12-18-2018

Exploring the Supply Side of Food and Beverage Festivals in Saudi Arabia

Mossa Ahmed Haressy
mxh9767@rit.edu

Follow this and additional works at: https://scholarworks.rit.edu/theses

Recommended Citation

This Thesis is brought to you for free and open access by the Thesis/Dissertation Collections at RIT Scholar Works. It has been accepted for inclusion in Theses by an authorized administrator of RIT Scholar Works. For more information, please contact ritscholarworks@rit.edu.
Exploring the Supply Side of Food and Beverage Festivals in Saudi Arabia

By Mossa Ahmed Haressy

A Thesis submitted in Partial Fulfillment of the Requirements for the Degree of Master of Science in Hospitality and Tourism Management

Department of Hospitality and Tourism Management
College of Engineering Technology

Rochester Institute of Technology
Rochester, NY

December 18, 2018
Committee Approval

The M.S. Degree Thesis of Mossa Ahmed Haressy has been examined and approved by the thesis committee as satisfactory for the thesis requirement for the Master of Science degree.

Dr. Richard M. Lagiewski
Thesis Advisor
December 18, 2018

Dr. Muhammet Kesgin
Committee Member
December 18, 2018

Dr. Karthik Namashivayam
Department Chair
December 18, 2018
Abstract

Recently, the Kingdom of Saudi Arabia (KSA) announced its intention to begin implementing a tourist visa regime to streamline entry of tourists into the country and, therefore, attract more international visitors. Food and Beverage festivals (F&B) are targeted as a crucial part of the events sector in Saudi Arabia as they align well with agricultural traditions and Middle East culture to attract both domestic and foreign tourist. The aim of this study was to explore the characteristics, management, and goals of F&B festivals in Saudi Arabia. F&B event organizers were utilized to collect data regarding seven established F&B festivals that have been held for least the last 5 years. The results revealed that the size of the festivals ranged from 10,000 to 250,000 in annual attendance. While the length of the festivals averaged from 4 to as many as 35 days in length. Most of the festivals were held during peak vacation periods in Saudi Arabia when students have off from school, which coincided with the seasonal harvest of many of the festival themes. These festivals generally do not charge an entrance fee and attract all social categories of visitors. Some of the main activities provided to visitors are tasting products, viewing performances, and learning about regional agriculture traditions. The goal for these festivals were centered primarily on promoting regional agricultural products, attracting domestic and international tourists, in addition to providing educational programming for farmers and suppliers. In almost all of the festivals the primary organization and management is structured around governmental bodies that include national and regional organizations.

Keywords: Event Organizers, Food and Beverage festivals, Saudi Arabia, Tourism.
Acknowledgements

I would like to begin by expressing my gratitude to my advisor, Dr. Richard M. Lagiewski, for his continuous support, patience, encouragement, and vast knowledge. His guidance has provided me with a wealth of resources while composing this thesis. I could not have asked for a better advisor and mentor for my master study.

In addition, I would like to thank the rest of my Thesis Committee: the chair of Hospitality and Tourism Management department, Dr. Karthikeyan Namasivayam and Dr. Muhammet Kesgin for their insightful comments and encouragement.

I would like to extend special thanks to the Graduate Program Director of the Hospitality and Tourism Management department, Dr. Jerrie Hsieh, for her support and encouragement.

It is my pleasure to say “thanks” to the Tourism and Arachnology Department at Jazan University, particularly Dr. Yasser M. Shehawy who supported the achievement of my Master’s degree.

I wish to extend my appreciation to my friends at Rochester Institute in the Technology in the Hospitality and Tourism Management department.

My gratitude would be incomplete if I did not include my appreciation toward my family: my parents, brothers, and sister for supporting me spiritually throughout the composition of this thesis.
Dedication

I like to dedicate this work to my

Father

Mother

Wife

Brothers and Sisters

Friends
# Contents

Abstract ................................................................................................................................. i 

Acknowledgements ............................................................................................................. ii 

Dedication .............................................................................................................................. iii 

Contents ................................................................................................................................. iv 

The Study Common Abbreviations ...................................................................................... vii 

List of Tables ........................................................................................................................ viii 

List of Figures ....................................................................................................................... ix 

1. CHAPTER ONE: INTRODUCTION 
   1.1. Introduction 
   1.2. Background of the Topic 
   1.3. Statement of the Problem 
   1.4. Purpose of the Study 
   1.5. Research Question 
   1.6. Significance of the Study 
   1.7. Study Objectives 
   1.8. Definition of Key Terms 
   1.9. Scope and Limitations of the Study 

2. CHAPTER TWO: LITERATURE REVIEW 
   2.1. Introduction 
   2.2. Definitions of Food and Beverage Festivals 
   2.3. Characteristics of Food and Beverage Festivals 
      2.3.1. Festival Duration 
      2.3.2. Time Spent at Food and Beverage Festivals 
      2.3.3. Size of Food and Beverage Festivals 
      2.3.4. Experiences and Programming at Food and Beverage Festivals 
         2.3.4.1. Educational Experience 
         2.3.4.2. Escapism Experience 
         2.3.4.3. Esthetic Experience 
         2.3.4.4. Entertainment Experience 
      2.3.5. Visitors Expenditure 
         2.3.5.1. Fees of Food and Beverage Products and Entertainment 
         2.3.5.2. Entrance Fees 
   2.4. Goals of Food and Beverage Festivals 
      2.4.1. Promoting Local Products 
      2.4.2. Economic Impacts and Stimulation of Tourism
2.4.3. Reputation and Marketing 25
  2.4.3.1. Building Destination Brand 26
  2.4.4.2. Promoting and Preserving Culture 26
2.5. Management Structures of Food and Beverage Festivals 27
  2.5.1. Private Organization: 27
  2.5.2. Local Government and Public Stakeholders 28
2.6. Demographics of Food and Beverage Festivals 29
2.7. Motivation to Attend Food and Beverage Festivals 31
  2.7.1. Socialization and Novelty 31
  2.7.2. Tasting, Purchasing and Learning from Food Product 32
3. CHAPTER THREE: METHODOLOGY 34
  3.1. Introduction 34
  3.2. Study Design 34
  3.3. Sample Size and Description 36
  3.4. Participants 37
  3.5. Research Instrument 38
  3.6. Questionnaires and Data Collection 38
  3.7. Data Analysis 39
4. CHAPTER FOUR: RESULTS AND DISCUSSION 41
  4.2. Characteristics of F&B Festivals in Saudi Arabia 41
    4.2.1. F&B Festivals' Size, Seasons and Duration 42
    4.2.2. Holiday / Vacation Periods 44
    4.2.3. F&B Festival Fees 44
    4.2.4. Visitors Length of Stay at F&B Festival 45
    4.2.5. Characteristics of F&B Festivals Attendee's 46
      4.2.5.1. Gender and Age Specifications 47
      4.2.5.2. Mass Appeal 48
      4.2.5.3. Niches Groups 48
    4.2.6. Activities Available at F&B Festivals 49
      4.2.6.1. Classification of Experiences 50
      4.2.6.2. Educational Perceived Experiences 50
      4.2.6.3. Esthetic Perceived Experiences 53
      4.2.6.4. Escapism Perceived Experiences 55
      4.2.6.5. Entertainment Perceived Experiences 55
  4.3. Goals of F&B Festivals in Saudi Arabia 57
    4.3.1. Marketing a Specific and Multiple Products 57
    4.3.2. Economic Impacts on the Destination 59
The Study Common Abbreviations

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>F&amp;B</td>
<td>Food and Beverage</td>
</tr>
<tr>
<td>GEA</td>
<td>General Entertainment Authority</td>
</tr>
<tr>
<td>KSA</td>
<td>Kingdom of Saudi Arabia</td>
</tr>
<tr>
<td>MAS</td>
<td>Tourism Information and Research Center</td>
</tr>
<tr>
<td>Q1...Q20</td>
<td>The Code of the Question Conclusion in the Study</td>
</tr>
<tr>
<td>SECB</td>
<td>The Saudi Exhibition &amp; Convention Bureau</td>
</tr>
<tr>
<td>SCTH</td>
<td>The Saudi Commission for Tourism &amp; National Heritage</td>
</tr>
<tr>
<td>Res</td>
<td>The Code of the Respondent in the Study</td>
</tr>
</tbody>
</table>
List of Tables

Table 1 F&B Festivals and its Distribution along with the KSA Regions………………3
Table 2 Description of the Food and Beverage Festivals Experiences and Realms…15
Table 3 Phone Questions and Research Objectives ……………………………….34
Table 4 Profile of Participants Food and Beverage Organizer………………………..38
Table 5 Basic characteristics of F&B Festivals in KSA ……………………………42
Table 6 Description of the Food and Beverage Festivals Experiences in KSA……49
Table 7 Profile of the F&B Festivals Organizations in KSA…………………………65
List of Figures

Figure 1: Map of the Study Selected Festivals' Sites in KSA. ..........................37

Figure 2: Government Organization of Food and Beverage Festivals in Saudi Arabia.................................................................66

Figure 3: Private and Non-Profit Organization Management........................68
CHAPTER ONE: INTRODUCTION

1.1. Introduction

Food and Beverage festivals (F&B) have been growing in popularity and importance in the Kingdom of Saudi Arabia (KSA) in recent years (Monshi & Scott, 2017). Tourism in Saudi Arabia is often concentrated around religious pilgrimages to Mecca, which are restricted to Muslim visitors (SCTH, 2018). Festivals in Saudi Arabia are important not only in attracting a broad range of tourists, but also as an important way to promote Saudi food products, culture and traditions (Ajunidi, 2015).

The formal emphasis on the events sector in tourism in Saudi Arabia began when the Ministry of Education organized the national festival for cultural and heritage (Al Janadriyah festival) in 1985 (Monshi & Scott, 2017) and the Saudi Commission for Tourism and National Heritage (SCTH) was established in the year 2000 to define and plan the tourism sector (SCTH, 2018). Al Janadriyah festival was created to highlight traditional KSA regions’ food, national crafts, fashions, and viewing its local performances. The event sector within the tourism sector is viewed by the Saudi Commission for Tourism and National Heritage as having the potential to stimulate domestic and international tourism, develop infrastructure and market new destinations within Saudi Arabia (SCTH, 2018).

