Taylor and is characterized by “creative capitalism” (Florida, 2003, p. 4). The predominant argument by many scholars of urban development, according to Florida, has been that “since it is no longer necessary for people to work together to be together, they won’t be (together)” (Florida, 2003, p. 4). This idea is relevant to this discussion because it implies that the very idea of an “urban collective” is dated, and the very nature of the postmodern city will be different than that of its modern counterpart.

This perception of urban decline has been fueled by a myth that has been around since the 19th century. This myth purports that the advent of the telegraph, the telephone, the automobile, and the airplane signified the beginning of the end for cities because the restrictions of space and time that previously limited human interactions were removed. Correspondingly, the possibilities of people meeting in *space* were becoming a reality with the development of the internet and virtual space. There would, therefore, be no need for people to interact, socialize, and do business within defined geo-physical boundaries; in other words, a physical location. The argument has gone on further as “...the New Economy operates in ‘space’ rather than ‘place,’ and over time more and more economic transactions will migrate to this new space” (Kelly, 1998, pp. 94–95 cited in Florida, 2003, p. 4).

Premodern, modern, and postmodern characteristics

Many of the changes that have been occurring in Saudi Arabia in the last 50 years can be explained by the heuristic device known as “modernization theory.” Modernization theory is

described by Adelman (1986) as the change in culture from premodern to modern characteristics. Similarly, changes that occurred in the West in the last 50 years are described by Grenz (1996) and others as “postmodern.” In both cases the characteristics that are described as either “modern” or “postmodern” did not *cause* the change from one set of characteristics to another. Rather, these changes occurred on their own in an organic manner. The changes in the heuristic are simply descriptive, and are a convenient way of organizing cultural attitudes toward lifestyle at that time.

According to Adelman and other scholars using modernization theory, the premodern era in the United States was considered to be the years before 1820. Between the years 1820 and 1870 the United States evolved from premodern characteristics to modern characteristics, and these characteristics have much to do with changes focusing primarily on urbanization and industrialization. In the modern era the increased focus on rationalism that brought about urbanization and industrialization naturally spilled over into the area of leisure and sports. Adelman (1986) asserts that premodern or “traditional society is further characterized by the weaving together of family and community in labor, leisure, and religion” (p. 5) and that community was stable and localized. As the population came to see itself in terms that were increasingly “modern” throughout the 19th century, a need arose for new ways of thinking with regards to leisure and sport. Society became more organized from the local to the national level, more rules and regulations were written, roles became more differentiated, information became more widely available, and by 1870 games that were formerly “traditional” were organized in a fashion that is very familiar to us today, and which we call “modern.”

The shift from modern to postmodern sensibilities follows a similar path. According to Grenz (1996) scholars began using the term postmodern in the 1930s, but it was not until the 1970s that the term gained widespread use. Grenz (1996) asserts that the main idea of the modern era is that the “rational management of life” would lead to an improved “human existence through technology.” Grenz argues that the characteristics of postmodern culture are the loss of the metanarrative and resulting fragmentation, the virtualization of experience through the internet, and the emphasis on consumer culture that turns experience into a commodity. Postmodern changes have occurred and continue to do so, but along with postmodernity have come some negative characteristics such as degradation of morals, focus on materialism, and rifts within society. While there are other characteristics of postmodern culture, the three “global” characteristics mentioned above permeate all of postmodern life including leisure and recreation. The result is the commodification of leisure and the loss of the “modern” way of life. Scholars of modernity and postmodernism note that premodern, modern, and postmodern exist simultaneously in the contemporary nation-state. However, these conditions tend not to exist simultaneously at the local level. Rather, they describe attitudes toward life at the macro level, and explain many attitudes toward change (or the desire to *not* change) that are evident in the contemporary world.

In the Information Age, the Internet has heralded convenience in communications and social interactions, and it is true that individuals are working and getting paid for their online interactions. Geographical restrictions in the virtual world have been removed, and people across diverse physical locations can do business online across space without having necessarily to

meet in person. So it is clear that this part of Florida's prediction has come true. However, the prediction that technology would negate the need for people to meet and interact in geo-physical space, and thereby kill off cities as foretold by Kelly (1998) decades ago, has yet to materialize. Instead, as Florida (2003) points out,

Not only do people remain highly concentrated [in physical space], the economy itself—the hi-tech, knowledge-based, and creative-content industries that drive so much economic growth—continues to concentrate in specific places from Austin and Silicon Valley to New York and Hollywood, just as the automobile industry once concentrated in Detroit. (p. 4)

To underscore the above argument, Florida (2003) asserts that contemporary research on urban development debunks that myth that people do not care about *place* so long as they inhabit a technology-created social, cultural, and economic *space*. Indeed, it appears that the development of virtual space is intimately connected to highly concentrated geo-physical space, but this geo-physical space must have certain qualities. Florida argues that qualitative research he has carried out on the issue have led him to conclude that:

Place and community are more critical factors (to social existence) than ever before. And it appears that place, rather than being an abstract 'space,' is essential to economic life. The economy itself increasingly takes form around real concentrations of people in real places. (p. 4)

In effect, Florida (2003) uses the agglomeration and cluster theories to argue that firms cluster in "agglomerations" within a physical location to gain "productive efficiencies" (p. 5). The agglomeration of firms and industries within a particular location is often informed by the

economic realities of access to raw materials, markets, amenities, and supporting infrastructure. Other firms that offer either competing or complementary products or services follow the manufacturing and service firms to these places adding to the cluster of companies, organizations, and institutions that are formed *around* people to provide one form of service or another. Place, according to Florida (2003), therefore remains a central pillar of economic activity because of this tendency of firms to cluster together around a market composed of real (not virtual) people. The gist of the argument is that, just as in the modern world, concentrations of people are what builds or makes cities and the buildings, businesses, and supporting infrastructure such as roads, parks, and social amenities.

More than the availability of markets for finished goods or services, cities offer firms ready pools of vital human resources to power innovation and fiscal growth necessary for the all-important competitive advantage (Florida, 2003). Florida (2003) uses the social capital perspective to illustrate the kind of social structures that exist within urban communities in light of this concentration of people within cities. Similarly, Putnam (2000) links regional economic growth and prosperity to strong social ties among individuals within communities. Putnam argues that the decline of social capital in contemporary urban societies points to a worrying trend of urban decline. This, Putnam argues, will lead to the slow erosion of trust and civic participation and eventual death of urban societies. Florida (2003) counters that, if anything, contemporary inhabitants of the postmodern cities desire the same social ties characteristic of traditional societies, but unlike traditional societies contemporary citizens want these ties to be weak enough to allow for social mobility and individual expression.

Modern-day cities, according to Florida (2003), are apt to be more inclusive and welcoming of diversity than traditional societies. Traditional societies, which Putnam tends to aspire to, often reviled outward social connections and preferred the perpetuation of social systems that were less welcoming of outsiders and outside perspectives. According to Adelman (1986) they tended to disparage the unfamiliar and harness the traditional.

These systems, Florida (2003) asserts, are retrogressive in modern economies of cities because they inhibit innovation, stifle change, and discourage fresh ideas and perspectives. He says that social structures that seemed to work in traditional societies now work against prosperity in modern cities. According to Florida (2003), "...social capital can and often does cut both ways: it can reinforce belonging and community, but it can just as easily shut out newcomers, raise barriers to entry, and retard innovation" (p. 5). Furthermore, based on the human capital and creative capital theories of economic growth, Florida asserts that societies that espouse strong cultural ties often engineer their demise by hanging on to outmoded ideas and philosophies, while those that weaken the ties to lower barriers of entry to outsiders also attract a wealth of highly educated, creative, and innovative human and technical capital that spur the economic growth of cities and regions they inhabit.

Close social ties are restrictive and invasive to modern societies. Instead, people desire societies where their individuality may be celebrated and creativity encouraged. Creativity works best unrestricted by familiar social norms and embraces global, rather than local, perspectives. This is the reason thriving modern cities are described as "Creative Cities," a phenomenon that will be described in greater detail later in this chapter.

Human capital is also the major reason that firms coalesce around a geographical location: firms tend to follow places where there are large concentrations of skilled human resources to drive growth (Florida, 2003). Highly educated and creative people tend to coalesce around locations that are inclusive and welcoming of global perspectives. Florida (2003) calls this theory the creative capital theory of urban and regional economic growth, and he posits that the class of workers whose lifestyles are aligned with the world views of educated and highly skilled human capital are attracted to creative cities. They are also the ones who drive economic growth. This means that cities that are highly inclusive of different people from different cultures experience high economic growth because of the high concentrations of creative and innovative people who attract a high concentration of rich corporates ready to invest in the region. This gives them high human capital and social development indices that attract more creative people in a never-ending circle.

Creative capital is centered on and defined by people whose livelihoods entail creating “meaningful new forms” such as scientists, engineers, poets, artists, novelists, university professors, designers, actors, and architects who form the core of the super-creative class (Florida, 2003, p. 8). Other creative professionals include experts in financial services, legal and healthcare professionals, and business managers. Florida (2003) contends that creative people are the major reasons firms and cities thrive. In a survey of the economies of cities, he discovered that creative people, and not traditional reasons of access to natural resources or access to markets, are the main reason for the decision by firms to relocate to a given location. Firms tend to follow highly creative people in order to tap use their skills as human capital. Great cities are created by, and tend to gain from, the high numbers of creative people who reside in them. This

means that for a city to benefit from creative capital it must build the social infrastructure that facilitates the creation of communities rich in diversity, abundance of high-quality experiences, and which are open, inclusive, and appreciative of individuality (Florida, 2003).

Building cities worth living in

Contemporary cities are succumbing to the forces of globalization and that threaten to cause their economic destruction. Economic realities and the movement of businesses and human capital have intensified the battle for survival among global cities as they strive to attract investment and human capital that can drive economic growth (Bramham & Wagg, 2009). Many global cities, however, are adopting out of copy-cat and tried-and-true methodologies to rebrand and position themselves as viable and livable cities worthy of the high-capacity human capital they are trying to woo. This has led to the “serial reproduction” of cities (Bramham & Wagg, 2009, p. 1), and means that many cities are in danger of becoming look-alike versions of one another without anything distinctive to differentiate them other than their location. They are in danger of losing their unique identities in the process.

Alvarez (2010) says that many 21st century cities have an “identity crisis” because of the necessity of accepting many people from different cultures. Increasingly globalized economies and the diminishing distinctions between national and global identities have lowered barriers of entry for outsiders. Modern thriving cities are measured by the rubrics of finance, technology, and creative activities (Alvarez, 2010). This means that they have to attract quality human capital to drive innovation and creativity that will, in turn, attract high-value firms, which will invest in the regional economy. In the race for international human capital, cities compete with each other

to brand themselves as the most viable place to live in. Ironically, in the branding and imaging process they often lose their cultural distinctiveness within the mass of undifferentiated brand communications that are, ironically, targeted at positioning them as unique (Alvarez, 2010).

Blum (2010) argues for a new approach in urban self-identification by saying that social inclusion and interaction are necessary to build thriving societies that are attractive to creative capital. Blum asserts that in order to do this, cities must make capital investments on “all the public goods that keep individuals, groups and communities together” (p. 1). Blum adds that “austerity measures and exclusion drive [people] apart” (p. 1). Investments in such things as public parks and other social amenities will encourage people to venture out more. In essence, a city is built for people to live in. Indeed, it could even be argued that a city *is* the people. The more people socialize and interact, the more they experience and appreciate other cultures, value systems, and world-views especially in this era of globalization and the unpredictable movement of people, goods, and capital. Blum (2010) appreciates that social interaction has the potential to bring about social cohesion and integration and help to, at the very least, blur the distinctions of social strata.

According to Carrillo (2004), humans have always organized themselves according to commonly held value systems. These systems have ranged from the basic need for communal and individual survival to commonly desired higher aspirations such as better education, culture, and other human development indicators. Carrillo (2004) argues that the same need for communal existence and interaction is what has made cities exist up to date, and none of the obvious parameters of measuring urban communities such as the size matters. Carrillo argues that:

The key factor that makes a city exist is neither size nor importance, nor any other parameter on the basis of which a particular human settlement is commonly distinguished above others. Rather, it is the fact that a significant community of people organize their lives around a recognizable value system and decide to settle down and stay together (p. 30)

Carrillo adds that contemporary cities as social organizations are knowledge-based value systems. So as long as the set of value systems of a particular city remains the same, the people who live there and others who aspire to these value systems will continue to come into the community and add to its numbers.