The event sector in Saudi Arabia formally became part of the 2014 to 2018 tourism strategy after SCTH found that there are local and natural agricultural products that may enhance tourist destination development, product promotion, community pride, and farmer’s profitability (SCTH, 2018). Currently the event tourism and festival sector in KSA plays an important role in both marketing Saudi cultural resources and attracting more visitors, thus generating income, and creating
job opportunities for citizens in the KSA (Hassan, 2017). The event sector also has the potential to assist Saudi Arabia in achieving its goal of 30 million visitors a year by 2030 (O'Shea, 2017).

The events sector and specifically Food and Beverage festivals are advocated as playing an important role in the diversification of the tourism portfolio in the KSA (Fayad, Ghada, and Tobias Rasmussen, 2012; Ellyatt, 2015). For example the Buraidah Dates festival is one of the largest date festivals in the world lasting for as many as 35 days (Abdullah, 2016), which highlights a product that produces an estimated sales of more than 30 million riyals, [8 million US$] for the economy (Alotaibi, 2015). In addition to focusing on developing the event sector for tourism, Saudi Arabia has established more than 30 institutions in event management education field (Monshi & Scott, 2017).

The KSA recently announced that they will begin the process of implementing a tourist visa regime to facilitate tourists' visits to Saudi Arabia in order to attract more international visitors (MOFA, 2017). This expected increase in international tourism highlights the importance of gaining greater understanding of tourism resources in KSA such as Food and Beverage festivals.

Tourist events, like Food and Beverage festivals, are potentially a pull factor for international visitors to the KSA since they are open to all visitors. Unlike religious pilgrimages that are primarily restricted to Muslims, Food and Beverage festivals are open and appealing to a wide range of tourists. The strength of these festivals often lies in their ability to attract visitors from the local and international markets (Grunwell & Inhyuck, 2008). For instance, Olive festival (Aljouf) in Saudi Arabia exceeded over 11 million riyals (approximately [$3 million]) in sales of olive
products during the festival, and attracted some 152,000 visitors domestically and from the gulf regions (Alrmal, 2018).

1.2. Background of the Topic

The events sector in KSA consists of a variety of events, which include: religious, heritage, agricultural, sports and entertainment events (SCTH, 2018). Two of the largest events in KSA are the Al-Hajj (religious) held in Mecca and the National Festival of Heritage and Culture known as “Al Janadriyah festival” which highlights the heritage and achievements of the Kingdom of Saudi Arabia (Haq, 2013; SCTH, 2018, p. 30). These events have been organized, sponsored and supported by government organizations such as SCTH and Ministry of Hajj and Umrah (Monshi and Scott, 2017; HAJJ.gov.sa, 2018).

The number of tourism events in Saudi Arabia according to the report of SCTH was 1,344 events (SCTH, 2008, P. 3) of which 55 were Food and Beverage festivals (SCTH, 2008, P. 6-19; MAS, 2012, 2016; SPA.gov.sa, 2017). The following table is approximation of the total Food and Beverage festivals offered annual in KSA:

<table>
<thead>
<tr>
<th>Number</th>
<th>Location of the Festival</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jania festival for palm trees &amp; dates in Riyadh</td>
</tr>
<tr>
<td>2</td>
<td>Alkharj dates festival</td>
</tr>
<tr>
<td>3</td>
<td>Watermelon festival in Riyadh</td>
</tr>
<tr>
<td>4</td>
<td>Watermelon festival in Wadi Aldawaser</td>
</tr>
<tr>
<td>5</td>
<td>Watermelon festival in Sajer</td>
</tr>
<tr>
<td>6</td>
<td>Dairy festival in Alkharj</td>
</tr>
<tr>
<td>7</td>
<td>Global cuisine festival</td>
</tr>
<tr>
<td>8</td>
<td>Taste festival in Riyadh</td>
</tr>
<tr>
<td>9</td>
<td>Singaporean food festival in Riyadh</td>
</tr>
<tr>
<td></td>
<td>Almajma dates festival</td>
</tr>
<tr>
<td>---</td>
<td>------------------------</td>
</tr>
<tr>
<td>10</td>
<td>• Almajma dates festival</td>
</tr>
<tr>
<td>11</td>
<td>• Int. Coffee &amp; Chocolate Exhibition</td>
</tr>
</tbody>
</table>

**Jazan Region (4 events)**

<table>
<thead>
<tr>
<th></th>
<th>Alhareed festival (fish)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>• Alhareed festival (fish)</td>
</tr>
<tr>
<td>13</td>
<td>• Mango and tropical fruits festival</td>
</tr>
<tr>
<td>14</td>
<td>• Honey festival</td>
</tr>
<tr>
<td>15</td>
<td>• Coffee festival</td>
</tr>
</tbody>
</table>

**Tabouk Region (1 event)**

<table>
<thead>
<tr>
<th></th>
<th>Fruit and Roses festival</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>• Fruit and Roses festival</td>
</tr>
</tbody>
</table>

**Eastern Region (4 events)**

<table>
<thead>
<tr>
<th></th>
<th>Al-Hasa festival of palm and dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>• Al-Hasa festival of palm and dates</td>
</tr>
<tr>
<td>18</td>
<td>• Marketing Alhasa manufacturer dates festival</td>
</tr>
<tr>
<td>19</td>
<td>• Palm trees &amp; dates festival in Aljubail</td>
</tr>
<tr>
<td>20</td>
<td>• Alaseda festival (local dish)</td>
</tr>
</tbody>
</table>

**Asir Region (4 events)**

<table>
<thead>
<tr>
<th></th>
<th>Honey festival in Rijal Almaa</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>• Honey festival in Rijal Almaa</td>
</tr>
<tr>
<td>22</td>
<td>• Sifri Bisha festival (dates)</td>
</tr>
<tr>
<td>23</td>
<td>• Grapes festival in Balgaran</td>
</tr>
<tr>
<td>24</td>
<td>• Wheat festival in Balasmeer</td>
</tr>
</tbody>
</table>

**Najran Region (2 events)**

<table>
<thead>
<tr>
<th></th>
<th>Najran national festival for citrus &amp; agricultural investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>• Najran national festival for citrus &amp; agricultural investment</td>
</tr>
<tr>
<td>26</td>
<td>• Bees and beekeepers festival</td>
</tr>
</tbody>
</table>

**Al-Jouf Region (3 events)**

<table>
<thead>
<tr>
<th></th>
<th>Olive festival in Al-Jouf</th>
</tr>
</thead>
<tbody>
<tr>
<td>27</td>
<td>• Olive festival in Al-Jouf</td>
</tr>
<tr>
<td>28</td>
<td>• Al-Jouf dates festival</td>
</tr>
<tr>
<td>29</td>
<td>• Ghee and honey festival</td>
</tr>
</tbody>
</table>

**Hail Region (2 events)**

<table>
<thead>
<tr>
<th></th>
<th>Dates &amp; grapes festival</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>• Dates &amp; grapes festival</td>
</tr>
<tr>
<td>31</td>
<td>• Hail tourism and agriculture festival</td>
</tr>
</tbody>
</table>

**Makah Region (11 events)**
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>• Mango festival in Algunfuthah</td>
</tr>
<tr>
<td>33</td>
<td>• Honey festival in Alardiyat province</td>
</tr>
<tr>
<td>34</td>
<td>• Saudi food, hotels &amp; hospitality exhibition</td>
</tr>
<tr>
<td>35</td>
<td>• Almamool Almakki market</td>
</tr>
<tr>
<td>36</td>
<td>• Figs and berries festival in Taif</td>
</tr>
<tr>
<td>37</td>
<td>• Almonds festival in Taif</td>
</tr>
<tr>
<td>38</td>
<td>• Taif rose festival</td>
</tr>
<tr>
<td>39</td>
<td>• Honey festival in Taif</td>
</tr>
<tr>
<td>40</td>
<td>• Taif pomegranate festival</td>
</tr>
<tr>
<td>41</td>
<td>• Grape festival in Taif</td>
</tr>
<tr>
<td>42</td>
<td>• Global food festival in Taif</td>
</tr>
</tbody>
</table>

**Al-Qassim Region (9 events)**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
<td>• Buraidah date festival</td>
</tr>
<tr>
<td>44</td>
<td>• Onizah date festival</td>
</tr>
<tr>
<td>45</td>
<td>• Riyadh Alkhabra date festival</td>
</tr>
<tr>
<td>46</td>
<td>• Albkairia date festival</td>
</tr>
<tr>
<td>47</td>
<td>• Alkulijah festival</td>
</tr>
<tr>
<td>48</td>
<td>• Qoot festival for packed dates in AlQassim</td>
</tr>
<tr>
<td>49</td>
<td>• Grapes festival in AlQassim</td>
</tr>
<tr>
<td>50</td>
<td>• Ghee &amp; shapes festival</td>
</tr>
<tr>
<td>51</td>
<td>• Exhibition of dates &amp; food in AlQassim</td>
</tr>
</tbody>
</table>

**Al-Madinah Region (1 events)**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>52</td>
<td>• Saudi taste festival</td>
</tr>
</tbody>
</table>

**Al-Bahah Region (3 events)**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>53</td>
<td>• International honey festival</td>
</tr>
<tr>
<td>54</td>
<td>• Pomegranate festival</td>
</tr>
<tr>
<td>55</td>
<td>• Banana &amp; kadi festival</td>
</tr>
</tbody>
</table>


In some festivals it has been reported the some characteristics of Food and Beverage festival are attracting number of visitors from different regions of around the
kingdom of Saudi Arabia with the length of festivals duration ranging from 4 to 35 days. For example, the Buraidah Dates festival attracted 120,000 visitors and the Coffee festival (Jazan), in KSA hosted more than 10,000 visitors (SPA, 2016; Alfifi, A. 2014), while Hareed (Parrot-fish) festival attracted over 23,000 visitors (MAS, 2012, p.5; 2013). Furthermore, Al-Klija (dessert) festival and Buraidah Dates festival in Qassim held for 4 days while the dates festival lasts for 35 days (Qassim, 2018). Beyond the announcements of annual visitation numbers and the length stay of the festivals, less is known about the characteristics of Food and Beverage festivals in KSA.

Most of Food and Beverage festivals in Saudi Arabia are held during the seasonal harvest periods for their particular product focus. For instance, Buraidah Dates festival is held during the month of September, Mango and Tropical fruits festival (Jazan) held during April, Hareed (Parrot-fish) festival during the months of March and April every year, and Olive festival (Aljouf) held during January which results in almost a 14 day festival season throughout Saudi Arabia (Qassim, 2018; MAS, 2012; MAS, 2012; Aljouf Tourism.sa, 2018).

The Food and Beverage festivals are also considered to be instrumental in Saudi Arabia since they ensure that the country can collect tourism revenues during low seasons of travel, which are traditional during the period from January to September (SCTH, 2017). For example, SCTH has worked to reduce the seasonality that negatively affects domestic tourism, where tourism is often concentrated in summer vacations (SCTH, 2013). The SCTH and regional tourism development councils have worked to also reduce the seasonality by setting up a number of events and festivals during the year and linking them with local products such as Olives (Aljouf), Honey (Jazan), and Dates (Buraidah) (SCTH, 2013; MAS, 2016, p.3-2).
In some festivals it has been reported that the government provides support in different forms to assist in the development of Food and Beverage festivals in KSA, such as the Coffee festival (Jazan), and the Honey festival (Jazan), (Arab news, 2013; Hakami, 2018).

Some Food and Beverage festivals in KSA are utilized by local universities and municipalities to highlight achievements and social goals. For example the Aljouf University participated in an exhibition during Olive festival (Aljouf) to recognize the achievements of the university in introducing medical preparations made from olive oil (Olive festival, 2017; Almushiti, 2018).

There is little reporting on the types of experiences offered to visitors attending F&B festivals in KSA. However it’s been reported during the Mango and Tropical Fruits festival and the Coffee festival (Jazan) that there is entertainment programs consisting of traditional dance (Alkamli, 2015; Alfifi, 2016). The Al-Klija (dessert) festival show some evidences of educational experiences such as presenting traditional food as well as demonstrating Alklija dessert making for kids which may help them to get this as a chance to learn how to produce Alklija (dessert) with learning from the cultural design of the local crafts products (Qassim, 2015).
1.3. **Statement of the Problem**

The goal of this research is to better understand the supply side of Food and Beverage festivals in Saudi Arabia, in the context of a Middle-Eastern country developing tourism. Saudi Arabia is a distinct region with a distinct domestic tourism market, in which religious pilgrimages dominate the research on tourism in KSA, research related literatures on other forms of tourism such as F&B festivals in Saudi Arabia is lacking. This study has significance not only for tourism research regarding Saudi Arabia, but also for the literature regarding Food and Beverage festivals globally.

1.4. **Purpose of the Study**

The primary purpose of the study is to investigate and explore the characteristics of Food and Beverage festivals in Saudi Arabia, understand the goals of F&B festivals regarding the experiences and offerings provided during Food and Beverage festivals in Saudi Arabia. This study also seeks to understand and document how F&B festivals are managed in KSA.

1.5. **Research Question**

What are the characteristics and visitor experiences of Food and Beverage festivals in Saudi Arabia?

1.6. **Significance of the Study**

This study expands the understanding of tourism in KSA beyond the traditional focus on religious tourism. This work also provides understanding of festivals not from the traditional visitor perspective, but from the festival organizer’s point of view. It also adds to the limited English literature on tourism in the Middle East.
1.7. Study Objectives

This study has three primary objectives:

- To document the characteristics of Food and Beverage festivals in Saudi Arabia.
- To understand the goals of Food and Beverage festivals in Saudi Arabia.
- To document how Food and Beverage festivals are managed in Saudi Arabia.

1.8. Definition of Key Terms

The terms of the study are defined as follows:

Event tourism: planned events as temporary tourist attractions that generates income, and creates job opportunities for citizens and stimulates the tourism in host destinations within Saudi Arabia (modified from SCTH, March 24, 2018, P. 6, Getz, D. 2008).

Event organizers: The sample of organizers representing the research respondents who organize and manage festivals in Saudi Arabia.

Festival: Festivals are defined as temporary events that are held for a short duration and focus on a specific theme (modified from Wilson et al. 2016, Saleh and Ryan, 1993).

Food tourism: The subject regarding visitors who’s main motivation to visit is to attend food festivals, restaurants and places for tasting food as an experience (Modified from Hall and Mitchell, 2001a, p.308).

Food and beverage festival: Events that offer public Food and Beverage experiences such as tasting, shopping, entertainment, and education for a temporary period of time (Modified from Xie, and Groves, 2003).
1.9. **Scope and Limitations of the Study**

This study was confined to collecting information from Food and Beverage festival organizers in Saudi Arabia. This was limited to seven participants representing seven Food and Beverage festivals in Saudi Arabia. A possible limitation may involve the transcription of Arabic responses to English. This was conducted by a non-native English speaking Saudi who completed transcription on his own. This may have influenced the understanding of the qualitative results of the study.
2. CHAPTER TWO: LITERATURE REVIEW

2.1. Introduction

This chapter provides a review of previous works relative to the research question and objectives pertaining to the segment of event tourism known as festivals specifically Food and Beverage festivals. The literature regarding Food and Beverage festivals can be divided into five themes. The first theme relates to how researchers define what constitutes a Food and Beverage festival. The second theme concerns the characteristics of Food and Beverage festivals as events. The third area consists of visitor profiles of Food and Beverage festival attendees. The fourth theme pertains to the management of Food and Beverage festivals and their organization. The last theme addresses outcomes and impacts of Food and Beverage festivals.

2.2. Definitions of Food and Beverage Festivals

Within the literature, there are different perspectives of defining the Food and Beverage festivals. Many researchers have defined Food and Beverage festivals as a place where the community meets, participates in learning programs through cooking lessons, food shopping, seminars and at the same time promotes local food (Everett and Aitchison, 2007). However, other researchers define Food and Beverage festivals as growing phenomenon that enables communities to celebrate with a sense of their place and the pride of the community toward the products they produce (Hall and Sharpley, p.5).

Other researchers have defined Food and Beverage festivals as a particular type of event (Kalkstein-Silkes, Cai, and Lehto, 2008) that host destinations to develop their tourism (Getz and Brown, 2006), while Azman (2012) have defined Food and
Beverage festivals as events that should come in many different forms such as the farmers market or events aimed to show traditional, cultural, local, or new foods.

In contrast with Food and Beverage shows and exhibitions typically held in large metropolitan settings, Food and Beverage festivals are often arranged and held in rural surroundings, which enables a closer interaction between a visitor and food-based heritage (Lyons, 2008). Food and beverage festivals defined by researchers as festivals that have a local or regional food as its central theme (Lee, Sunny and Arcodia, Charles 2011). (Lee, Sunny and Arcodia, Charles 2011). More recently, according to (Wong, Wu, and Cheng, 2014), Food and Beverage festivals defined as events that have varied length and last for two days to over two weeks.

2.3. **Characteristics of Food and Beverage Festivals**

2.3.1. **Festival Duration**

Food and Beverage festivals vary in their length from one day to a week period, and generally last for two-three days, while globally recognized festivals may cover periods of over two weeks (Wong, Wu, and Cheng, 2014). For instance, the world’s largest beer festival Oktoberfest held annually On September 21st and end on October 4th, and lasts for 16 days (Octoberfest.de, 2018). The Macau Food festival is a prominent international food festival held annually on November, and it is a 17-day event offering Asian, Chinese, and European cuisines to visitors and residents (Kim, Duncan & Jai. 2014). The Melbourne Food and Wine festival is another example of a long duration festival that held annually on March and lasts for 20 days (Getz, 2014). This Australian based festival attracts more than 250,000 attendees with over 200 events (Melbournefoodandwine.com, 2017). In a study done by Park, Reisinger, and Kang (2008) the South Beach wine and food festival in Miami Florida was identified
as a one of the largest food and wine festivals in the USA, which held annually on February, and lasting three to four days and attracting more than 20,000 visitors. In addition, the Gilroy Garlic festival was identified as one of the largest Garlic festivals in California, which held annually on July and lasts for three days (Hall and Sharples, 2008; Gilroy Garlic Festival, 2018).

2.3.2. **Time Spent at Food and Beverage Festivals**

The time spent of visitors at Food and Beverage festivals visitors vary in their length, and recently reported as lasting from two hours to half of the day. For example, while the scheduled duration of a food festival determines the potential length of a visitor stay, a variety of factors shape the amount of time visitors spend while attending festivals. In his study of the annual China (Hefei) Crawfish festival, Hu (2010) found that the average length of visitor stay constituted two-three hours. However, the festival’s food and entertainment activities were said to be key determinants of individual’s length of stay as cooking demonstrations and entertainment programs played a factor. A Welsh Government report, (2015) found that respondents generally attended food festivals for half of the day, with differences across the festivals (Welsh Government, 2015).

2.3.3. **Size of Food and Beverage Festivals**

The size and scale of Food and Beverage festivals determined by the number of attendees and the number of vendors vary greatly among festivals (Hall, and Sharples, 2008). For instance, the Oktoberfest is the largest folk and food festival in Europe in terms of the site size and attendance statistics (The Oktoberfest International Guide, 2017). The latest data indicate that 7,200,000 visitors attended this festival in 2016 to celebrate the culture and culinary tradition of Bavaria (The Oktoberfest International Guide, 2017). The Thai Vegetarian festival is an annual nine-day celebration of local
and regional food and cuisines. The event attracts over five million visitors yearly, including locals, Chinese immigrants, and international tourists (Travels, 2014; Chinan May Best, 2016). The Buon Ma Thuot Coffee festival in Vietnam attracts about 300,000 visitors yearly, where international visitors constitute about 1,200 (Jolliffe, Bai, & Nguyen, 2009). The Pizza Festival in Naples, Italy celebrates the pizza meal as a cultural heritage of Italians and attracts approximately 100,000 tourists to the location (Planturista.com, 2017; Smilepizza, 2017).

The taste of Chicago is a food festival that attracted 1.6 million visitors in 2017 to the City of Chicago (Loumalnatis, 2018). As estimated by Hall and Sharples (2008), the 2007 Vinitaly Food Festival in Hong Kong attracted over 150,000 visitors from many different countries with approximately 38,000 international attendees. Local food festivals in Australia range from 3,000 to 13,000 visitors (Lee & Arcodia, 2011), while the three-day Ohio Swiss festival hosts up to 50,000 attendees annually (Azman, 2012). Global Food and Beverage festivals range greatly in size obviously due to length of the festival and in many cases the scale of the destination where it is held.