Cultural bounds that hold back the development of cities

The development of infrastructure in Riyadh has been slow due to a number of reasons, yet it is arguable that infrastructure issues can be fixed in a relatively short period of time. The unequal distribution of capital and labor is likely the key cause of underdevelopment in the city. This is because the ability to influence decisions by government rests among a few chosen people who primarily act to protect their interests. These significant influencers have the ability to advise the government on the importance of leisure and the construction of luxurious resorts for people in the city (Allison, 1987). Instead of doing looking out for the public good, however, these influencers have created private personal facilities that can only be accessed by family members. This type of private development has led to the underdevelopment of public facilities in the city because people focus on their own interests and ignore the importance of having a vibrant city.

There are several factors that will likely affect the growth of Riyadh into becoming a vibrant, creative city. First, decisions made by Parliament should uphold cultural practices in the city. Wealthy individuals, who are often invested in the status quo, will need to adjust cultural practices to make room for new trends and practices that will help to promote the creation of leisure facilities. Those not of the upper economic classes will be more likely to use public facilities if they do not fear discrimination. Next, the private sector can play a significant role in influencing decisions by the government to relax laws prohibiting participation in leisure activities due to dress codes and other mundane issues (Amin, Suleman, & Ali, 2011). Such changes will help to increase the number of women who participate in the construction and use of leisure facilities across the city.

The private sector also has to understand that the culture of the country is essentially conservative, and it will be hard to change Saudi culture within a short period of time just to create leisure facilities in the city. While Saudi culture is essentially conservative, it is also noted that it has worked – it has protected the people for a very long time and has been beneficial to Saudi society (Allison, 1987). In sum, the private sector has to come up with a strategy that will both convince the people and the private sector that the facilities will be beneficial to them, as well as sustain the culture that has protected them for decades.

The role of cities in forging cultural identities

Cities are unique because they espouse distinct value systems (Carrillo, 2004). These value systems are what form the culture of the people in that city. Culture is the aggregate of all socially transmitted behavior patterns, artifacts, knowledge, and other forms of human work and

thought and that represent the views of a particular time, community, class, or population (Peterson, 2004). Using this definition, culture can be attributed to any person or groups of persons or aspects of social existence, e.g., a culture of impunity, a culture of poverty, African culture, Asian culture, and so on. Samovar, Porter, and McDaniel (2012) describe culture as “the collective programming of the mind that distinguishes one group or category of people from others” and is a collective phenomenon that can be connected to different communities (p. 20). This definition is applicable to the formation of cultures in cities because cities can themselves be used to describe a set of value systems as illustrated by Carrillo. It can therefore be said that an individual or group of individuals exhibit a New York or Boston culture, or that a behavior, thought pattern, or artifact (in terms of buildings and designs) possesses attributes that can be labeled as New Yorker or Bostonian.

The two definitions shown above help to explain culture as a set of artifacts, works, or behavior patterns, etc., or as a distinguishing set of value systems that people use to segregate individuals as belonging to a particular group or class. As distinct social units, cities have their own value systems and hence their own distinct cultures. Also, it is instructive to note that when these value systems are disaggregated at the community or individual levels, certain distinctions emerge that can be taken to be sub-cultures. Indeed, as individuals are different from each other, so are socially distinctive sub-units that reside within the same cultural system. For instance, within New York City, several sub-cultures are based on social class or some other socially significant background, and so it is possible to have a Harlem or Bronx sub-culture whose populations portray distinct sub-cultural characteristics (even in language, dress, and value systems) that differ from those of other people from nearby. The inner-city lifestyle and value

systems are worlds apart from the suburban lifestyle, even though these two groups inhabit the same socio-cultural and adjacent geo-physical space.

Cities, therefore, have the ability to forge culture through perceived commonalities in value systems. While there are relatively minor differences from person to person, the people who inhabit the same socio-cultural or socio-economic space tend to have the same world-view. Culture within cities can be evident in the consumption behaviors of residents and in the social artifacts they possess; the study of material culture has helped to illuminate how the cultural world is furnished with material things that are a reflection of that culture (McCracken, 1986). Using this explanation, it is possible to contrast the lavish spending habits (flashy cars, fast living, and large houses) of Saudi Arabians with the frugal lifestyles of Kuwaitis. These differences in material possession constitute a measure of cultural perspectives.

When global cultural patterns infuse a city, the differences in cultures between outsiders and natives may play out. Eventually, though, these differences eventually merge into some form of culture compromise with either the outsider culture being absorbed and adopted as the dominant culture (cultural hegemony), being rejected (so that the outsiders are assimilated in whole into the host culture), or the two clashing cultures adopting different aspects of each other and blending in through compromise. Contemporary city culture is therefore in a constant state of flux and is not permanently fixed within the urban landscape. It is also possible to have members of different cultures in the same city practicing aspects of their own cultures comfortably and side-by-side with the dominant and overall city culture. For example, Muslims in New York still hold on to the traditions dictated by their faith despite being in America. Of course, such practices morph into the dominant culture because they do not cross the boundaries

of extremism. It would be uncharacteristic to espouse certain forms of Muslim practice in that culture because of social and even legal constraints.

According to Maciocco and Serreli (2009), how people living in different parts of the same city experience space is important in forming their outlook on the city and world in general and thereby building their biases towards external reality. The writers assert that urban space is responsible for forming the perceptions about the world with which they will base their judgments of external reality. Culture is therefore evident in a city's landscape and topography and is influenced by the social outlooks of the people in the city. Culture also influences the outlooks of the residents. Spatial restrictions bounded within the architectural designs can restrict the freedom of the individual to partake of social relationships with other individuals or with the city itself. This breeds an outlook of social decay that plays out within public parks, amusement parks, and theme parks within an urban leisure setting as "resistance" (Maciocco & Serreli, 2009, p. 2). The authors explain that when this happens, individuals in society view such open places intended for leisure and amusement as "spaces of resistance." Similarly, these open spaces may imbue residents with an outlook on the public parks as "spaces of hope."

The aspirations of a city community may lie within the architectural designs of its buildings and urban infrastructure. As noted above, the attitude and worldviews of the residents of a city often play out in other urban cultural forms and influence the designs of a building, a public park, or other social amenities. These urban forms can help in explaining a people's culture and often embody that culture. For instance, the new buildings in Riyadh may embody a cultural shift from traditionalism to post-modernism when contrasted to the old Islamic designs that are present in older parts of the town. It may also embody an infusion of cultural

perspectives from other parts of the world, or even the perpetuation of a new cultural hegemony driven by global capitalism. These new perspectives may represent a break from the past or inherent freedom, and hence the cultural embracement of new global perspectives into the local culture. Similarly, building new roads and other infrastructure can denote an appetite within the city population for a hopeful and enterprising future.

These distinctions are important because they influence the formation of a city's cultural identity, which that markets the city to outsiders in order to attract the vital creative capital necessary for economic development and the establishment of a sustainable and thriving creative city.

Definition of a creative city

“Creative cities” are centers where creativity is nurtured and flourishes; indeed, where creativity forms the cornerstone of economic productivity. According to Hospers and Dalm (2005), the world is headed towards what they call a “Creative Age” where regional, national, and global economic productivity will mainly hinge on creative development. Creativity will form the crux of economic development for cities, regions, and states. Cognizant of this fact, many cities have embarked on vigorous marketing efforts to attract and retain a pool of talent made up of highly skilled and creative people capable of delivering economic prosperity. They have done this in line with human capital and welfare economic theories that espouse the view that economic growth is achieved through individual effort rather than collective economic effort. These theories rely on micro-units of economic productivity such as a city instead of macro-units such as states.

Hospers and Dalm (2005) posit that creative people choose their natural habitats, and for this reason many Western cities have embarked on huge and capital-intensive flagship projects that are targeted at improving the urban environment and strategically positioning cities as places that creative people can enjoy for work, play, and life. Such projects infuse concepts such as a conducive environment of natural open space and greenery, leisure facilities that thrive shoulder to shoulder with towering offices, cultural flagship projects for tourism, and architectural masterpieces (Hospers & Dalm, 2005). The writers espouse a physical urban space along the perspectives of Jane Jacobs (cite) whose seminal work on how urban space encourages creativity and spurs economic development has influenced many urban development thinkers and scholars.

Hospers and Dalm (2005) assert that cultural and architectural diversity are the forces that drive a city to prosperity. The greater the diversity that is present within a city—of peoples, ideas, and perspectives—the more that city will attract people from all manner of backgrounds. These are the conditions that creative people find attractive in order to test their own experiences with those of people who have different experiences and outlooks. Learning, for creative people, is a lifelong experience and they are constantly looking out for an opportunity to discover something new about the environments in which they live and the individuals, phenomena, and artifacts with which they share this existence. Diversity, instead of homogeneity, encourages this learning process because there is constantly something for them to find out about the new people they meet.

Jacobs espouses this organic view of the city (Hospers & Dalm, 2005). She posits that cities are the people who reside within them, and just like people cities grow, decay, and are reborn. Jacobs, according to Hospers and Dalm (2005), eschews a city that is developed on the

“bulldozer approach” that seeks to flatten the old and build from scratch a new urban landscape (p. 10). She insists that cities cannot be built from scratch but must be allowed to develop, thrive, die and regenerate out of their own will. The Creative city is one that combines the old and the new in the same urban landscape, and seeks to preserve rather than destroy its traditional heritage, however ugly or unseemly it might be to modern eyes. Jacobs further says that organic cities develop or die with the ebb and flow of the tides of the times: when people desert it, it dies a natural death and when people come back to live in it, it regenerates, grows, and thrives. This perspective opposes the view that cities can be marketed as a commodity.

Creative cities also eschew social stratification and encourage the intermingling of people from diverse social, economic, and cultural backgrounds. This strategy ensures that everybody can benefit from the skills, experiences, and culture of people from diverse cross-sections of the society without having to feel as if one was climbing upwards or downwards the social ladder. For instance, Jacobs says that a creative city (one whose urban space encourages creativity and innovation for economic prosperity) should have a mixture of all kinds of artisans, technologists, and designers among other professionals to encourage entrepreneurial learning. She says that “in diverse urban environments entrepreneurs can benefit from the varied availability of knowledge, know-how and skills. In turn, this cross-fertilization works as a magnet for other creative people” (Hospers & Dalm, 2005, p. 11). This gives the city the much-needed economic diversity that will enable different professionals to benefit from each other’s knowledge and experience.

In this way, you should know, a modern design office and a classic furniture maker can be neighbours and work together. It is a pity that this economic variety is threatened more and more due to the rising rents of real estate in many cities—

even in my beloved Toronto. The result is that local businesses are replaced by chain stores that are the only ones that are able to pay those rents. This more of the same does not favour the creative potential of cities. I am still extremely worried about this development.... (Hospers & Dalm, 2005, p. 11)

In essence, Jacobs argues for a creative build environment as the global economy heralds the advent of the creative era. The creative build environment must take into account the use of space and the structures that are present in the urban space. Specifically, she proposes that the build environment should have streets that are short and meshed so that people may walk in and around them with ease. This is because streets are where people meet and socialize and share ideas. It is the best place where cultural interaction may be experienced and creativity nurtured. Jacobs also says that the creative city should have businesses everywhere in the streets, and even better, that residential dwellings and commercial premises should enjoy a mix of space. This is essentially to enable different professionals to share the same space, not just for doing business but also for social interaction. The current demarcation of certain areas as a Central Business District, which people leave at night for the suburbs, coupled with the tendency to raise rents in business areas that are prohibitive for purposes of class inclusion of all entrepreneurs, can only serve to kill the spirit of the creative cities.

Creative cities, cultural, and social development

Creative cities mold culture through the process of inclusion. Creative cities have low barriers of entry to outsiders and welcome different perspectives and worldviews. They encourage open and tolerant societies that are more receptive of unfamiliar worldviews and more

willing learn from other people from different cultures. They also tend to be technologically more advanced because of their entrepreneurial and innovative nature; the culture of technology is imbued in the residents and, as innovations improve, they improve the economic existence of their residents. The improved economy comes with better livelihoods for residents, which, in turn, lead to greater economic diversification as more entrepreneurs venture into the city to tap into the markets there.