### 2.3.4. Experiences and Programming at Food and Beverage Festivals

In order to organize the types of experiences and programs available while attending a Food and Beverage festival Pine and Gilmore’s experience economy model of education, escapism, esthetics, and entertainment is utilized (Pine and Gilmore, 1998). Therefore, education experience can be described as visitors who intend to attend Food and Beverage festival to increase knowledge and skills and absorbing actively in the event through engaging the mind and the body, escapism refers to a way for people to escape from their daily routine and back to the routine after experiencing in special way, the esthetic experience refers to the mood of the physical environment for people
who seek for good quality of service and product, and the entertainment experience refers to people who passively like to observe activities and/or performances of others at the event place, including listening to music, watching visual activities (Pine and Gilmore, 1998).

Table 2: Description of the Food and Beverage Festivals Experiences and Realms

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Festival activities or programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational</td>
<td>1. Learning from tasting product (Jolliffe, and Nguyen, 2009).</td>
</tr>
<tr>
<td>experience</td>
<td>2. Learning from how to produce food through cooking demonstration with explanation of recipes. (Getz, 2014).</td>
</tr>
<tr>
<td></td>
<td>3. Learning from attending cooking seminars, popular chefs, and wine classes. (Fountain Ryan, J, 2014).</td>
</tr>
<tr>
<td></td>
<td>4. Learning how to produce food through cooking (Dimitrova and Yoveva, 2014).</td>
</tr>
<tr>
<td></td>
<td>2. Seeing decoration at the festival (Jolliffe, Bai, and Nguyen, 2009).</td>
</tr>
<tr>
<td>Escapism experience</td>
<td>1. Observing and participating in different traditional crafts (Dimitrova and Yoveva, 2014).</td>
</tr>
<tr>
<td></td>
<td>2. Trying new fresh seafood different from their home (Hall and Sharplees, 2008. p. 246).</td>
</tr>
<tr>
<td>Entertainment experience</td>
<td>1. Watching and listening to traditional dances and music (Dimitrova and Yevova, 2014).</td>
</tr>
<tr>
<td></td>
<td>2. Watching artists' demonstration and listening music (Australia.com, 9 April).</td>
</tr>
</tbody>
</table>

2.3.4.1. Educational Experience

The educational component of the food festival framework is quite strong and takes different forms (Hall and Sharplees 2008). Food festivals grant visitors an opportunity to learn about a specific product and its processing and production processes. In this respect, a single or several local farmers or manufacturers present their produce to the public at the venue market, where visitors are offered to taste samples, to purchase the product assortment, and to order meals produced of it (Albala, 2015). For example, the
Buon Ma Thuot Coffee festival held annually in Vietnam arranges visitor guides to venues of coffee production to allow festival attendees to learn more about coffee production through tasting samples (Jolliffe, and Nguyen, 2009). Besides, food festivals enrich visitor educational experience through organizing various product-related activities that contribute to the understanding of product specifics. For instance, during the Pizza festival in Naples, visitors can observe different pizza-making techniques and learn different recipes of the dish (Bonetto and Quintero, 2010). Wine festivals typically offer attendees to learn from how produce wine products through engaging in grape production (Getz, 2014).

Food and Beverage festivals can provide attendees educational programs through tasting, and informal seminars, and workshops (Dodd 1995; Mason and Beaumont-Kerridge, 2004). For example, Fountain and Ryan, J. (2014) argued that, the important of educational programs in food events is to improve visitor’s knowledge. Fountain and Ryan (2014) used South Island wine and food festival as an example to demonstrate how visitors learn through educational programs that include cooking seminars and wine classes.(Fountain and Ryan, 2014). As noted by Hall and Sharples (2008) one of the educational experiences of the Tasmanian food festival is the opportunity to taste food (p.122).

Both locals and tourists attend F&B festivals to learn about authentic dishes and meals (Hu, 2010). For example, the Zimnitza festival allows visitors to learn how to produce food through cooking demonstrations and serving traditional cuisine by bringing a preliminary prepared dish (Dimitrova and Yoveva, 2014). Therefore, educational experience enhances consumer skills and knowledge about a product, authentic cuisine, or cooking traditions by absorbing information delivered in an interactive way.
2.3.4.2. Escapism Experience

Getz (2007) suggests that individuals tend to seek changes to their novel experiences by escaping from their daily activities as well as changing their environment. Previous studies have concluded that escapism is manifested in the change of environment, whereby people escape from their daily routine as a way of revitalizing their lives (Yuan, et al., 2005; Park, et al., 2008; Smith and Costello, 2009). Similarly, the Zimnitza festival in Bulgaria offers visitors an opportunity to observe and participate in different traditional crafts and culinary events enabling a pace different from everyday life (Dimitrova and Yoveva, 2014).

The concept of escapism in food festivals is characterized by people who seek to visit a place and set apart where certain elements of recreation and interaction are available, more particularly food festivals offer an opportunity to try new or unique activities, such as food sharing, discovering cultural heritage, and becoming a part of a specific network (Getz, 2007). Provided at host locations, these escapist experiences facilitate the individual’s withdrawal from reality and immersion with a special or new experience (Getz, 2007). In such an escape from everyday reality, food festival visitors are likely to feel closeness and togetherness with one another, which unites them into a group exposed to common practices, food, and cultural traditions (Yuan et al., 2005). Food and Beverage festivals in Japan became as important part of escaping from hometown area routine to try new activity for example, Haboro Sea Urchin food festival features fresh seafood dishes to visitors as exploring new try of food sharing, and cultural traditions to escape from their daily life (Hall and Sharples, 2008. p. 246).

2.3.4.3. Esthetic Experience

Considering the four realms of Pine and Gilmore (1998) the aesthetic experience in most food festivals is made up of the physical environment and ambience of the festival environment.
According to Manthiou, et al., (2014) and Lee, et al. (2008) esthetics in the festival context describes overall atmospheres or the environment’s influence on consumers’ emotions and behaviors, in addition, the festival scape included a combination of convenience, staff, information, program content, facility, souvenirs, and food. According to the scope of esthetic experiences explained by Pine and Gilmore’s (1998) the individuals may enjoy esthetic experiences in an event as it usually refers to the atmosphere of the place in line with the spirit of the event, and the visitors’ opportunity to touch the natural beauty of the place in which the event is taking place. According to Mehmetoglu and Engen (20120, the esthetic tourist experience dimension positively influences F&B festivals visitors’ satisfaction. A study by Prentice and Andersen (2003) investigated the esthetic value of food festivals, and found that the festival atmosphere was one of reason attendees attend festivals.

Yoon, et al, (2010) points out that the venue landscape, colorful uniforms of festival personnel, guides, souvenir stands, and sound accompaniment define the esthetic experience for festival visitors. Esthetically festival atmosphere contributes to the event and its theme, whether it is a promotion of a product, cultural aspect, or destination. The atmosphere of the Buon Ma Thuot Coffee festival in Vietnam is centered on coffee, its processing and production, different of consumption, scenes of different coffee and decorated stall create esthetic experience of festival guests (Jolliffe, et al., 2009). The Tasmania Food Festival is located in the city of Hobart, Sydney, on the seaport where the audience enjoys the beauty of the place while watching the yacht race and street artist's demonstrations at the same time (Hall and Sharples, 2008. p.122).
2.3.4.4. Entertainment Experience

According to Pine and Gilmore (1998) watching the activities and/or performances of others are categorized as entertainment experiences at an event. It is a passive absorption experience that concentrates on the visitor seeing, and listening to the offerings at a F&B festival (Pine & Gilmore 1998). For example, food festivals like Macau food festival activities show videos and provide performances to listen to that provide passive entertainment attendees (Wan and Chan, 2013).

Entertainment occupies a prominent part on the food festival agenda, as this kind of consumer experience, which exposes a visitor to partake and engage in activities (Wan and Chan, 2013). Furthermore, Getz (2007), analyzed the entertainment experience as a part of visitor’s activities from events. Such food events offering various entertainment experiences contribute to the educational, esthetic, and escapism values of the event as well (Fiore et al., 2007). The event in complemented by ethnic celebrations and cultural performances held to entertain festival attendees (Jolliffe, et al., 2009). For example, the Zimnitza festival in Bulgaria organizes videos for young and adult visitors to watch and listen to traditional dances and music that presents the entertainment experience focusing on increasing visitor’ knowledge and skills through active engagement of body and mind (Dimitrova and Yevova, 2014). Furthermore, the Tasmania food festival is one of the food festivals that design its entertainment programs to attract its visitors through showing films, music and artists demonstration during the festival (Australia.com, 9 April).

2.3.5. Visitors Expenditure

According to the literature, this theme will review the visitors’ expenditure of Food and Beverage festivals regarding the amount money spent on local products and beverages during the festival, entertainment, courses, entrance fees, and the like.
2.3.5.1. Fees of Food and Beverage Products and Entertainment

Food and Beverage festival attendees primarily spend money at Food and Beverage festivals in different areas in the world. For instance, when investigating motivations and experiences of food-festival visitors in Serbia, Gagic et al. (2013) discovered that most attendees were ready to travel up to 100 km to get to the site of a food festival, if popular media extensively promoted it along with good quality of food and drinks and good entertainment at the festival. The study revealed that the majority of their visitors spent their money between 10-20 euro with high percentage (32%) and lower percentage (29%) of the visitors spent more than 20 euro on a good quality food and drinks with a good entertainment activities while the others spent less than 5 euro on the available amusing activities regarding their low income during they attended the festival.

In study done by Wong, et al., (2014) conducted to identify the tourists' level satisfaction toward the Macau Food festival. The study found that the food was the main attractive to revisit the festival that shows how the majority of their visitors satisfaction influenced when the favorite of food and reasonability of price are the main factor. Thus, the visitors spent on the food at the festival between $20-30 (87.5%) on the lunch meal because it was their favorite food better than a few of the respondents (15%) who spent less because it was expensive. Other researchers in their study of the “Taste of the Valley” food festival held in Swan Valley, Australia, Taylor and Shanka (2002) found an average ranging of visitor spending from $11 to 50 and over $50. Those attendees who spent over 50 dollars because of the food and drinks were tasty and the price was reasonable for them.

Similarly, in a study done by Cela, et al., (2007) identified that the most visitors attend the local food festivals in Northeast Iowa to enjoy the local food and
drinks offered in the festival. The study found that the most visitor expenditure was on the local food and drinks. Per person attended the local food festival spent $4.54 on purchasing local foods (Cela, et al., 2007).