The above scenario was condensed by Florida as the “three Ts” of creative cities, namely technology, tolerance, and talent (Hospers & Dalm, 2005). Florida posited that creativity in creative cities can be enhanced by harnessing the “three Ts.” Tolerant societies are based on social inclusion, which creates a good environment for harmonious living, citizen participation, social trust, and community membership. Open societies that thrive on diversity and inclusion are also more apt to be democratic and consultative rather than dictatorial and autocratic. Democracy, seen on a purely social platform rather than a political one, represents the ideals of society that everyone has a voice and an opinion that needs to be heard and that, in essence, minority voices should especially be taken into consideration.

Tolerance leads to a vibrant people climate where all ideas and perspectives are included and innovation and entrepreneurship encouraged. It also cultivates fertile ground for technology and innovation. Creativity and entrepreneurship can improve the economic well-being of society by eradicating poverty, creating goods and services that answer real challenges in the environment, and reducing the gap between the rich and the poor. Tolerance and technology attract new talent because of the openness and accepting nature of society and the low barriers of entry to outsiders. Creative capital in the form of talented and innovative individuals will be

attracted to the city because of the apparent freedom and prosperity of the citizenry. Florida (2003) asserts that such social tolerance benchmarks as acceptance of gay and lesbian communities mark cities as tolerant. This is just an example to illustrate the rubrics of social acceptance, especially of minority groups and marginalized communities, which contribute to building Creative Cities. These factors create conducive social spaces that contribute to improved lifestyles for residents.

Creative cities and economic development

Creative cities thrive on a vibrant business climate that is reflected in architecture and urban planning. Creative Cities lead to economic development by harnessing technology and innovative capacity of human capital. Cities are significant unities of economic development in the knowledge economy, which is driven by creativity and the use of creative knowledge, innovation, and technology to drive economic growth. Creative cities therefore enhance regional and national economies by attracting top talent from the human resource pool. High-growth firms follow the creative talent because they wish to tap into that talent to gain a competitive advantage in a competitive and globalized business environment. High-net-worth and blue-chip companies cluster around places where the pool of talent is concentrated, for example, in Silicon Valley where tech companies have been established.

Theoretical Framework

Human capital theory of urban growth

Human capital describes the propensity of skilled knowledge that is characteristic of a cultural setting to pass down, via pedagogical structures (education) from one generation to the next and from one social structure to the next, the dominant cultural symbols and value systems to be used as labor to produce economic value (Lin, 2001). Human capital theory postulates that it is possible to increase the future incomes of workers by imparting education and training to raise their lifetime earnings. The theory proposes that human capital can be equated to other means of production such as factories. It is therefore possible to invest in people through education and training and expect output. In this sense, human capital is a means of production in which additional investment can yield increased output. While it can be developed and is sustainable, however, it is not transferable like labor, land, or capital.

The theory further holds that the worker is the most significant unit of economic production. Development of human capital increases economic productivity because of the training and enhancement of the skill set that an individual possesses. Because the individual is the single most important economic unit, the development of human capital improves the economy significantly. The theory also holds that cities are important regional economies in which investment can improve the national economy. Creative cities are therefore of huge economic value because they rely on technology in a knowledge economy to produce economic value. The growth of Creative Cities will ensure that regional, state, and global economies are competitive in the long term. The Creative cities are likely to be the next frontiers in economic

competition between states as multinationals and creative talent seek cities that best conceptualize their cultural ideals.

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

A creative city is one that is welcoming and promotes life satisfaction among all residents, and since leisure satisfaction affects life satisfaction it is important to examine the leisure satisfaction among the different residents in the city. While creative cities, of course, want to attract top talent, the city must consider that human capital is more than just people with certain skill sets. Throughout the stages of their lives residents have broader needs that the city must accommodate. For example, in regards to leisure, what does the city have to offer those who are in relationships or who are married, are retired, or have certain personality traits? Similarly, questions of leisure satisfaction involve variables such as marital status, age, and personal preferences..

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.

Another stage of life that a creative city must consider is retirement. The talented people that the creative city hopes to attract will one day retire or may even have older family members to consider when choosing where to work and live. 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 which in turn would contribute to a creative city. 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).

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.

When considering the types of leisure activities and facilities that should be made available to the residents, a creative city must consider the varying personality traits of the residents and how they affect the choosing of leisure activities. 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.

As mentioned earlier, a creative city is one that is welcoming and promotes life satisfaction among all residents and this extends to the varying ethnic groups and their leisure satisfaction as it relates to life satisfaction. 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).

Leisure experiences have been investigated by many scholars, and these experiences are understood as a process that includes interactions with the environment, such as the nature of the city, 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. One sentence paragraph – connect to something else. Also, all of this info needs to be connected to the nature of the city.

Allison also describes a number of myths that have slowed down the study of change. Allison 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.

Summary of the pilot study

A pilot survey was carried out using a structured questionnaire during June 2013. The questionnaire used for the survey is composed of Leisure Satisfaction Scale (LSS), demographic and socio-economic variables in addition to questions relating to the role of Saudi private sector in leisure activities. A sample size of 500 individuals was used for the pilot study. The selection of individuals was based on systematic random sampling. Of the total questionnaires distributed, 338 questionnaires were returned, giving a response rate of 67.6%.

The results of reliability analysis shows the internal reliability of LSS in Saudi society is acceptable; the Cronbach's alpha of the overall LSS (51 items) was .865 with its values for LSS subscales ranging from .667 to .717. The results show that outside-home home leisure activity in Riyadh is mostly enjoyed by expatriates, middle-aged, high-income, and married residents. Riyadh's resident spends on average 4.72 hours in leisure activities. Most residents participate in private run leisure places.

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

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

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, residents who lived long in Riyadh, wealthier, those who use private recreation facilities and spend more time in leisure activities perceive higher satisfaction with these activities.

With regards to the role of the private sector, the results show that the residents are not fully satisfied with the efficiency of the private sector initiations of leisure activities, initiatives to encourage social change, and the private sector incentives that support innovation in 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 that there are sufficient investors in the private industry oriented towards promoting leisure activities among the Saudi population.

In the light of the pilot study results and findings, the following recommendations were made:

- The current recreation facilities and types of leisure activities need to be improved.

- The private sector needs to be encouraged to construct more leisure facilities in the city that will lead to enhanced leisure satisfaction.
- The role of the government in cultural activities needs to be increased.
- It is required from the government to amend the current policies and regulations pertaining to leisure activities in order to increase the current level of satisfaction.
- It is required from the government to provide investment funds to the private sector to construct leisure facilities.
- Specific leisure activities were pointed out by the residents such as cinema, artificial lakes, leisure facilities for disabled, etc.. Therefore, future construction of leisure facilities needs to take into consideration these specific preferred leisure activities.

The most important recommendation would be to replicate the study. This encouraged the researcher to carry out the main study survey taking into consideration limitations encountered in the pilot study. Therefore, the sample size for the main study was increased to 1500 and the sampling scheme has changed from one stage systematic random sampling to a two-stage stratification method with respect to both gender and nationality.

These performance rubrics formed the basis with which this paper gauged the performance indices of various leisure activities and leisure environments. Specifically, the paper also used 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 aimed to look in more intricate detail at 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 a 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 is with this background in mind that this study sought to establish how the city of Riyadh, Saudi Arabia is utilizing urban space to create a globally competitive city that can attract creative human capital. It sought to establish how creative use of urban space will create social change that will make the city more attractive to the creative class, thereby leading to increased investment in technology, social amenities, and urban infrastructure within the city. Specifically, the study examined how investing in leisure, sports, and recreational facilities can help private companies achieve global competitiveness. The private sector has been singled out because it is set to be the greatest beneficiary of investment in human capital. In carrying out the investigation the study hinged 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 1500 individuals who live in Riyadh. This number of respondents was expected to effectively represent the population of Riyadh. The sample was composed of 60% Saudi and 40% Non-Saudi. Riyadh is the capital and the largest city of the Kingdom of Saudi Arabia. It has a population of 5,254,560 with Saudi nationals accounting for 3,151,209 of which 1,645,060 or 52.2% are male and 1,506,149 or 47.8% are females and Non-Saudis accounting for 2,103,351 of which 1,460,578 or 69.4% are male and 642,773 or 30.6% are females (Population census, 2010). It is from this population the sample was derived. The

city is a cosmopolitan and culturally diverse urban area with occupants from India, Pakistan, Egypt, Yemen, Indonesia, Sudan, and Bangladesh, 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

Based on the 2010 population census, Riyadh had a total population of 5.3 millions (Central Department of Statistics and Information, 2013). Out of the total population, the Saudi nationals represented 60% and non-nationals represented 40%. The population sex composition of Saudi national was different from that of non-nationals; 52% of citizen were males versus 69.4% of non-citizen were males.

The target population for this study consisted all Riyadh residents aged 18 years or older during the survey period (June, July, and August 2013). A sample size of 1500 individuals was used to represent the study population. Thereafter, a two-stage stratification method was used based on Riyadh population composition with respect to both gender and nationality (Table 1). Accordingly, the sample consisted 900 Saudi nationals (60%) and 600 non-national individuals (40%). In the second stage, the sample was stratified with respect to gender based on the sex compositions of Saudi and Non-Saudi population census of 2010. Therefore, the sample of

Saudi nationals consisted 480 males (53.3%) and 420 females (46.7%). In contrast, the non-Saudi sample comprise 416 males (69.3%) and 184 females (30.7%).

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.

Table 1: The Study Sample

Gender/Nationality	Saudi		Non-Saudi		Total	
	Count	Percent	Count	Percent	Count	Percent
Male	480	53.3	416	69.3	886	59.1
Female	420	46.7	184	30.7	614	40.9
Total	900	100	600	100.0	1,500	100
Percent	60.0		40.0		100	

Response rate

The number of distributed questionnaires was 1500. Of the total questionnaires distributed, 887 questionnaires were returned, giving a response rate of 59.1% (Table 2). After visual revision of the returned questionnaires, 74 (4.9%) questionnaires were excluded from the data analysis. These questionnaires were excluded for the following two reasons:

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

After elimination of the unusable questionnaires, 813 questionnaires were considered valid for the data analysis, making a final response rate of 54.2%. 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 2: Survey Response Rate

	Number	Percent of total Questionnaires distributed
Distributed questionnaires	1500	-
Total returned questionnaires	887	59.1
Unusable questionnaires	74	4.9
Total usable questionnaires	813	54.2

Problems encountered during data collection

The following problems were encountered during data collection:

- The survey was carried in the summer 2013 when most high-skilled expatriates (University professors, physicians, engineers, etc.) were in leave. This may caused unequal representativeness for some non-nationals categories.
- High item non-response rates for open-ended questions. Out of the valid questionnaires, only 88 respondents gave answers to open-ended questions, representing 10.8% of the valid questionnaires.

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.

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.

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.

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.

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.

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 to test the research hypotheses.

The required data analysis included the reliability of LSS 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. 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 LSS subscales, the following four methods were used: 1) The arithmetic mean and standard deviation of LSS 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 LSS 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 LSS 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 LSS 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 LSS 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 LSS subscales.

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.

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 the Leisure Satisfaction Scale reliability, respondents' demographic and socio-economic characteristics, places of leisure activities, types and duration of leisure activities, and respondents' satisfaction with outside home leisure activities in Riyadh City.

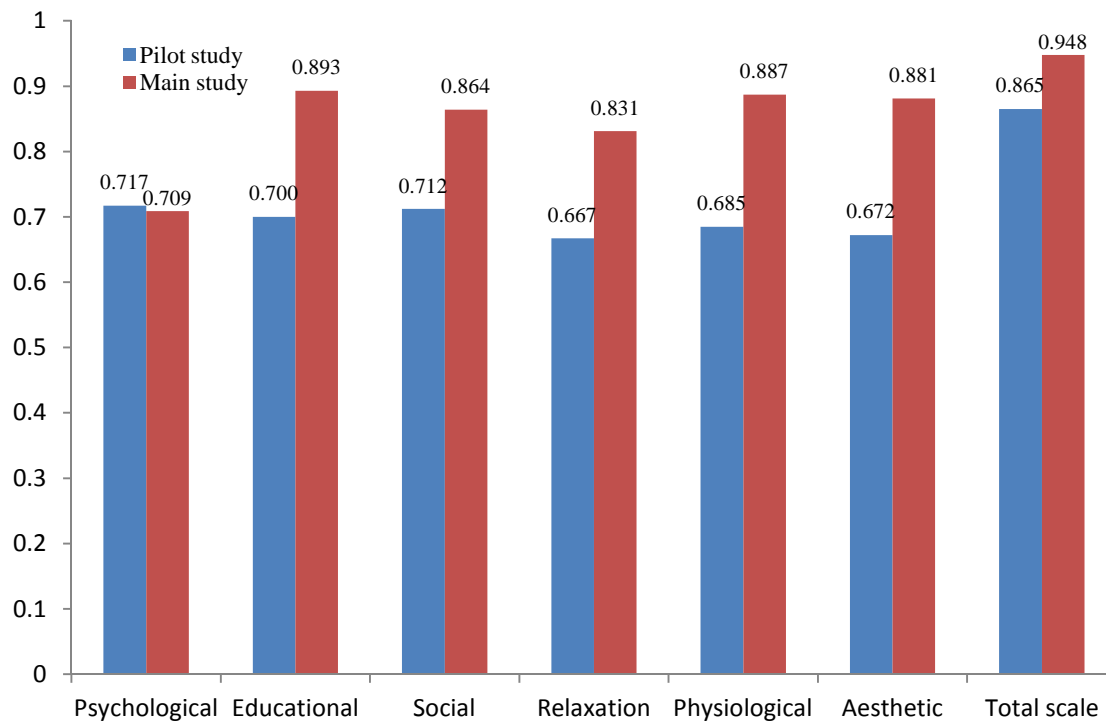
Reliability analysis

Cronbach's alpha analysis was performed to assess the reliability of the Leisure Satisfaction Scale (LSS). Table 3 shows that the Cronbach's alpha of the overall LSS (51 items) was quite high ($\alpha=.948$), which reveals a consistent pattern of response by the sample. However, the Cronbach's alpha values for the LSS subscales vary between .709 for psychological aspect to .893 for educational aspect meeting the minimum acceptable value of .7 recommended by Nunnally (1978). Fig. 1 shows that the values of Cronbach's alpha for the main study survey were higher than those of pilot study survey, except for psychological aspect. Moreover, the reliabilities of the LSS subscales were consistent with the values obtained by Beard and Ragheb (1980). Overall, the results show that the internal reliability of LSS is acceptable in Saudi society.

Table 3: Reliability Statistics of Leisure Satisfaction Scale, Main Study Survey

Component	Number of Items	Mean	Variance	Alpha
Psychological*	13	44.47	47.44	.709
Educational	12	38.50	76.09	.893
Social	11	34.04	59.95	.864
Relaxation	4	13.59	13.54	.831
Physiological	6	19.97	30.76	.887
Aesthetic	5	15.54	24.15	.881
Total scale	51	166.98	880.691	.948

* 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.

**Fig. 1:** Cronbach's alpha values of pilot and main study surveys.

Respondents' Demographic and Socioeconomic Characteristics

Gender and marital status

Table 4 presents the distribution of respondents by marital status and gender. The results show that more than half of the survey respondents (56.7%) were men, whereas 43.3% were female. With regard to marital status, the vast majority of the respondents were married (73.8%), followed by 20.7% who were single, 3.7% who were divorced, and 1.9% who were widowed. This shows that outside home leisure activities are practiced mostly by married individuals.

Table 4: Distribution of respondents by marital status and gender

Marital status/Gender	Male	Female	Total	Percent
Single	78	89	167	20.7
Married	362	234	596	73.8
Widowed	7	8	15	1.9
Divorced	11	19	30	3.7
Total	458	350	808	100
Percent	56.7	43.3	100	

Age

Table 5 presents the distribution of respondents by age group. Most of the respondents were less than 40 years old, representing 62.6% of the total sample. Whereas 37.4% of the respondents were elder than 40 years of whom 11.3% were elder than 70 years. The respondents' mean age was 35.5 years with standard deviation of 8.7 years.

Table 5: Distribution of Respondents by Age Groups

Age Group (Years)	Frequency	Percent	Cumulative Percent
Less than 30 years	197	24.2	24.2
30 - 39	312	38.4	62.6
40 - 49	146	18.0	80.6
50 - 59	60	7.4	87.9
60 - 69	6	0.7	88.7
70 +	92	11.3	100
Total	813	100	

Mean age = 35.5 years (SD = 8.7)

Education

Table 6 shows that most respondents had bachelor's degree (28.9%), followed by 25.4% with an associate's degree, 11.8% had some college, 17.5% were high school graduates, 11.3% had some college degree, 6% had a professional degree, 4.9% had an education level less than high school graduate, and lastly 2.8% of the respondents had a PhD degree .

Table 6: Distribution of Respondents by Highest Education Level

Education	Frequency	Percent
Less than high school	39	4.9
High school graduate	140	17.5
Some college	90	11.3
Associate's degree	203	25.4
Bachelor's degree	231	28.9
Graduate degree	25	3.1
Professional degree	48	6.0
Ph.D.	22	2.8
Total	798	100.0

Nationality

Table 7 shows that more than two-thirds (67.2%) of the respondents were Saudi nationals, whereas 32.8% of the respondents were expatriates. This is consistent with Saudi population composition which is comprised of 67.9% Saudi Nationals and 32.1% Non-Saudi people in 2012 (Central Department of Statistics and Information, www.cdsi.gov.sa). Further, the results show that the sex-ratio (males per 100 females) of citizen respondents was lower than that of non-citizen respondents; 127.6 and 132.5 males per females for citizen and non-citizen respectively.

Table 7: Distribution of Respondents by Nationality and Gender

Gender / Nationality		Citizen	Non-Citizen	Total
Male	Count	305	151	456
	% within Gender	66.9%	33.1%	100%
	% within Nationality	56.1%	57.0%	56.4%
Female	Count	239	114	353
	% within Gender	67.7%	32.3%	100%
	% within Nationality	43.9%	43.0%	43.6%
Total	Count	544	265	809
	% within Gender	67.2%	32.8%	100%
	% within Nationality	100%	100%	100%
Sex Ratio (Males per 100 females)		127.6	132.5	129.2

Family size

Table 8 shows that the respondents' family size varied between one to more than 10 members with a modal size of five members (18.9%). The majority of the respondents had family size of five members or less (64.5%), whereas 35.5% of the respondents with family size of more than five members. The mean family size was 4.97 members with standard deviation of 2.42.

Table 8: Distribution of Respondents by Family Size

Family Members	Frequency	Percent	Cumulative Percent
1	30	4.3	4.3
2	71	10.1	14.3
3	105	14.9	29.2
4	116	16.5	45.7
5	133	18.9	64.5
6	76	10.8	75.3
7	77	10.9	86.2
8	47	6.7	92.9
9	20	2.8	95.7
10+	30	4.3	100
Total	705	100	

Mean family size = 4.97 (SD = 2.42)

Income

Table 9 shows that about half respondents (48.8%) earn less than 75,000 Saudi Riyals per annum, 14.4% of the respondents had annual incomes between 75,000 and 99,999 SR, 18.7% earned between 100,000 and 149,999 SR, 9% earned between 150,000 and 199,999 SR, and lastly also 9% of the respondents had annual incomes more than 200,000 SR. The mean annual income was relatively high amounting to 91576.3 SR with relatively high standard deviation of 62559.4 SR compared to annual per capita income of 67612.5 SR in 2011 (<http://www.worldbank.org>). This implies that high- income individuals participate in leisure activities more than those with low incomes.

Table 9: Distribution of Respondents by Income Group

Annual income	Frequency	Percent	Cumulative Percent
Less than 49,999 SR	219	29.5	29.5
50,000 to 74,999 SR	143	19.3	48.8
75,000 to 99,999 SR	107	14.4	63.2
100,000 to 149,999 SR	139	18.7	81.9
150,000 to 199,999 SR	67	9.0	91.0
200,000 SR or more.	67	9.0	100
Total	742	100	

Mean annual income= 91576.3 SR (SD=62599.4)

Length of time living in Riyadh City

Table 10 shows that the majority of respondents (69.8%) have lived fewer than 30 years in Riyadh. This is because the sample constituted non-citizens (32.8%) who usually stay for a short period due to official residence permit which is limited by 10 years at most. The mean period of living in Riyadh was 22.45 years with relatively high standard deviation amounting to 12.33 years.

Table 10: Length of Time Living in Riyadh City

Years	Frequency	Percent	Cumulative Percent
Less than 30 years	526	69.8	69.8
30 - 39	169	22.4	92.2
40 - 49	45	6.0	98.1
50 - 59	12	1.6	99.7
60 - 69	2	0.3	100.0
Total	754	100.0	

Mean length of Time living in Riyadh = 22.45 years (SD=12.33)

Leisure Activities in Riyadh City

Location of leisure activities

The survey respondents were asked to provide information regarding the places of their major leisure activities. Table 11 shows that 42.7% of the respondents reported that they don't know where they practice their leisure activities, followed by 36% who used to enjoy leisure activities in privately run places and 21.3% liked publicly run places to practice their leisure activities. Moreover, the results show that citizen respondents participate in publicly run recreation places more than non-citizen respondents; 25.6% and 12.6% of citizen and non-citizen respondents reported that they used to enjoy their time in public recreation places.

Table 11: Distribution of Respondents by Location of Leisure and Nationality

Place/Nationality	Citizen		Non-Citizen		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Publicly run places	137	25.6	33	12.6	170	21.3
Privately run places	205	38.2	82	31.3	287	36.0
I don't know	194	36.2	147	56.1	341	42.7
Total	536	100	262	100	798	100

Duration of outside-home leisure time

Table 12 shows that most respondents (42.9%) reported that they spend weekly between one to four hours in leisure activities, followed by 23.2% who used to enjoy four to six leisure hours, 16.2 % spend more than 12 leisure hours, 14.9% spend between seven to nine leisure hours, and lastly 3.1% of the respondents reported that they enjoy between 10 to 12 hours in a week in leisure activities. The mean weekly leisure hours was 6.25 (SD= 5.77) with non-citizen respondents reported higher mean leisure time than citizen respondents.

Table 12: Distribution of Respondents by Number of Weekly Outside-Home Leisure Hours

Leisure time/ Nationality	Citizen		Non-Citizen		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
1-3	191	42.4	103	43.6	294	42.9
4-6	125	27.8	34	14.4	159	23.2
7-9	59	13.1	43	18.2	102	14.9
10-12	12	2.7	8	3.4	20	2.9
12+	63	14.0	48	20.3	111	16.2
Total	450	100	236	100	686	100
Mean (SD)	6.00 (5.80)		6.73 (5.72)		6.25 (5.77)	

Table 13 shows there was no significant differences in leisure times (hours per week) of the respondents who had had participated in leisure activities run by public sector and private run places ($t=0.25$, $p\text{-value} > .05$).

Table 13: Independent Two-Samples T- Test Results of Comparing Mean Leisure Time (hours per week) of Respondents Participated in Public and Private Leisure Places

Place	n	Mean (hrs/week)	Std. Deviation	Two-sample t-test	
				t	Sig. (2-tailed)
Publicly run places	150	6.15	5.392	.251	.802
Privately run places	249	6.00	5.577		

Types of outside-home leisure activities

The respondents were asked to list their outside leisure activities according to their importance, from the most important to least important with activity number one being the most important and number six the least.. Table 14 shows that the respondents participated in a wide variety of leisure activities totaling 56 activities. The results show that 74% of the respondents had reported their outside home leisure activities and that 26% misreported their leisure activities. In addition, 59% of the respondents used to practice two activities in their leisure times, 27.4% used to practice three activities, 8.1% used to practice four activities, 1.8% used to practice five activities and lastly 0.3% had reported they practice six activities during their leisure time. (Fig. 2).

The top seven most frequently engaged outside leisure activities were walking (19.5%), followed by shopping with (15.1%), swimming (9.4%), football (6.9%), visiting parks (6.1%), Gym (5.5%), and dining out (restaurants) (4.1%) (Fig. 2). These activities had been practiced by 38.4%, 29.7%, 18.4%, 13.6%, 12%, 10.8%, and 8.1% of the respondents respectively. Whereas the remaining 49 activities only represent 33.4% of the total leisure activities.