Compared to the previous literature reviews (Cela, et al., 2007; Gagic et al., 2013; Wu, et al., 2014), researchers have conducted their studies focusing on food visitors’ expenditure regarding the food rather than another options. Therefore, in study prepared by Azman, (2012) revealed that the expenditure results and the length time of attendees were varied in food festivals like the wild turkey festival, the Barnesville pumpkin festival, and the Jackson county apple festival. The most common category spent at the festivals by the visitors was on Food and Beverages ($17.34) the second largest category was spent on the retail shopping that was accounted ($15.90), the third point was the fees event that charged per person approximately ($7.02) while the least amount of expenditure was on the entertainment and other activities ($5.18) at the festival. So, these results suggest that festival planners, organizers, and vendors should concentrate on offering a variety of Food and Beverage options (Azman, 2012).

Another researcher discussed the visitors expenditure in Food and Beverage festival regarding their food choice, entertainment, and retail shopping, while Kim, et al., (2014) focused on investigation the findings of visitors’ expenditure regarding three types of attendees, which they describe as “Apathetic Attendees, Satisfied Spenders, and Tentative Tag-a-longs”.

The apathetic attendees are more likely defined as visitors who attend the festival for business or asked to attend, while the satisfied spenders and the tentative tag-a- longs known as visitors whose primary reason to attend for a while like one month to a year ago (Kim, et al., 2014). In terms of these clusters, the researchers
found that the total expenditure was more significant among the members of satisfied spenders; almost half reported spending over $100 to attend the festival. Moreover, the apathetic members of visitors reported medium levels of total expenditures, spending between $100 and $150 dollars in order to attend the festival while the Tentative Tag-a-longs attendees had spent their money less than $100. It is more appears that the apathetic spenders more likely have primary reason to attend the festival, which can effect on their expenditure level.

The study found that the food was the main attractive to revisit the festival that shows how the majority of their visitors satisfaction influenced when the favorite of food and reasonability of price are the main factor. Thus, the visitors spent on the food at the festival between $20-30 (87.5%) on the lunch meal because it was their favorite food better than a few of the respondents (15%) who spent less because it was expensive. Other researchers in their study of the “Taste of the Valley” food festival held in Swan Valley, Australia, Taylor and Shanka (2002) found an average ranging of visitor spending from $11 to 50 and over $50. Those attendees who spent over 50 dollars because of the food and drinks were tasty and the price was reasonable for them.

2.3.5.2. Entrance Fees

The expenditure of Food and Beverage festivals attendees on the entrance fees has shown its importance by researchers that the visitors attending festivals usually spend money on admission fees (Booth & Weeks, 1978; Crompton, 1999; Gartner & Holecek, 1993; Ryan, 1998; etc.) For instance, according to (Melbourne Food and Wine Festival, 2018; Hall and Sharples 2008, p.90) Melbourne Food and Wine festival visitors spend on admission fees at the festival lasting from $4 while previous studies conducted by Fountain and Ryan (2014) showed that adults paid an entry charge, while children who are under twelve-years-old were admitted for free.
2.4. Goals of Food and Beverage Festivals

According to the literature, Food and Beverage festivals are an increasingly used to for different purposes such as; promoting products, improving the economy, stimulating tourism, marketing destinations and products, and preserving local traditions.

2.4.1. Promoting Local Products

Food and Beverage festivals are often divided into two broad foci either to promote a single product type or to promote a multiproduct event focusing on a regional Food and Beverage theme. For example Smith (2004) identified single product events such as the Pink Tomato festival in Arkansas, the Whitstable Oyster festival in the UK, and the Chinchilla Watermelon festival as events that promote a single food item (Smith, 2004). The Buon Ma Thuot Coffee festival held annually in Vietnam is another example of single product festival that promotes focusing on coffee produced by the local farmers and producers (Jolliffe, et al., 2009). Festivals that focus on just wine or cheese are also noted in the literature as promoting a single F&B themed product (Lyons, 2008; Swarbrooke, 2012).

The festivals, which focus on one single product often, aimed to promote and educate visitors about natural products through local farmers and producers (Hall and Sharples, 2008, p.140). For example the Virginia State Apple Harvest festival and Apple Butter festival aim to promote apples and their importance to a national and global audience. Some single themed F&B festivals seek to promote themselves as the “capital” of certain food items while celebrating their heritage and food production” (Hu, 2010). For example the Gilroy Garlic festival which are one of most importantly examples of local food products promoting around the world (Hall and Sharples, 2008). The Melbourne food and wine festival held in Melbourne in March each year
Australia is an example of a multi product event promoting Australian food and wine products (Hall and Sharples, 2008, p.90).

2.4.2. Economic Impacts and Stimulation of Tourism

Food and Beverage festivals are believed to contribute to the growth of the local economy through increasing the income of Food and Beverage producers (Hall and Sharples, 2008), and create new jobs and expand employment opportunities for the local workforce (Kim and Uysal, 2003). For example the Northeast Iowa Food Festival generated $2.6 million in revenue through festival sales and 51 new jobs created during the event planning (Cela et al., 2007). The 2016 Oktoberfest revenue was valued at $1.56 billion including accommodation, food and drinks, and communal infrastructure (Curtis, 2016). Through these economic impacts, local and national governments support community engagement in festival projects through various laws and initiatives (Hall, and Sharples, 2016).

Furthermore, Food and Beverage festivals used around the world to increase the community income through selling their natural products, attract many visitors to consume their food products with main economic purposes (Hall and Sharples, 2008). The Gilroy Garlic festival, known as the Garlic Capital of the world, attracts more than 100,000 visitors annually generates revenue of over $7.5 million (Hall and Sharples, 2008).

Within tourism, Food and Beverage festivals contribute to building and promoting destinations. Empirical evidence illustrates the role of Food and Beverage festivals in building tourism destinations (Lee and Arcodia, 2011). The Macau food festival is an example of building a strong destination through food tourism (Wan, and Chan, 2013). Established as a solution for building the destination for tourists, and the festival has played an important role to stimulate the tourism in the Republic’s calendar and international tourism (Wong, and Cheng, 2015; Cuoto, et al., 2016).
The Ludlow Marches Food and Drink festival considered one of the most popular food events that stimulate the food tourism in the UK. For example, the festival was held in 2007 in Ludlow College as a local event that had sold approximately 20,000 tickets and supported local suppliers to increase their income through stimulating the local food tourism (Hall and Sharples, 2008, p.103). Scholars emphasize a positive impact produced by food festivals on rural tourism and community development (Hall and Sharples, 2008). According to the literature review, food and wine tourism events in Tasmania are recognized as an important part of food tourism development seeking to re-introducing and increasing the market value of local products and cuisine (Hall and Sharples, 2008, p. 118). Such food events increase both the tourist interest in visiting the location and learning its authentic culture through tasting and sharing local food and meals and the local public interest in local produce (Hall and Sharples, 2008, p. 66). Taste of Tasmania festival is an example of promoting and attracting visitors to taste and experience the local food and wine of the Southern Tasmania community where the festival takes its place (Hall and Sharples, 2008, p.122).

2.4.3. Reputation and Marketing

Food and Beverage festivals are important part of improving the destination image presenting and promoting local food and cuisine that may increase and maintain community pride and identity (Hall and Sharples, 2008, p.5). Food and Beverage festivals primarily focus on promoting their products in a specific region as a main motivator of travel. For example, food events in Scotland have been used as a key motivator of tourism development through festivals and events (Hall and Sharples, 2008). According to Hall and Sharples (2008), Scottish food events were implemented to improve the destination image while attracting more visitors through events such as
the Taste of Edinburgh festival, Celtic food and drink festival and the Whiskey festival (Hall and Sharples, 2008).

**2.4.3.1. Building Destination Brand**

By building a destination brand through food festivals, populations of small remote-area communities are likely to increase their sense of self-esteem, and community pride (Hall and Sharples, 2008). Success of food festivals is likely to boost interest in investment in a destination while improving its residential and commercial property values for a long term (Lee and Arcodia, 2011). By hosting food events, local communities gain an opportunity to develop social capital by creating social networks and promoting interpersonal communication and trust, and to generate human capital by developing various skills (Lee and Arcodia, 2011). Finally, Building destination brand has played important role as an advantage for regional and local tourism destinations (Crockett and Wood, 1999). Food and Beverage festivals have increased in destinations and researchers have given attention to the role of Food and Beverage festivals on building destination brand (Chalip and Costa, 2005).

**2.4.4.2. Promoting and Preserving Culture**

Food festivals are efficient for promoting and preserving culture and traditions at local, regional, and national levels. Large-scale food events emphasizing national cuisine or the country’s achievement in the food industry contribute to nation’s identity and membership (Hall and Sharples, 2008). For instance, the Naples Pizza festival proves the mastery of Italian pizza-makers annually, while the Macau Food festival maintains the nation’s pride and international recognition of the country (Chronicle, 2010; Ting, 2012).

In cultural terms, Food and Beverage festivals enable education and promotion of traditional ways of eating. With the extensive spread of the western culture, Food festivals may serve as cultural heritage channels. Asian nations like the Japan, China,
Korea, and others may benefit from food events in terms of increasing their cultural branding and passing knowledge about authentic food-related traditions to younger generations (Chronicle, 2010; Ting, 2012; Hall and Sharples, 2008). Within the cultural agenda, food festivals are sufficient in delivering nutrition education, reaffirming the association between production and consumption, and promoting healthy eating habits, thus, contributing to public health and well-being (Hall and Sharples, 2008).

2.5. Management Structures of Food and Beverage Festivals

According to related literature, Food and Beverage festivals are managed by a variety of parties; either by private organization or by local government and public stakeholders. F&B festival management structures consist of economic and social businesses, and related associations.

2.5.1. Private Organization:

Festivals can be organized by companies and organization whose goal it is to operate as a business that makes its profit from promoting and operating festivals and charging fees to generate revenue (Getz, et al., 2007). Festivals can be organized by private associations (Hall & Sharples, 2008). The United Association of Food and Beverage Merchants of Macau is an example of a private Food and Beverage festival association that organizes and manages the Macau food festival.

The New Zealand Bluff Oyster and Southland Seafood festival is organized by private organization called the Whitstable Oyster festival Association (Hall and Sharples, 2008, p 10). This association is made up of the following types of people and organization. Private companies running festivals often are provided financial support from the government. For example, the Melbourne food and wine festival is managed and supported by private organization called City of Melbourne and Bank of
Melbourne (Hall and Sharples, 2008, p. 92). Additionally, there are nineteen food and drink festivals in Wales which have received funding from the Welsh Government to manage and support their festivals and contribute to improve the Wales reputation of producing high quality food (Gov. Wales, 2017).

Ludlow Marches food and drink festival according to Hall and Sharples (2008, p.102) is an example of private management structure used to run a food festival in the UK. The Festival is organized by a not-for-profit company consisting of a small group of volunteers who make up the board of directors to promote the festival goals (Foodfestival.co, 2018). The festival does not relay on governmental agencies, it takes its financial support from local companies Tyrell’s Potato Crisps of Leominster and food companies like Hobson’s Brewery of Cleobury Mortimer and the Rodnor Hills Mineral Water Company of Kinghton (Hall and Sharples, 2008, p.108).

2.5.2. Local Government and Public Stakeholders

The government’s role in managing and supporting Food and Beverage festivals takes many forms. Some forms of government management of Food and Beverage festivals are offices and agencies that contribute to festival management by assisting organizers with safety issues, regulatory compliance, accounting, building social networks, and marketing (Hall, and Sharples, 2016).

Local government and public stakeholder involvement in food festival management also helps festival organizers in expanding the list of event sponsors and supporters (Buschman and Leonova, 2011). Biazen, (2012) conducted his study in Östersund that focused on three types of food festivals management who were public and governmental institutions, event hosting companies, and local food producers. The study concluded that the three stakeholders managed and operated the local food festivals of Östersund in Sweden (Biazen, 2012).
In Lee and Arcodia’s (2011) study of regional Australian Food and Beverage festivals they found that government supported the majority of the festivals. In addition, it was found that regional food festivals were divided into two categories: festivals managed by volunteers or festivals organized by paid staff. Except for the two festivals organized by government, the remaining ten were organized and managed by volunteers. Ten festivals were organized by organizations, including three festivals organized by a festival committee, three by the region’s chamber of commerce, two by a volunteer service organization, and two by an industry association. Only two out of the twelve festivals were organized by shire councils, which were not volunteer organizations. One festival organized by the shire council indicated, however, that it was originally organized by volunteers, but it was taken over by the shire council as the festival became well known, and needed more professional event management.

2.6. Demographics of Food and Beverage Festivals

Food and Beverage festival are both very diverse in terms of the products and experiences they promote as the visitors who attend them. In other words, in the pursuit of a high attendance rate, Food and Beverage festival organizers account for needs and interests of different demographics like gender, education level, income, age groups, large family and friend groups to increase the event’s attractiveness (Hall and Sharples, 2008).

According to Hall and Sharples (2008), the purpose and location of a Food and Beverage festival impacts the type visitor attending festivals. Cela, et al., (2008) examined demographics of food festival visitors held in Iowa and determined an average age of 40 years with most visitors falling within the 26-35 years old category.
When studying the Appalachian Iowa food festivals, Azman (2012) reported an average visitor age of over 30 years. The study of Australian festival visitor population conveyed by Bruwer (2014) highlighted a medium of age distribution – 35 years and over. These studies presents the average age of the Food and Beverage festivals is 35 years old.

A small-scale study of Huang and Lee (2015) displayed average of a 30-39-age category over younger visitors. Considering that there are Food and Beverage festivals worldwide the literature suggests that the average age is likely over 30 years of age. Another demographic characteristic addressed by the relevant scholarship concerns visitor’s gender. In the research of Huang and Lee (2015), female participants outnumbered their male counterparts. Other authors also found that female attendance outnumber male attendance (Weiler et al., 2004; Park et al., 2008; Yuan et al., 2005). Fountain (2014) and Nicholson and Pearce (2001) found the following gender distribution: 59.6% women and 40.4% of men. Azman’s (2012) findings were similar with women constituting 52.5% of the total and men 47.5%.

In terms of education and economic status, scholars investigated their studies like Cela, et al., (2007) who conducted their investigations of visitor populations at Iowa food festivals illustrated the prevalence of higher education and middle income in most attendees. Azman (2012) described visitors of Food and Beverage festivals held in Appalachian Iowa as well-educated individuals earning a college degree. Kim et al., (2008) summarized that individual’s desire for new traveling and eating experiences relied on attendees who had higher living standards and economic status.
2.7. Motivation to Attend Food and Beverage Festivals

Based on a review of the literature it appears visitors are motivated to attend Food and Beverage festivals for the following reasons; socialization, novelty, pride and identity, celebration, tasting food products, and learning.

2.7.1. Socialization and Novelty

Uysal et al. (1993) focused on visitors of the County Corn festival in North Carolina and determined that visitors are motivated by five factors. The list of five motivations were examined regarding the demographics of visitors included escape, socialization, event novelty, excitement, and family togetherness. The most common type of motives was shown on the older visitors who interested in the event novelty than other age groups of food festivals attendees.

Nicholson and Pearce (2001) conducted their study to investigate the motivations by focusing on visitors’ features who attend food festivals. The study shows that the most common motives were the socialization, and novelty followed by two factors, family togetherness, and escaping from daily routine.

Smith and Costello (2009) conducted their study and visitors were segmented to identify the reason for attending food events. The study identified the novelty and socialization as the top push motive.

When outlining motivation factors, Meretse, Mykletun, and Einarsen (2016) analyzed the impact of socio-demographic characteristics of a person on his or her intention to attend Food and Beverage festivals. Thus, the researchers have studied such event attendees’ motivations as a tradition and celebration, food enjoyment and excitement, socialization, and personal and the pride and identity was resulted as a new factor motive. Based on the reviewed research, one may claim socialization, event novelty, food, and family as the most relevant motivations for attending Food and
Beverage festivals in different parts of the globe (Meretse, Mykletun, and Einarsen, 2016).

These three groups of food festival visitors are driven by four motivational factors referred to escape from daily routine, family togetherness, wine interest, and socializing with people at the festival (Yang et al., 2005). The “escape” factor refers to the individual’s intention to ponder in an atmosphere of festival and joy distracting oneself from problems and issues faced in the daily routine. The domain of “wine” concerns an individual interest in local wineries and wine (or local product and its manufacture if generalized to Food and Beverage festivals). Such persons appreciate an opportunity to visit local manufactures dedicated to processing, preserving, and preparing the local product to the consumer market.

Another motivation to attend Food and Beverage festivals concerns socialization experience. As such, visitors may have little interest in the promoted product or culinary tradition, but attend food festivals to experience social interactions and to develop a sense of membership and common identity. Food festivals present an opportunity for a family pastime, which contributes to the sense of togetherness and unity. Finally, Celebration associated with a festival is the key motivational driver in this case (Yang, et al., 2005).

2.7.2. Tasting, Purchasing and Learning from Food Product
List of motivations for a festival visitor population was expanded by researchers to include social status, meeting experts, and change along with previously identified issues of taste, entertainment, family, and meeting people. Park, et al., (2008) underlined visitor inclinations to demonstrate their achievements in living conditions and to develop their tasting experience and wine-related knowledge to inform their decisions about the product in the future.
Furthermore, in study done by Cela et al., (2008) was identified in Northeast Iowa Communities to investigate the reasons for visiting these food festivals. The researchers found that the most common motive factors at the festivals were resulted in *tasting, purchasing local food along with learning about the local food product* (P. 75). While another wine-focused study supported the argument for wine, entertainment, and socialization motives of wine festival attendance (Dodd et al., 2006).

When investigating visitor motivation of wine festivals, Yuan *et al.* (2005) identified three factors; food tasting and enjoyment, socialization, meeting new people, escaping from daily routine, family togetherness. Schneider and Backman (1996) present one of the few English studies focusing on festivals in the Middle East. In their work they determined that five factors contributed to motivation of Jordanian attendance at the 1996 Jerash Cultural festival. These factors included: escape from daily routine, to take a pace different from everyday life, to stay with people enjoying themselves, to satisfy one’s interest in arts and crafts, and to experience aesthetic excitement and stimulation (Schneider and Backman, 1996). Compared to other studies, Jordan festival visitors were driven by motivations for socialization and family togetherness, leisure, festival attributes, escape, and event excitement.
3. CHAPTER THREE: METHODOLOGY

3.1. Introduction

This chapter will present information on the research design, study area, target population, sampling and sample size, data collection, data analysis and presentation.

3.2. Study Design

The researcher utilized a phone-administrated questionnaire to collect data from Food and Beverage festival organizers in Saudi Arabia. The questionnaire focused on questions regarding festival goals, festival management and operation, and general characteristics of Food and Beverage festivals. The following questions in table 3 were administered to address the primary research objectives of this study;

Table 3. Phone Questions and Research Objectives

<table>
<thead>
<tr>
<th>Questions</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please state the main objectives for holding the festival?</td>
<td>To understand the goals of Food and Beverage festivals in Saudi Arabia</td>
</tr>
<tr>
<td>Please estimate the number of visitors who annually attend the festival?</td>
<td></td>
</tr>
<tr>
<td>Please answer the following questions:</td>
<td></td>
</tr>
<tr>
<td>1. What was the first year your festival was held?</td>
<td></td>
</tr>
<tr>
<td>2. Has your festival been held annually since its first year held?</td>
<td></td>
</tr>
<tr>
<td>● Yes</td>
<td></td>
</tr>
<tr>
<td>● No</td>
<td></td>
</tr>
<tr>
<td>If no, please explain:</td>
<td></td>
</tr>
<tr>
<td>Please indicate the length of the festival:</td>
<td></td>
</tr>
<tr>
<td>1. One day</td>
<td></td>
</tr>
<tr>
<td>2. Two days</td>
<td></td>
</tr>
<tr>
<td>3. Three days</td>
<td></td>
</tr>
<tr>
<td>4. Four days</td>
<td></td>
</tr>
<tr>
<td>5. Five days</td>
<td></td>
</tr>
<tr>
<td>6. Six days</td>
<td></td>
</tr>
<tr>
<td>7. A week</td>
<td></td>
</tr>
<tr>
<td>8. Two weeks</td>
<td></td>
</tr>
<tr>
<td>9. If more than two weeks, please state exactly how many weeks.</td>
<td></td>
</tr>
<tr>
<td>Please estimate the number of hours per day the average visitor spends at</td>
<td></td>
</tr>
<tr>
<td>the festival:</td>
<td></td>
</tr>
</tbody>
</table>