Table 14: 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	147	52	22	7	3	0	231	19.5
2 Shopping	97	57	21	3	1	0	179	15.1
3 Swimming	58	37	12	3	1	0	111	9.4
4 Football	54	26	1	1	0	0	82	6.9
5 Visiting parks	41	14	15	2	0	0	72	6.1
6 Gym	35	18	8	3	1	0	65	5.5
7 Restaurant	18	20	9	2	0	0	49	4.1
8 V. family	19	14	10	1	1	0	45	3.8
9 Reading	7	15	12	5	1	1	41	3.5
10 V.friends	21	11	6	2	0	0	40	3.4
11 Running	20	10	8	1	0	0	39	3.3
12 Camping	13	10	4	1	0	0	28	2.4
13 Tennis	6	8	5	3	0	0	22	1.9
14 V.ball	6	7	3	0	0	0	16	1.4
15 café	3	5	2	3	0	0	13	1.1
16 Cruising	4	2	3	4	0	0	13	1.1
17 Gardening	10	1	0	1	0	0	12	1.0
18 Fitness	4	4	2	1	0	0	11	0.9
19 Puzzle	2	5	1	1	0	0	9	0.8
20 Movies	0	2	4	1	1	0	8	0.7
21 T.V	5	2	1	0	0	0	8	0.7
22 Basketball	0	4	2	1	0	0	7	0.6
23 Cards	2	2	2	1	0	0	7	0.6
24 Dancing	1	6	0	0	0	0	7	0.6
25 Bowling	4	0	0	1	0	0	5	0.4
26 Exercises	2	3	0	0	0	0	5	0.4
27 Hunting	4	0	1	0	0	0	5	0.4
28 Sport	4	0	0	0	0	0	4	0.3
29 Aerobics	2	1	0	0	0	0	3	0.3
30 Drawing	0	1	0	0	1	1	3	0.3
31 E. games	0	1	1	1	0	0	3	0.3

Activity	The most important activity	Second important activity	Third important activity	Fourth important activity	Fifth important activity	Six important activity	Total	Percent
32 Golf	1	1	1	0	0	0	3	0.3
33 Hiking	0	0	3	0	0	0	3	0.3
34 Horseback	0	2	1	0	0	0	3	0.3
35 Listening to music	2	1	0	0	0	0	3	0.3
36 Writing	2	0	1	0	0	0	3	0.3
37 Yoga	1	2	0	0	0	0	3	0.3
38 Cooking	1	1	0	0	0	0	2	0.2
39 Net	1	0	1	0	0	0	2	0.2
40 Poetry	1	1	0	0	0	0	2	0.2
41 Scuba Diving	0	2	0	0	0	0	2	0.2
42 Biking	0	1	0	0	0	0	1	0.1
43 Billiards	0	1	0	0	0	0	1	0.1
44 Competitions	0	1	0	0	0	0	1	0.1
45 Chatting	0	0	1	0	0	0	1	0.1
46 Carnivals	1	0	0	0	0	0	1	0.1
47 Embroidery	1	0	0	0	0	0	1	0.1
48 Driving	0	0	0	0	1	0	1	0.1
49 Hockey	0	1	0	0	0	0	1	0.1
50 Kids games	1	0	0	0	0	0	1	0.1
51 Massage	0	1	0	0	0	0	1	0.1
52 Museums	0	1	0	0	0	0	1	0.1
53 Painting	0	0	1	0	0	0	1	0.1
54 Shooting	1	0	0	0	0	0	1	0.1
55 Sightseeing	0	1	0	0	0	0	1	0.1
56 W. games	0	0	1	0	0	0	1	0.1
Total	602*	355	165	49	11	2	1184	100
% of Sample	74.0	43.7	20.3	6.0	1.4	0.2	145.6**	

* 211 of the sample did not report any leisure activity

** Some respondents reported more than one leisure activity

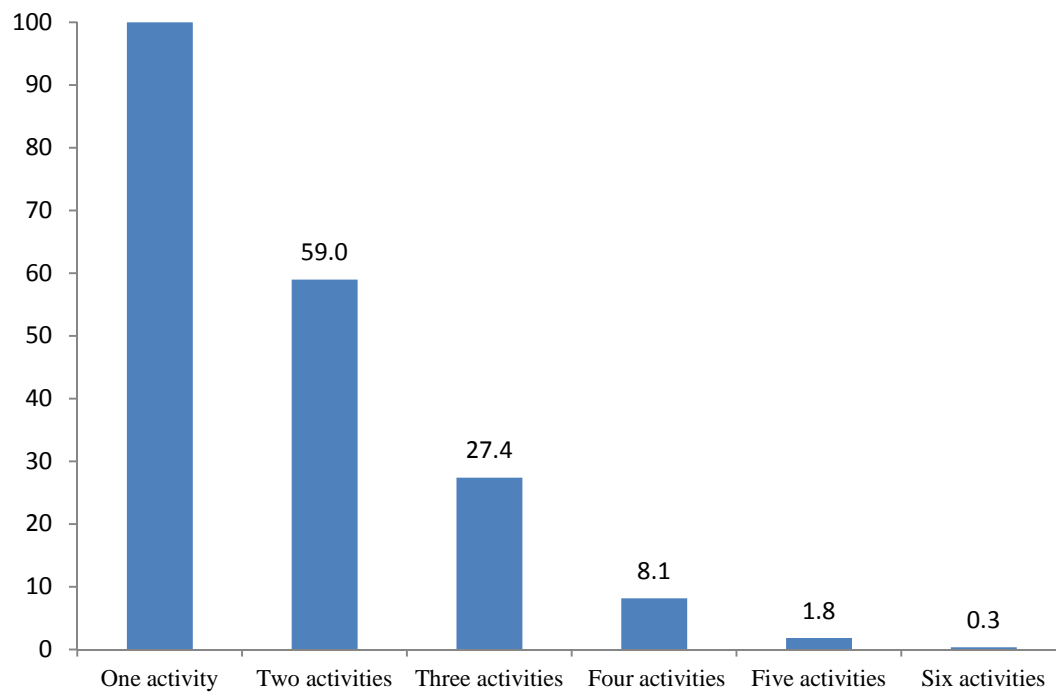


Fig.2: Percent distribution of respondents according to number of leisure activities practiced

Satisfaction with Outside-Home Leisure Activities in Riyadh

Level of leisure satisfaction

To measure the respondents' satisfaction with leisure activities, the mean and standard deviation of respondents' responses on LSS items 1 to 51 were computed. In addition, one-sample t-test was performed to test whether the mean score of each item is greater than or equal three, the mid-point of Likert scale (3=sometime true). The null and alternative hypotheses were formulated as follows:

$$(H_0 : \text{mean score} = 3 \text{ versus } H_a: \text{mean score} > 3)$$

Although the overall mean satisfaction with leisure activities was above medium level (mean=3.25, SD=1.16), there were differences in levels of satisfaction between the six aspects of leisure activities which varied between 3.08 for social aspect to 3.42 for psychological aspect. Moreover, the level of satisfaction within each aspect had also showed significant variations.

Psychological aspect was rated as *the highest satisfying aspect* of leisure activities with overall mean of 3.42 (SD=1.24). With respect to items of psychological aspect, the mean satisfaction level varied between 1.47 (SD=0.831) for item "I consider leisure activities a waste of time" to 3.41 (SD=1.12) for item "my leisure activities give me a sense of accomplishment". The results of on-sample t-test show that the respondents were dissatisfied with seven aspects of psychological dimension of leisure activities (p-value > 0.05).

These results imply the Riyadh residents are not completely free in choosing leisure activities. This may be due to the limited availability of recreation facilities and leisure activities

in the city and their regulations and restrictions. At the same time, the residents perceive the value of free time and the necessity to use it in leisure activities.

On the other hand, the respondents were moderately satisfied with the following aspects of psychological dimension (p-value < .05). This shows that the residents perceive the importance of leisure activities in different aspects of psychological well-being such enjoyment, contentment, skills enrichment, and life satisfaction.

As for educational aspect, the mean satisfaction level varied between 2.83 (SD=1.136) for item " My leisure activities help to satisfy my curiosity " to 3.33 (SD=1.006) for item "My leisure activities help me to learn about society in general". The results of one-sample t-test show that the respondents were satisfied with all items measuring educational aspect of leisure activities except item " My leisure activities help to satisfy my curiosity" of which the p-value exceeded 0.05 level of significance. This results shows in general Riyadh residents perceive the role of leisure activities in increasing knowledge and experiences.

As for the social aspect of leisure activities, the mean satisfaction level varied between 2.83 (SD=1.137) for item "I met many of my friends through leisure activities" to 3.33 (SD=1.064) for item "I respect those with whom I do leisure activities." The results of one-sample t-test show that the respondents moderately were satisfied with the following six items (p-value < 0.05).

However, the respondents were not fully satisfied with following five items (p-value>0.05):

- I prefer leisure activities in which I am among others in groups.
- I associate with stimulating people in my leisure activities.
- I associate with people in my free time who enjoy doing leisure activities a great deal.

- I met many of my friends through leisure activities.
- I enjoy making myself useful to others in my free time.

This shows that Riyadh residents perceive the some social benefits of leisure such as social interaction and integration.

With regard to relaxation aspect of leisure activities, the mean satisfaction level varied between 3.34 (SD=1.179) for item "My leisure activities contribute to my emotional well-being" and 3.50 (SD=1.123) for item " My leisure activities help relieve stress ". The results of one-sample t-test show that the respondents were satisfied with all four items that relaxation aspect of leisure activities (p-value < 0.05). This shows that Riyadh residents perceive the relaxation benefits of leisure activities.

The mean satisfaction with physiological aspects of leisure activities varied between 3.21 (SD=1.137) for the item "My leisure activities are physically challenging" and 3.43 (SD=1.171) for the item "My leisure activities help me to stay healthy". The results show that all the respondents were satisfied with all physiological aspects of leisure activities (p-value < 0.05). This shows that Riyadh residents perceive that involvement in leisure activities enhance physiological well-being.

Aesthetic was the second least satisfied with aspect of leisure activities with the mean respondents' satisfaction of 3.1 (SD=1.2). The specific leisure satisfaction items that respondents rated highest were, "The areas or places where I engage in my leisure activities are fresh and clean" (Mean=3.31, SD=1.164), and "The areas or places where I engage in my leisure activities are interesting." (Mean=3.21, SD=1.133). Additionally, the one-sample t-test results show that

the respondents were satisfied with these two items (p -value $< .05$). The respondents were not satisfied with the following items (p -value > 0.05):

- The areas or places where I engage in my leisure activities are beautiful.
- The areas or places where I engage in my leisure activities are well designed.
- The areas or places where I engage in my leisure activities are pleasing to me.

Although the Riyadh residents perceive that leisure places were fresh, clean, and interesting, they were not satisfied with beauty, design and pleasure aspects of these places.

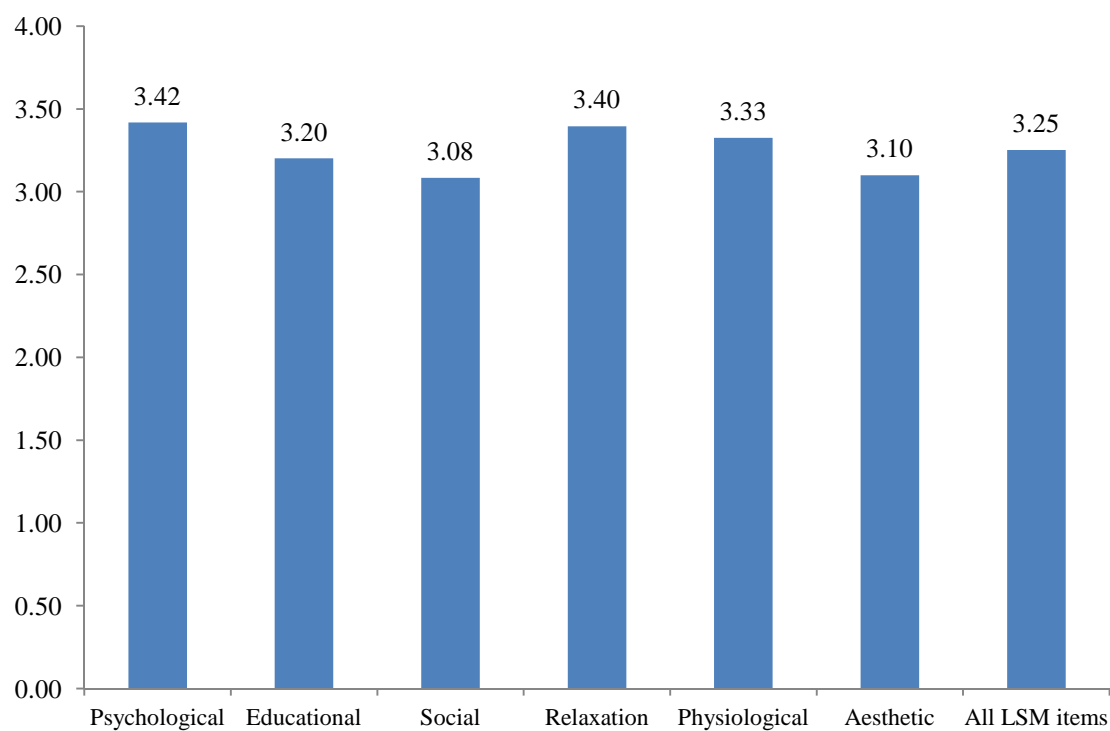


Fig. 3: The mean responses on LSS subscales

Table 15: Respondents' Satisfaction with Outside-Home Leisure Activities in Riyadh