To document the characteristics of Food and Beverage festivals in Saudi Arabia
<table>
<thead>
<tr>
<th>Questions</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>● 1 hour</td>
<td></td>
</tr>
<tr>
<td>● 2 hours</td>
<td></td>
</tr>
<tr>
<td>● 3 hours</td>
<td></td>
</tr>
<tr>
<td>● 4 hours</td>
<td></td>
</tr>
<tr>
<td>● 5 hours</td>
<td></td>
</tr>
<tr>
<td>● If more than 5 hours, please state the number of hours.</td>
<td></td>
</tr>
<tr>
<td><strong>Does your festival require an entrance fee?</strong></td>
<td></td>
</tr>
<tr>
<td>● Yes</td>
<td></td>
</tr>
<tr>
<td>● No</td>
<td></td>
</tr>
<tr>
<td>● If yes, please state how much for per person.</td>
<td></td>
</tr>
<tr>
<td><strong>Does your festival provide Food and Beverages for visitors?</strong></td>
<td></td>
</tr>
<tr>
<td>● Yes</td>
<td></td>
</tr>
<tr>
<td>● No</td>
<td></td>
</tr>
<tr>
<td>If yes, please estimate how much the average visitor spends on Food and Beverage at the festival.</td>
<td></td>
</tr>
<tr>
<td><strong>Does your festival provide shopping?</strong></td>
<td></td>
</tr>
<tr>
<td>● Yes</td>
<td></td>
</tr>
<tr>
<td>● No</td>
<td></td>
</tr>
<tr>
<td>● If yes, please estimate how much money the average visitor spends on shopping?</td>
<td></td>
</tr>
<tr>
<td><strong>Does your festival have specific souvenir shops?</strong></td>
<td></td>
</tr>
<tr>
<td>● Yes</td>
<td></td>
</tr>
<tr>
<td>● No</td>
<td></td>
</tr>
<tr>
<td>● If yes, please estimate how much money visitors spend on souvenir purchases.</td>
<td></td>
</tr>
<tr>
<td><strong>Does your festival charge a “tasting fee” for any of the products?</strong></td>
<td></td>
</tr>
<tr>
<td>● Yes</td>
<td></td>
</tr>
<tr>
<td>● No</td>
<td></td>
</tr>
<tr>
<td>● If yes, please state the average price of the tasting fee(s).</td>
<td></td>
</tr>
<tr>
<td><strong>Please indicate what experiences are available at this festival:</strong></td>
<td></td>
</tr>
<tr>
<td>● Tasting Food and Beverages</td>
<td></td>
</tr>
<tr>
<td>● Cooking demonstration</td>
<td></td>
</tr>
<tr>
<td>● Attending classes</td>
<td></td>
</tr>
<tr>
<td>● Listening to traditional songs</td>
<td></td>
</tr>
<tr>
<td>● Watching traditional dances</td>
<td></td>
</tr>
<tr>
<td>● Enjoying lectures and exhibitions related to the festival</td>
<td></td>
</tr>
<tr>
<td>● Others</td>
<td></td>
</tr>
<tr>
<td><strong>How is this festival managed and operated? – Please explain:</strong></td>
<td></td>
</tr>
<tr>
<td>● By a private company</td>
<td></td>
</tr>
<tr>
<td>● Governmental organization</td>
<td></td>
</tr>
<tr>
<td>● Non-profit organization, or association</td>
<td></td>
</tr>
<tr>
<td>● Tell me more .........................</td>
<td>To document how Food and Beverage festivals are managed in KSA</td>
</tr>
</tbody>
</table>
3.3. Sample Size and Description

In this study the researcher selected and interviewed seven Food and Beverage festivals organizers who are involved in organizing the festival. The place limitation for the study selected festivals can be illustrated in Figure 1. The study sample was chosen based on a convenience sample of festivals that appeared to be the most well-known and established festivals based on their role in tourism during a review of local resources, literature in KSA. For example, many of these festivals were identified by SCTH (figure 1) for their importance in the development of tourism and food tourism products in Saudi Arabia.

To help limit cases of confusion and omission, the researcher coded and numbered festivals differently: Hareed (Parrot-fish) festival being, (T1); Honey festival (Jazan), (T2); Olive festival (Aljouf) (T3); Buraidah Dates festival (T4); Alklija festival (dessert) (T5); Coffee festival (Jazan) (T6); and Mango and Tropical Fruits festival (Jazan) (T7).

**Figure 1. Map of the Study Selected Festivals' Sites in KSA**

This resulted in a sample group of seven organizers from the following festivals: Buraidah Dates festival, Olive festival (Aljouf), Al-Klija (dessert) festival, Coffee festival (Jazan), Honey festival (Jazan), Mango and Tropical fruits festival (Jazan), and Hareed (Parrot-fish) festival.

### 3.4. Participants

The participants were all men and their ages ranged from 30 to 57 years old. As it can be illustrated from Table (4) Hareed (Parrot-fish) festival, Al-Klija (dessert) festival, and the Buraidah Dates festival organizers majored in business administration, while Honey festival (Jazan), organizer majored in education management. The Coffee festival (Jazan) director earned a Master’s degree and is currently a PhD student in mathematics. The Mango and Tropical fruits festival (Jazan) organizer majored in industrial management. It appears that organizers specialized in different majors: three in Business Administration, two in educations, and one in the industrial field. Festival organizers involved in running their festivals between three and twelve years.

**Table 4. Profile of Participants Food and Beverage Organizer**

<table>
<thead>
<tr>
<th>Festival Name</th>
<th>Festival Location</th>
<th>Gender</th>
<th>Age</th>
<th>Education level</th>
<th>Current job Title</th>
<th>Time spent working for this festival (years)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buraidah Dates Festival</td>
<td>Al-Qassim</td>
<td>Male</td>
<td>37</td>
<td>Bachelor in Business administration</td>
<td>Executive Director of the festival</td>
<td>12</td>
</tr>
<tr>
<td>Mango and Tropical Fruits Festival</td>
<td>Jazan</td>
<td>Male</td>
<td>50</td>
<td>Bachelor in Industrial Management</td>
<td>Supervisor of the festivals in Jazan region</td>
<td>9</td>
</tr>
<tr>
<td>Olive Festival</td>
<td>Aljouf</td>
<td>Male</td>
<td>57</td>
<td>Bachelor of Archeology and Museums</td>
<td>Executive Director of the festival</td>
<td>10</td>
</tr>
<tr>
<td>------------------------</td>
<td>---------</td>
<td>-------</td>
<td>-------</td>
<td>-----------------------------------</td>
<td>-----------------------------------</td>
<td>----</td>
</tr>
<tr>
<td>Jazan Honey Festival</td>
<td>Jazan</td>
<td>Male</td>
<td>48</td>
<td>Two diplomas in education and school management</td>
<td>Executive Director of the festival</td>
<td>3</td>
</tr>
<tr>
<td>Hareed (Parrot - fish) Festival</td>
<td>Jazan</td>
<td>Male</td>
<td>30</td>
<td>Bachelor in Business administration</td>
<td>Executive Director of Marketing and Tourism Product</td>
<td>12</td>
</tr>
<tr>
<td>Coffee Festival</td>
<td>Jazan</td>
<td>Male</td>
<td>44</td>
<td>PHD Student at Mathematics education</td>
<td>Executive Director of the festival</td>
<td>5</td>
</tr>
<tr>
<td>Alklija Festival (Dessert)</td>
<td>Al-Qassim</td>
<td>Male</td>
<td>37</td>
<td>Bachelor in Business administration</td>
<td>Executive Director of the festival</td>
<td>10</td>
</tr>
</tbody>
</table>

3.5. Research Instrument

A phone-administrated questionnaire was adopted from existing academic articles. The specific questions were based on the relevance to the proposed research question. The questionnaire consisted of four parts regarding study objectives. The researcher explored the goals of Food and Beverage festivals in Saudi Arabia, along with the overall characteristics of Food and Beverage festivals in Saudi Arabia. Additionally, how Food and Beverage festivals are managed in Saudi Arabia.

3.6. Questionnaires and Data Collection

A structured questionnaire was administered to the Food and Beverage festival organizers in Saudi Arabia. The study used a qualitative data, targeting seven organizers of Food and Beverage festivals in Saudi Arabia, as identified in the trade and media sources within Saudi Arabia. An email was sent to the participants in advance to ask for their participation in this study. An informed consent and questionnaire was designed in English and translated to Arabic language by a member of American translators.
associations (ATA). The phone questionnaire was pretested with two native Arabic speakers who are studying Hospitality and Tourism Department at Rochester Institute of Technology. The participants of the pre-test process were chosen to verify the translation and make necessary improvements before the implementation of the main study (Kvale, 2007). The researcher scheduled the time of pretesting the phone interview questions in advance. The interview took about 20 to 30 minutes and was tape-recorded. Some questions were improved through the pre-testing process. An email with an attached informed consent document was sent to the entire seven organizer two weeks before the planned phone calls in order to let them choose a convenient time (see Appendix 1 and 2). All interviews were conducted via phone and scheduled at a time convenient for them in Saudi Arabia. The interviews questions were presented in Arabic and sent to each participant through email in advance. The interviews lasted between 35 to 60 minutes and were digitally recorded.

3.7. Data Analysis

Qualitative questions were examined through coding for common themes. Descriptive analysis was used to describe goals, type of management operation, and characteristics of Food and Beverage festivals.

The researcher translated interviews from Arabic to English by listening to Arabic recordings and transcribing the answers. The data was coded and numbered using the interview data generated from the seven Food and Beverage festivals. Twenty codes (open coding) and numbers were grouped into each seven categories of Food and Beverage festivals (See Appendix).