#	Item	Mean*	Std. Deviation	One-sample t-test	
				t-value	P-value
Psychological:					
6	My leisure activities give me a sense of accomplishment.	3.41	1.120	10.16	0.000
8	I consider leisure activities a waste of time.	1.47	.831	-52.27	1.000
Subscale average**		3.42	1.24	22.06	0.000
Educational:					
19	My leisure activities help to satisfy my curiosity.	2.83	1.136	-4.26	1.000
23	My leisure activities help me to learn about society in general.	3.33	1.006	9.43	0.000
Subscale average		3.20	1.08	8.00	0.000
Social:					
33	I met many of my friends through leisure activities.	2.83	1.137	-4.25	1.000
36	I respect those with whom I do leisure activities.	3.33	1.064	8.68	0.000
Subscale average		3.08	1.09	3.38	0.000
Relaxation:					
38	My leisure activities help relieve stress.	3.50	1.123	12.67	0.000
39	My leisure activities contribute to my emotional well-being.	3.34	1.179	8.11	0.000
Subscale average		3.40	1.13	12.21	0.000
Physiological					
41	My leisure activities are physically challenging.	3.21	1.137	5.28	0.000
44	My leisure activities help me to stay healthy.	3.43	1.171	10.35	0.000
Subscale average		3.33	1.16	10.03	0.000
Aesthetic:					
47	The areas or places where I engage in my leisure activities are fresh and clean.	3.31	1.164	7.51	0.000
51	The areas or places where I engage in my leisure activities are pleasing to me.	2.98	1.261	-0.56	0.711
Subscale average		3.10	1.20	2.90	0.002
All LSS items		3.25	1.16	4.20	0.000

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

** Subscale average was computed after reversing items 4, 8, 10, and 11 scores

Inter-correlations between LSS subscales

Pearson correlations were run to measure the relationship between the six aspects of leisure satisfaction (Psychological, Educational, Social, Relaxation, Physiological, Aesthetic). The correlation matrix presented in Table 16 shows that there were significant positive correlation between all LSS subscales at 5% level of significance. This implies that the residents who reported higher leisure satisfaction in one aspect had also reported higher satisfaction in the other leisure activities aspects.

Table 16: Inter-Correlations Among LSS Subscales

LSS aspect	Psychological	Educational	Social	Relaxation	Physiological	Aesthetic
Educational	.650 (.000)	1				
Social	.528 (.000)	.665 (.000)	1			
Relaxation	.520 (.000)	.647 (.000)	.616 (.000)	1		
Physiological	.507 (.000)	.565 (.000)	.561 (.000)	.636 (.000)	1	
Aesthetic	.407 (.000)	.449 (.000)	.515 (.000)	.448 (.000)	.508 (.000)	1
All items	.717 (.000)	.871 (.000)	.837 (.000)	.791 (.000)	.773 (.000)	.670 (.000)

Figures in parentheses are two-tailed significance level

Satisfaction with leisure activities of private sector

To measure the respondents' satisfaction with leisure activities of the private sector, mean and standard deviation of respondents' responses on items 52 to 55 were computed. In addition, one-sample t-test was performed to test whether the mean score of each item is equal or greater than three, the mid-point of Likert scale. Table 17 shows the mean and standard deviation of 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 are between 2.11 and 2.86. In addition, the results of one-sample t-test show that the respondents' mean scores of these items were significantly less than three; the midpoint of Likert scale (relatively satisfied). These results show that Riyadh residents were not fully satisfied with the efficiency of the private sector initiations of leisure activities, initiatives to encourage social change, and the private sector incentives that support innovation in leisure activities sector. In addition, the residents were not fully optimistic that the future can bring up more opportunities for enhancing leisure participation in different leisure activities.

Table 17: 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? Please select your levels of satisfaction.	2.11	1.11	-22.74	1.000
Are you satisfied with the initiatives that are available to encourage social change among Saudi Arabians? Please select your levels of satisfaction.	2.35	1.11	-16.52	1.000
Private incentives and the available social environment support innovation in terms of leisure activities.	2.45	1.22	-12.86	1.000
Are you optimistic that the future can bring up more opportunities for enhancing leisure participation in different leisure activities among Saudi nationals? Please select your level of optimism.	2.86	1.21	-3.21	0.999

* 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

This chapter presents the discussion of the research hypotheses. The methods to test the hypotheses are discussed as well as the resulting conclusions of whether or not each hypothesis was supported.

Research hypothesis 1: The participants who use private recreation facilities have higher levels of leisure satisfaction than those who use public facilities.

To test this hypothesis, independent two-sample test was performed to test whether there are significant differences in the perceived leisure satisfaction between the participants who used private recreation facilities and those who used public facilities. The results of the independent two-samples t- test presented in Table 18, show that there were no significant differences in the perceived leisure satisfaction between participants' who used private recreation facilities and participants who used public facilities at .05 level of significance. Therefore, the hypothesis of "the participants who use private recreation facilities have higher levels of leisure satisfaction" was not supported.

Table 18: Independent Two-Sample T-Test Results Comparing Perceived Leisure Satisfaction of Respondents Participating in Public and Private Leisure Places

LSS / Sector	Publicly run places			Privately run places			Two Sample t-test	
	n	Mean	Std. Deviation	n	Mean	Std. Deviation	t	Sig. (2-tailed)
Psychological	170	3.48	0.55	288	3.54	0.57	-1.128	.260
Educational	170	3.30	0.77	288	3.34	0.72	-0.584	.560
Social	170	3.15	0.76	288	3.21	0.72	-0.830	.407
Relaxation	170	3.52	0.96	288	3.63	0.90	-1.226	.221
Physiological	170	3.47	1.01	288	3.49	0.91	-0.258	.797
Aesthetic	170	3.21	1.03	288	3.25	1.02	-0.426	.670
LSS all items	170	3.18	0.63	288	3.22	0.59	-0.808	.419

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 the perceived leisure satisfaction while controlling for the effects of gender, marital status, nationality, age, education, family size, income, period living in Riyadh, leisure place. Table 19 shows that there was no significant correlation between outside home leisure-time and the dimensions of leisure activities ($p\text{-value} > .05$). Therefore, Hypothesis two was not supported, concluding that there is no relationship between leisure time and leisure satisfaction.

Table 19: Partial Correlation Coefficients Between Leisure Time (Hours Per Week) and Perceived Leisure Satisfaction

LSS	Partial Correlation*	Significance (2-tailed)
Psychological	.06	.200
Educational	.05	.303
Social	.00	.978
Relaxation	.07	.144
Physiological	-.01	.891
Aesthetic	-.03	.500
LSS all items	.03	.472

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

Research hypothesis 3: Female participants have higher levels of leisure satisfaction than do men.

To test this hypothesis, 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-samples t- test, presented in Table 20, show that there were significant differences in the perceived satisfaction of physiological and aesthetic aspects of leisure activities between male and female participants at .05 level of significance (P-values < .05). The differences in satisfaction with other aspects of leisure activities between female and male participants were not significant at .05 level of significance. Therefore, the hypothesis of “female participants have higher levels of leisure satisfaction” was partially supported. Therefore concluding that, female participants had higher satisfaction levels with physiological and aesthetic aspects of leisure activities than males.

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

LSS / Gender	Female			male			Two Sample t-test	
	N	Mean	Std. Deviation	N	Mean	Std. Deviation	t	Sig. (2-tailed)
Psychological	460	3.44	.56	353	3.39	.51	1.128	.260
Educational	460	3.22	.73	353	3.18	.70	.680	.497
Social	460	3.10	.71	353	3.06	.70	.765	.445
Relaxation	460	3.43	.92	353	3.35	.93	1.289	.198
Physiological	460	3.41	.96	353	3.21	.87	3.032	.003
Aesthetic	460	3.16	.96	353	3.02	1.00	2.081	.038
LSS all items	460	3.12	.60	353	3.04	.57	1.822	.069

Research hypothesis 4: Married participants have higher levels of leisure satisfaction than do people who are not married.

To test this hypothesis, one-way ANOVA test was performed to test whether there are significant differences in the perceived leisure satisfaction with respondent's marital status. The results of one-way ANOVA show that there were no significant differences in the perceived leisure satisfaction between the different respondents' marital status categories (single, married, widowed, divorced) at .05 level of significance (P-values > .05). Therefore, the hypothesis of "married participants have higher levels of leisure satisfaction" was not supported. This shows satisfaction with leisure activities in Riyadh does not differ with respect to residents' marital status.

Table 21: One-way ANOVA Results Comparing Perceived Leisure Satisfaction with Respect to Marital Status

LSS	Status	N	Mean	Std. Deviation	F-value	Sig.
Psychological	Single	167	3.45	0.60	2.491	.059
	Married	596	3.39	0.52		
	Widowed	15	3.61	0.60		
	Divorced	30	3.61	0.61		
	Total	808	3.42	0.54		
Educational	Single	167	3.24	0.76	1.207	.306
	Married	596	3.18	0.70		
	Widowed	15	3.36	0.69		
	Divorced	30	3.37	0.76		
	Total	808	3.20	0.72		
Social	Single	167	3.12	0.74	1.165	.322
	Married	596	3.06	0.69		

LSS	Status	N	Mean	Std. Deviation	F-value	Sig.
	Widowed	15	3.26	0.74		
	Divorced	30	3.24	0.88		
	Total	808	3.08	0.71		
Relaxation	Single	167	3.48	0.96	2.454	.062
	Married	596	3.35	0.91		
	Widowed	15	3.71	0.85		
	Divorced	30	3.69	1.02		
	Total	808	3.40	0.92		
Physiological	Single	167	3.41	0.95	.939	.421
	Married	596	3.30	0.92		
	Widowed	15	3.49	1.07		
	Divorced	30	3.44	0.92		
	Total	808	3.33	0.93		
Aesthetic	Single	167	3.18	1.04	1.593	.190
	Married	596	3.06	0.96		
	Widowed	15	3.51	0.98		
	Divorced	30	3.20	1.20		
	Total	808	3.10	0.99		
LSS	Single	167	3.13	0.61	2.365	.070
	Married	596	3.06	0.57		
	Widowed	15	3.33	0.62		
	Divorced	30	3.25	0.71		
	Total	808	3.09	0.59		

Research hypothesis 5: Non-national participants have higher levels of leisure satisfaction than national participants.

To test this hypothesis, two-sample 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 22 show that there were significant differences in the perceived leisure satisfaction with educational, relaxation, and physiological aspects of leisure activities between national and non-national participants at .05 level of significance (P-values < .05). Saudi nationals have reported higher satisfaction level in these three aspects than non-nationals. However, the results show there were no significant differences in levels of satisfaction between nationals and nationals with psychological, social, and aesthetic aspects of leisure activities at 0.05 significance level (p-value > .05). Therefore, the hypothesis of "non-national participants have higher levels of leisure satisfaction" was not supported. This implies that expatriates in Riyadh had higher satisfaction levels with the educational, relaxation, physiological aspects of leisure activities than Saudi citizens.

Table 22: Independent Sample T-Test Results Comparing Perceived Leisure Satisfaction of Respondents with Respect to Nationality

LSS/Nationality	Citizen			Non-Citizen			Two Sample t-test	
	N	Mean	Std. Deviation	N	Mean	Std. Deviation	t	Sig. (2-tailed)
Psychological	544	3.43	0.55	265	3.39	0.53	0.87	.382
Educational	544	3.24	0.73	265	3.11	0.68	2.54	.011
Social	544	3.11	0.71	265	3.03	0.69	1.41	.159
Relaxation	544	3.48	0.93	265	3.22	0.89	3.84	.000
Physiological	544	3.41	0.95	265	3.15	0.84	3.81	.000
Aesthetic	544	3.12	1.05	265	3.05	0.82	0.92	.356
LSS	544	3.12	0.60	265	3.01	0.55	2.70	.007

Research hypothesis 6: When controlling for demographic and socioeconomic variables there is a positive relationship between participant's age and leisure satisfaction.

To test this hypothesis, partial correlations were performed to measure the relationship between respondent's 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, leisure time. Table 23 shows that there was no significant correlation between respondent's age and all aspects of leisure satisfaction at 0.05 level of significance (P-values > .05). Therefore, Hypothesis 6 was not supported. We conclude that leisure satisfaction (psychological, educational, social, relaxation, physiological, aesthetic) does not differ with respect to age when controlling for the demographic and socio-economic variables.

Table 23: Partial Correlation Coefficients Between Respondent Age and Perceived Leisure Satisfaction

LSS	Partial Correlation*	Significance (2-tailed)
Psychological	.06	.222
Educational	-.01	.857
Social	.01	.783
Relaxation	.02	.681
Physiological	-.05	.275
Aesthetic	-.0005	.991
LSS all items	.001	.977

* 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 there is a negative relationship between participant's education level and leisure satisfaction.

To test this hypothesis, partial correlations were performed to measure the relationship between respondent's education level and the perceived leisure satisfaction while controlling for the effects of gender, marital status, nationality, age, family size, income, length of time living in Riyadh, leisure place, leisure time. Table 24 shows that there was not a significant negative correlation between respondent's education and perceived satisfaction with relaxation aspect of leisure activities at .05 level of significance (p-values < .05). Moreover, the results show there were no significant correlation between respondent's education with psychological, educational, social, physiological, and aesthetic aspects of leisure activities at .05 level of significance (p-value > .05). Therefore, Hypothesis 7 was not supported.

Table 24: Partial Correlation Coefficients Between Respondents' Education and Perceived Leisure Satisfaction

LSS	Partial Correlation*	Significance (2-tailed)
Psychological	.01	.858
Educational	.06	.203
Social	-.03	.558
Relaxation	.10	.028
Physiological	.02	.647
Aesthetic	.02	.659
LSS all items	.04	.345

* 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 participant's family size and leisure satisfaction.

To test this hypothesis, partial correlations were performed to measure the relationship between respondent's family size and the perceived leisure satisfaction while controlling for the effects of gender, marital status, nationality, age, education, income, length of time living in Riyadh, leisure place, leisure time. Table 25 shows that there were significant negative correlations between respondent's family size with psychological, educational, social and relaxation aspects of leisure activities and between family size with overall LSS at .05 level of significance (p -values $< .05$). Relationships between family size with physiological and aesthetic aspects were not statistically significant (p -value $> .05$). Therefore, Hypothesis 8 was partially supported. We conclude that respondents with large family size are less satisfied with psychological, educational, social, and relaxation aspects of leisure activities. This is anticipated as many participants look after their family members in recreation places at the expense of enjoying leisure activities.

Table 25: Partial Correlation Coefficients Between Respondent's Family Size and Perceived Leisure Satisfaction

LSS	Partial Correlation*	Significance (2-tailed)
Psychological	-.10	.022
Educational	-.09	.039
Social	-.13	.005
Relaxation	-.18	.000
Physiological	-.05	.230
Aesthetic	-.05	.263
LSS all items	-.12	.006

* 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 participant's income and leisure satisfaction.

To test this hypothesis, partial correlations were performed to examine the relationship between respondent's income and the 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, leisure place. Table 26 shows that there were no significant positive relationships between respondent's income with all the six aspects of leisure activities .05 level of statistical significance (p -value $> .05$). This shows that income does not affect the level of satisfaction with leisure activities. Therefore, Hypothesis 9 was not supported.

Table 26: Partial Correlation Coefficients Between Respondent's Income and Perceived Leisure Satisfaction

LSS	Partial Correlation*	Significance (2-tailed)
Psychological	.07	.118
Educational	.06	.213
Social	.08	.081
Relaxation	.08	.094
Physiological	.07	.133
Aesthetic	.01	.868
LSS all items	.08	.060

* 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 participant's length of time living in Riyadh and leisure satisfaction.

To test this hypothesis, partial correlations were performed to examine the relationship between respondent's period living in Riyadh and the perceived leisure satisfaction while controlling for the effects of gender, marital status, nationality, age, education, family size, leisure time, income, and leisure place. Table 27 shows that there was no significant correlation between respondent's length of time of living in Riyadh with all aspects (psychological, educational, social, relaxation, physiological, aesthetic) of leisure activities at .05 level of significance ($p\text{-value} > .05$). Therefore, Hypothesis 10 was not supported.

Table 27: Partial Correlation Coefficients Between Respondents' Period Living in Riyadh and Perceived Leisure Satisfaction

LSS	Partial Correlation*	Significance (2-tailed)
Psychological	.02	.695
Educational	.06	.157
Social	.08	.094
Relaxation	.08	.083
Physiological	.07	.142
Aesthetic	.08	.074
LSS all items	.07	.113

* 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, one-sample t-test was performed to test whether the mean score of each item is equal to or greater than three, the mid-point of Likert scale. The results presented in Table 28 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" was 3.62 (SD=1.219), which is significantly greater than three (p -value < .05). 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 was supported.

Table 28: 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.	3.62	1.219	14.36	0.000
Culture plays an important role in shaping Saudi nationals' attitudes towards leisure activities.	3.77	1.129	19.24	0.000
There are sufficient investors in the private industry oriented towards promoting leisure activities among the Saudi population.	2.65	1.171	-8.32	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: Socioeconomic and Demographic variables Collectively Influence

Overall Leisure Satisfaction.

Numerous studies have found that demographic and socio-economic variables affect leisure satisfaction (Riddick, 1986, Zhang and Zhao, 2013, Pearson, 2008). For example, Riddick (1986) identified three groups of variables affect leisure satisfaction; a) predisposing factors, including age, gender, etc. b) enabling factors including income, and c) reinforcing factors, factors that increase leisure satisfaction.

To examine the effect of demographic and socioeconomic variables on the perceived leisure satisfaction, a multiple regression model was built. The overall respondent's perceived leisure satisfaction, the average score of the 51 LSS items, was used as a dependent variable for the regression model. The explanatory variables for the perceived leisure satisfaction were:

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 lived in Riyadh City
10. Outside home leisure time (hours per week)
11. Leisure activity (dummy variables for walking, shopping, swimming and football).

To determine the variables that significantly affect perceived leisure satisfaction, a stepwise multiple regression was performed. The stepwise regression is a sequential approach to variable selection. The method starts by 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 its incremental explanatory power it can add to the model. The method continues to add variables to the model until no one adds significantly to the variance of the dependent variable.

The results of stepwise regression are presented in Table 29 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. Normal P-P Plot of regression model 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 leisure place, football, annual income, marital, and family size variables contribute significantly in explaining the variability of perceived leisure satisfaction (p-value < .05). These five variables explain 9.1% of the variance in the perceived leisure satisfaction. Age, education, years living in Riyadh, leisure time, gender, nationality, walking, shopping, and swimming 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 leisure place (private or public) had the highest contribution in explaining the variance in perceived leisure satisfaction with $R^2=4.1\%$. The positive coefficient

sign indicates that the participants who used private recreation places had reported higher leisure satisfaction than those who used public recreation places. This implies that the recreation facilities of the private in Riyadh are better than those available in the public places.

Family size had the second contribution in explaining the perceived leisure satisfaction variability; it explained alone 1.7% of the perceived leisure satisfaction variance. The negative coefficient sign significant negative ($\beta = -0.034$, $p\text{-value} < .05$) shows that the participants who had larger family sizes had reported lower leisure satisfaction. This is anticipated as many participants look after their family members in recreation places at the expense of enjoying leisure activities.

The results show that football has the third highest contribution in explaining the variance in perceived leisure satisfaction with $R^2 = 1.4\%$. The positive sign of the variable coefficient implies that the participants who practiced football as the main leisure activity had reported higher satisfaction level with this activity than those who practiced other activities.

As relating to income, annual income explained alone 1% of the variance in perceived leisure satisfaction. The results show that income had significant positive effect on perceived leisure satisfaction. This implies that the wealthier participants reported high leisure satisfaction compared with those who had lower annual income.

Lastly, marital status explained alone 0.9% of the variance in the perceived leisure satisfaction. The negative coefficient sign explains that married participants nationals were less satisfied with leisure activities in Riyadh compared with single, widow, and divorced participants.

Table 29: Results of Stepwise Multiple Regression for Socioeconomic and Demographic Variables Collectively Influence Overall Leisure Satisfaction.

Variables*	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	VIF	R^2 change
(Constant)	3.215		31.27	.000		
Leisure place	.158	.135	2.99	.003	1.114	.041
Leisure activity (Football)	.268	.121	2.83	.005	1.003	.014
Annual income	.037	.110	2.55	.011	1.017	.010
Marital status	-.194	-.143	-3.08	.002	1.174	.009
Family size	-.034	-.140	-3.02	.003	1.166	.017

$F(5,495) = 9.882$, p-value = 0.000; $R^2 = 9.1\%$; $\bar{R}^2 = 8.2\%$

*Excluded variables were age, education, years living in Riyadh, leisure time, gender, nationality, walking, shopping, and swimming.

Social Changes in the Leisure Context of Saudi Arabia

In recent years, significant social change has begun to take place in Saudi Arabia. The survey respondents were asked to indicate specific examples of implemented social changes in the leisure context of Saudi Arabia. The respondents gave different examples of social changes that have taken place in recent years. The most frequent examples of social changes pointed out by the respondents included the following:

- The importance of leisure activities has been receiving greater attention in the society. As a result, women's appreciation of and participation in leisure activities has significantly increased. The respondents pointed out many examples in this context including establishment of women's sport clubs and teams (basketball and volleyball clubs) and allowance of girls in the private schools to play and practice sports.
- Public awareness of the leisure activities has been increasing in the past years as result of open media and social networks.
- There have been increased levels of women's participation in different activities in the society. This included the appointment of women as parliament members (Shura council members) in a landmark decision and appointments of women in higher executive positions such as deputy minister, president of a university, etc.
- Gradual lifting of some social constraints such as allowance of single female individuals to be in shopping malls.

- Government funding for sports has been increasing in the past years. There is a notable increase in the number of health fitness centers, sport clubs, walking yards, stadiums, and playgrounds.
- Cultural and social activities have been increasing during the past years. These activities included summer recreation festivals and events, drama, art exhibitions, book fairs and cultural forums, meetings, and conferences.
- Increased establishment of public recreation centers and parks. These include establishment of museums, theatres, cultural centers, and social clubs.
- There has been an increased number of shopping malls, coffee shops, internet cafés, restaurants.
- King Abdullah Scholarship Program is a project under which more than 200,000 of Saudi students have had the opportunity to study at different western countries' universities to gain education in different disciplines. The program objectives are to replace foreign laborers and also the graduates of this program will contribute to create a more open society.
- The social media and access to internet had contributed significantly in the openness of the Saudi society.

Suggestions for Enhancing Leisure Satisfaction Among Saudi Arabians

The respondents were asked to point out particular suggestions for enhancing leisure satisfaction among residents.

- To support school's sport and recreational activities.
- Establishment of a sport club in each residential area.
- To increase the society awareness of the importance of leisure activities.
- There is a need to amend some rules and regulation relating to recreational activities.
- There is a need to increase recreational places such as public parks and libraries, art exhibitions, hotels, children theatres, etc.
- Establishment of centers for youth activities.
- Establishment of sports places such as swimming pools, green areas, indoor clubs, walking yards and women's recreational centers.
- Establishment of cinema.
- Government support to private sector to participate in establishing leisure facilities.
- There is a need to add academic courses to school curriculum that will include public leisure activities.
- Establishment of sports and recreation facilities for disabled individuals.
- Solving environment pollution problems.
- More attention to be given for cleanness of recreation facilities

- To allow women to move freely without male companion to attend public sport areas.

Types of Leisure Facilities that Can Contribute to Higher Levels of Participation in Leisure Activities Among the Saudi Population

The following are the leisure facilities that were thought to increase the levels of residents participation in leisure activities:

- Museums
- Public parks, sport clubs, gyms, playgrounds, badminton tennis, volleyball courts.
- Drama theatres.
- Bowling
- Camping
- Water sports including swimming pools.
- Clubs for art and painting.
- Establishment of walking, jogging, running and biking paths.
- Zoo.
- Public transportation for women.
- Children sport clubs.
- Artificial lakes.
- Open green spaces.
- Health fitness clubs.
- Clubs for disabled individuals.

- Movies theatres.
- Billiard games.
- Reading clubs.
- Recreation facilities for elders.
- Bazaars.
- Mobile libraries.
- Chalets.
- Game cities.
- Karate, boxing, wrestling and muscle building clubs.

Conclusions

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 the private industry in building social infrastructure for leisure and to encourage social change among residents in Saudi Arabia, and 4) to determine the collective influence of socioeconomic and demographic variables on overall leisure satisfaction.

To achieve the study objectives, a survey method using a structured questionnaire was administered. The questionnaire used for the survey is composed of Leisure Satisfaction Measure (LSS) developed by Beard and Ragheb (1980), demographic and socioeconomic variables in addition to questions relating to the role of the Saudi private sector in leisure activities. The target population for this study consisted of all Riyadh residents aged 18 years or older during the survey period (June, July, and August 2013). A sample size of 1500 individuals was used to represent the study population using a two-stage stratification method based on Riyadh population composition with respect to both gender and nationality. 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.

The results of the reliability analysis shows the internal reliability of LSS in Saudi society is acceptable; the values of Cronbach's alpha of the overall LSS (51 items) were .865 and .948 for pilot and main study respectively.

The results show that outside home leisure activities in Riyadh were mostly enjoyed by middle-aged, better educated, high-income, married residents, and those with moderate family

size. Most residents participate in private recreation facilities with expatriate residents participating in greater numbers in privately run recreation places than Saudi nationals. Riyadh's residents spend on average 6.25 hours (SD= 5.77) in leisure activities, with non-citizens reporting higher mean leisure time than citizens.

The residents participate in a wide variety of leisure activities totaling 56 activities. The top seven most frequently engaged outside leisure activities were walking (19.5%), followed by shopping with (15.1%), swimming (9.4%), football (6.9%), visiting parks (6.1%), Gym (5.5%), and dining out (restaurants) (4.1%).

The results indicate that the residents were moderately satisfied with all aspects of leisure activities in Riyadh, with the social aspect being the most satisfied with and the psychological aspect the least satisfied with. The psychological aspect was rated as *the highest* satisfying *aspect* of leisure activities. The results show that the residents perceive the importance of leisure activities in different aspects of psychological well being such as enjoyment, contentment, skills enrichment, and life satisfaction. However, the residents were dissatisfied with some aspects of the psychological dimension of leisure activities such as freedom in choosing leisure activities due to the limited availability of recreation facilities and leisure activities in the city. As for the educational aspect, the results show that in general Riyadh residents perceive the role of leisure activities in increasing knowledge and experiences. For, the social aspect, the least satisfied with aspect, the results show that Riyadh residents perceive some social benefits of leisure such as social interaction and integration.

With regard to the relaxation aspect, the results show that most residents perceive the relaxation benefits of leisure activities. Similarly, the residents perceive that involvement in

leisure activities enhances the physiological well being. Lastly as for the aesthetic aspect, the residents perceive that leisure places were fresh, clean, and interesting, but they were not satisfied with the beauty, design and pleasure aspects of these places.

The results show that there were no significant differences in the perceived leisure satisfaction between participants who used private recreation facilities and participants who used public facilities at .05 level of significance. This implies that the facilities and activities available in private recreation places in Riyadh city were similar to those available in public recreation places.

When controlling for demographic and socioeconomic variables (gender, marital status, nationality, age, education, family size, income, length of time living in Riyadh, leisure place), the results show that there was no significant correlation between outside home leisure-time and perceived leisure satisfaction.

The results show that female participants had higher satisfaction levels with physiological and aesthetic aspects of leisure activities than males, whereas; there were no significant differences in perceived leisure satisfaction with psychological, educational, social, and relaxation aspects.

The results show that perceived satisfaction with leisure activities in Riyadh does not differ with respect to residents' marital status.

The results show that there were significant differences in the perceived leisure satisfaction with educational, relaxation, and physiological aspects of leisure activities between national and non-national participants at .05 level of significance (P-values < .05). Saudi nationals have reported higher satisfaction level in these three aspects than non-nationals.

However, the results show that there were no significant differences in levels of satisfaction between nationals and non-nationals with psychological, social, and aesthetic aspects of leisure activities at 0.05 significance level ($p\text{-value} > .05$).

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), the results show that there was no significant correlation between respondent's age and all aspects of leisure satisfaction at 0.05 level of significance ($P\text{-values} > .05$).

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), the results show that there was significant positive correlation between respondents' education and perceived satisfaction with the relaxation aspect of leisure activities at .05 level of significance ($p\text{-values} < .05$). However, there were no significant correlations between respondents' education with psychological, educational, social, physiological, and aesthetic aspects of leisure activities at .05 level of significance ($p\text{-value} > .05$). Therefore, we conclude that better educated residents in Riyadh are more satisfied with the relaxation aspect of leisure activities

When controlling for demographic and socioeconomic variables (marital status, gender, education, nationality, age, income, length of time living in Riyadh, leisure place, leisure time), the results show that there were significant negative correlations between respondent's family size with psychological, educational, social and relaxation aspects of leisure activities and between family size with overall LSS at .05 level of significance ($p\text{-values} < .05$). Relationships between family size with physiological and aesthetic aspects were not statistically significant ($p\text{-}$

value $>.05$). We conclude that respondents with large family size were less satisfied with psychological, educational, social, and relaxation aspects of leisure activities. This is anticipated as many participants look after their family members in recreation places at the expense of enjoying leisure activities.

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), the results show that there were no significant positive relationships between respondent's income with all the six aspects of leisure activities .05 level of statistical significance (p-value $>.05$). This shows that income level does not affect the level of satisfaction with leisure activities.

When controlling for demographic and socioeconomic variables (marital status, gender, education, family size, income, nationality, age, leisure place, leisure time), the results show that there was no significant correlation between respondents' length of time of living in Riyadh with all aspects (psychological, educational, social, relaxation, physiological, aesthetic) of leisure activities at .05 level of significance (p-value $>.05$).

Riyadh residents perceive that the construction of more leisure facilities in the city will lead to enhanced leisure satisfaction. Moreover, the residents perceive that culture plays an important role in shaping Saudi nationals' attitudes towards leisure activities. Furthermore, the results show that most residents do not see that there are sufficient investors in the private industry oriented towards promoting leisure activities among the Saudi population.

To examine the collective effect of demographic and socioeconomic variables on the perceived leisure satisfaction, a stepwise multiple regression model was built. The overall respondents perceived leisure satisfaction (the average score of the 51 LSS items) was used as a

dependent variable for the regression model. The explanatory variables for the perceived leisure satisfaction were gender, marital status, nationality, leisure place, age, education, family size, income, years lived in Riyadh, outside home leisure time and leisure activity. The model results show that leisure place, annual income, marital status, and family size variables contribute significantly in explaining the variability of perceived leisure satisfaction (p -value $< .05$). These five variables explain 9.1% of the variance in the perceived leisure satisfaction. The overall conclusion from the model results, the residents prefer private recreation places, which implies that the recreation facilities of the private in Riyadh are better than those available in the public places. Moreover, the residents with more family members do not take pleasure in leisure activities as they look after their family members at the expense of enjoying the activities. The residents who practice football as the main leisure activity have higher satisfaction level than those who practice other activities. The wealthier residents have high leisure satisfaction compared with those who have lower annual income. Married residents are less satisfied with leisure activities in Riyadh compared with single, widow, and divorced participants. Age, education, years living in Riyadh, leisure time, gender, nationality, walking, shopping, and swimming were excluded from the model as they did not contribute significantly in explaining the variability of perceived leisure satisfaction (p -values $> .05$).

With regards to the role of the private sector, the results show that the residents are not fully satisfied with the efficiency of the private sector initiations of leisure activities, initiatives to encourage social change, and the private sector incentives that support innovation in 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 that there are sufficient investors in the private industry oriented towards promoting leisure activities among the Saudi population.

To enhance leisure satisfaction, residents pointed out particular suggestions which include establishment of more recreational places such as public parks and libraries, art exhibitions, hotels, children theatres, etc, amendment of rules and regulation relating to recreational activities, government support to private sector to participate in establishing leisure facilities, and to increase the awareness about the importance of leisure activities.

Limitations of the Study

The following are worth noting limitations of the main study:

- The first potential limitation relates to survey time. The survey was carried in the summer (June, July, and August 2013) when most high-skilled expatriates (University professors, physicians, engineers, etc.) were in leave. This may caused unequal representativeness of some non-nationals category. Hence the stability of the main study findings is cautioned.
- There were high item non-response rates for open-ended questions particularly for the question "What kind of leisure activities do you participate in outside the home?" Also, for the last three questions (60, 61, and 62) only 88 respondents gave answers to these last three open-ended questions representing 10.8% of the valid questionnaires.

- 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 showed that 42.7% of the respondents reported that they don't know where they practice leisure activities.

Recommendations of the Study

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

- The results show that the internal reliability of LSS is acceptable in Saudi society; the Cronbach's alpha of the overall LSS (51 items) was .948, which reveals a consistent pattern of response by the sample. Moreover, the reliabilities of the LSS subscales were consistent with the values obtained by Beard and Ragheb (1980). Overall, the results show that the internal reliability of LSS is acceptable in Saudi society; therefore, the study should be repeated in different times for the sake of generalizability.
- Because there were high item non-response rates for open-ended questions, these questions could be reformatted to be closed questions or multiple choice questions to improve the response rates of these questions.
- Even though there was a high reliability rate in the study, a number of highly-educated Saudi nationals and expatriates take leave from the country during the months of June, July, and August which made them unavailable to participate in the study which may have caused an unequal representation of the respondents and, therefore; it would be beneficial to do this study again during the Fall or Spring.

- The same study could be done in different cities and countries in order to have a cross-cultural comparison.
- The respondents were only 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.
- Most residents practice leisure activities in privately run places. Moreover, the participants who used private recreation facilities had reported higher perceived leisure satisfaction than those who used public ones. This implies the facilities and activities available in private recreation places in Riyadh city were better than those available in public recreation places. However, the residents were not fully satisfied with the efficiency of the private sector initiations of leisure activities, initiatives to encourage social change, and the private sector incentives that support innovation in leisure activities sector. Therefore, the private sector needs to be encouraged to construct more leisure facilities in the city that will lead to enhanced leisure satisfaction.
- Some respondents pointed out that there is a need to amend some rules and regulations that limit residents' participation in leisure activities. Therefore, it is recommended that the government amend the current policies and regulations pertaining to leisure activities in order to increase the current level of satisfaction.
- Specific leisure activities were desired by the residents such as cinema, artificial lakes, etc. Therefore, future construction of leisure facilities needs to take into consideration these specific preferred leisure activities.

- Because 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 showed that 42.7% of the respondents reported that they don't know where they practice leisure activities and this affected the results of the study. Therefore, the question should be reworded to elicit better understanding from the respondents.

Summary

The level of leisure involvement and satisfaction and the influencing factors were recorded and analyzed, and the roles of the private and public sectors examined. Five variables -- leisure place, annual income, marital status, and family size -- explain 9.1% of the variance in the perceived leisure satisfaction. The results, according to the step wise regression model used and, in particular, the testing of hypothesis 12, show that leisure place (private or public) played the largest role in explaining the variance in perceived leisure satisfaction with (4.1%). The positive coefficient sign indicates that the participants who used private recreation places reported higher leisure satisfaction than those who used public recreation places. This implies that private recreation facilities in Riyadh are more popular than public facilities, but there was not full satisfaction with either the private or public facilities. Therefore, Riyadh needs to provide more leisure opportunities with regards to facilities in order to be considered a creative city. Furthermore the open questions on the survey revealed that the respondents had many concerns and suggestions with current leisure options. With regards to the role of the private sector, the results reveal that the residents are not fully satisfied with the efficiency of the private sector efforts to develop leisure activities, initiatives to encourage social change, and to provide incentives that support innovation in leisure activities sector. In addition, residents are not optimistic that the future will provide additional opportunities for 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 also show that most residents do not see that there are sufficient investors in private industry with regard to promoting leisure activities among the Saudi population. When making suggestions about facilities and their regulations, many respondents suggested that Dubai in the United Arab Emirates, which is a world renowned creative city, could be considered a role model for Riyadh. This indicates that the public and private sector should attempt improvements to meet the needs of the population if Riyadh wants to be considered a creative city in the future.

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APPENDIX A

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. Janos

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