The codes and numbers were categorized for each festival to combine and illustrate the findings. Specific festivals were coded simply 1-7: Hareed (Parrot-fish)
festival (T1, Res.Q1, 2,4,5...etc.), Honey festival (Jazan), (T2, Res.Q1, 2,4,5...etc.), Olive festival (Aljouf) (T3, Res.Q1, 2,4,5...etc.), Buraidah Dates festival (T4, Res.Q1, 2,4,5...etc.), Al-Klija festival (dessert) (T5, Res.Q1, 2,4,5...etc.), Coffee festival (Jazan) (T6, Res.Q1, 2,4,5...etc.), Mango and Tropical Fruits festival (Jazan) (T7, Res.Q1, 2,4,5...etc.). Six tables, and three figures were used to present the description of the Food and Beverage festivals experiences and realms; interview questions related to the research objectives. A profile of participants, characteristics of Food and Beverage festivals in Saudi Arabia, profile of the festivals organizations, and description of the Food and Beverage festivals experiences and realms in Saudi Arabia were used along with a map modified from Saudi Commission for Tourism and National Heritage. A diagram of the government organization of Food and Beverage festivals in Saudi Arabia, and diagram of the private organizations of Food and Beverage festivals in Saudi Arabia.
4. CHAPTER FOUR: RESULTS AND DISCUSSION

This chapter provides the findings and data as gathered and analyzed by examining seven F&B festivals in KSA in order to assess the following objectives:

1. Exploring the characteristics of Food and Beverage festivals in Saudi Arabia
2. Understanding the goals of Food and Beverage festivals in Saudi Arabia
3. Documenting how Food and Beverage festivals are managed and operated in Saudi Arabia

These objectives serve as guidance for organizing the research findings and analysis; respondents’ answers in correspondence with the study’s initial aim to examine Food and Beverage festivals in Saudi Arabia.

4.2. Characteristics of F&B Festivals in Saudi Arabia

Basic characteristics of the discussed Food and Beverage festivals can be seen in table 5 below. The primary data collected and presented in table 4 discussed the location of the festivals, estimated number of F&B visitors, foundation year, average length in days, in addition to whether the F&B festival was held annually or not, and the celebration date for each festival. The data has been explained in details to describe the characteristics of F&B festivals in Saudi Arabia. Generally, as documented in the table below the establishment of F&B festivals in Saudi Arabia is a more recent phenomenon developing over the last 5 years.
Table 5. Basic characteristics of F&B Festivals in KSA

<table>
<thead>
<tr>
<th>Name of festival</th>
<th>Location of the festival</th>
<th>Estimated number of annual visitors</th>
<th>Year Founded</th>
<th>Ave Length in days</th>
<th>Held Annually (Y/N)</th>
<th>Celebrational Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buraidah Dates Festival</td>
<td>Al-Qassim</td>
<td>250,000</td>
<td>2006</td>
<td>35</td>
<td>Yes</td>
<td>September</td>
</tr>
<tr>
<td>Mango and Tropical Fruits Festival</td>
<td>Jazan</td>
<td>100,000</td>
<td>2007</td>
<td>7</td>
<td>Yes</td>
<td>April</td>
</tr>
<tr>
<td>Olive Festival</td>
<td>Aljouf</td>
<td>95,000</td>
<td>2008</td>
<td>14</td>
<td>Yes</td>
<td>January</td>
</tr>
<tr>
<td>Honey Festival</td>
<td>Jazan</td>
<td>50,000</td>
<td>2013</td>
<td>10</td>
<td>Yes</td>
<td>December</td>
</tr>
<tr>
<td>Hareed (Parrot-fish) Festival</td>
<td>Jazan</td>
<td>25,000</td>
<td>2007</td>
<td>4</td>
<td>Yes</td>
<td>March-April</td>
</tr>
<tr>
<td>Al-Klija Festival (dessert)</td>
<td>Al-Qassim</td>
<td>10,000</td>
<td>2008</td>
<td>10</td>
<td>Yes</td>
<td>March</td>
</tr>
<tr>
<td>Coffee Festival</td>
<td>Jazan</td>
<td>10,000</td>
<td>2013</td>
<td>10</td>
<td>Yes</td>
<td>January</td>
</tr>
</tbody>
</table>

4.2.1. F&B Festivals' Size, Seasons and Duration

As the size of attendance and profile of attendees is not readily available in Saudi Arabia, the organizers were asked about the F&B festivals size and visitor profile. The annual attendance ranged from approximately 10,000 visitors in the cases of Coffee festival and Al-Klija festival (dessert) to approximately 250,000 visitors at the Buraidah Dates festival.

These results are obviously influenced by the average length of the festival in days. Looking at each festival on daily basis the festival with the largest visitor attendance is the Buraidah Dates festival. Organizer’s responses identified steady growth in attendance over time. The organizer of Hareed (Parrot-fish) festival reported that their festival began with approximately 7,000 attendees in 2007 and in 2016 the number of attendees had increased to approximately 25,000.

Overall as shown in table 5 above, festivals varied in length but were generally over a week long in duration. The Buraidah Dates festival is the longest festival at 35
days in duration, followed by the Olive festival (Aljouf) with 14 days in length. Whereas the following three festivals Honey, Al-Klija festival (dessert), and Coffee festival (Jazan) are 10 days in duration. The Mango and Tropical Fruits festival (Jazan) and Hareed (Parrot-fish) festival reached 7 and 4 days, respectively. According to festivals organizers the festival’s duration are influenced by the harvest season. If the harvest is good and production is high the festival may last longer, but if the agricultural season is poor the festival may be cut shorter. Some organizers noted that if they noticed there was more interest by festival goers to keep coming to the festival they would keep the event going. For example the Honey festival (Jazan) organizer noted:

*The festival is held for 10 days and actually we are running the festival regarding the numbers of visitors when we notice that they are still coming, we can keep it for 10 days or might extend to more 5 days.* (Res.Q6.T2).

For example the organizer of the Olive festival (Aljouf) reported the duration of the festival was influenced by the season of the olive production, along with the Buraidah dates festival explained by the fact that:

*The Olive festival is schedule to be 14 days long. However the Hall of Olive products is a section of the festival, which highlights Olive product and will stay open longer depending on the olive harvest for that season. If the harvest is strong then the exhibitions of Olive products is open for farmers to showcase their products longer than the planned 14 days.* (Res.Q6.T3).

*The Dates festival starts at the peak of the date’s growing season. We usually run the festival for the length of the date harvest. For example it was planned for 20 days, but as the harvest was doing well we increased it to 35 days. This also coincided with the school vacation dates* (Res.Q7.T4)
4.2.2. Holiday / Vacation Periods

Festivals like the Al-Klija festival (dessert), Mango and Tropical fruits festival (Jazan), and Buraidah Dates festivals reported that they depended on the local holiday and vacation periods in order to attract more people to attend their festivals. The organizer of Alklija (dessert) explained the reason they extended the duration of their festivals was to coincide with holiday and vacation periods. Some festival organizers mentioned that vendors at the festivals often advocate for the festival to be longer to include more local holidays in order to improve their sales as identified below:

*It is not good enough for the productive families to sell their products. Also, the shopkeepers at the festival said that there is not enough time to make more profits and sell their products in ten days, so we need more time. Also, the companies who invest in the festival considered it as a short amount of time for them. We organized it in two weeks, one is a vacation, and the other is for working days. People can travel and get back to our festival. It was held in March in the middle of vacation, during working and school time. We were supposed to organize it in the winter season, but there is no vacation during the winter so we held it in March. It will be fitting for wintertime because traditional food is most available during the winter season, including Alklija. So, the demand for people in the summer will be less than the winter. Also, the other traditional food like Almarkoq is needed in the wintertime. The region of Al-Qassim is not as attractive and active in the summer as in the winter. It is strategically good for tourism during the winter. (Res.Q7.T5)*

4.2.3. F&B Festival Fees

F&B festival organizers stated that, all festivals are free for their visitors and attendees to enter with some program and activity fees for certain experiences. The event organizer of the Coffee festival (Jazan) for example reported that;
No, it is free at all. Even the exhibitors, they don't have to pay any fees whether for the visitors or exhibitors. (Res.Q10.T2).

Al-Klija festival (dessert) organizer indicated that there are certain programs with fees;

There are some activities are not free if the visitor who wants to partake like the children activities, training courses. For children, we have a special area for the children activities that cost 25 SR for all different activities, like the simulation games, and design arts for kids to draw and paint. Also, there are two corners for the cooks called "The small cooker" they can through it learn how to cook. After the children finish from their activities they can have their certification that shows he or she passed. We do it because we need to motivate the kids more than we need the fees. For the training courses fees, it depends on what kind of course. There are some courses are free, and some start from 50 SR and others cost from 500 SR to 1500 SR. (Res.Q10.T5)

The event organizer of the Alklija festival (dessert) for example reported that;

We make these fees to organize the visitors, and avoid the random. We provide some courses that are about women makeup. The workers should be skillful, professional, and famous. There is the disable can have their activities for free. The productive families are free. But the companies pay fees and some companies that participate in providing the festival is free. For example, Riyadh Dessert Company participated in its product and provided for the families a contest that should be provided a gift for 30,000 SR. (Res.Q9.T5).

4.2.4. Visitors Length of Stay at F&B Festival

Regarding estimation of how many hours that visitors spend during a day at the festival, it appears that given the data the total amount time of visitors at the festivals ranges from 1 to 6 hours. The results show that the longest time spent was noted in Coffee festival (Jazan) as identified by the director of the festival, it ranges from one to six hours. While the rest of the F&B festivals visitors staying time at the festivals ranging
from one to four hours. All the festivals noted that most attendees stay between 1 and 4 hours, except the Coffee festival where attendees stay between 1 and 6 hours.

The event organizer from the Olive Festival stated that the time visitors spend at the festival takes from 1 to 2 hours at the festival. He explained:

\[
\text{The visitors who attend for shopping only take from 1 to 2 hours. And the visitors, who attend and enjoy the associated activities, and shopping, etc., might take more than 3 hours. (Res.Q8.T3)}
\]

The event organizer from the Dates Festival stated that the time visitors spend at the festival 3 hours that is dependent on why they are coming to the festival. He explained:

\[
\text{Visitors spend their time approximately for 3 hours. aah the time of the market starts from 5:30 am to 8 am. Also we have some visitors come in the evening but less than morning and the sales are less too (Res.Q8.T4)}
\]

The event organizer from the Coffee Festival stated that the time visitors spend at the festival for 6 hours at the festival. He explained:

\[
\text{The festival operation hours start from 4 pm to 10 pm. Visitors Spend approximately for 6 hours. They spend their time for some programs existed in the festival. Their programs are cultural, entertainment, social, traditional during the festival etc. (Res.Q8.T6)}
\]

4.2.5. Characteristics of F&B Festivals Attendee's

The festival organizers explain that the festivals served a visitor market that was broad consisting of all social categories including individuals, families, and special interest segments.
4.2.5.1. Gender and Age Specifications

For the gender specification segment, all festivals less likely target specific gender whereas Al-Klija festival (dessert) majorly targets women and children; there are slots are available for men mainly due to the cultural requirements of gender segregation for attendance of public places by males and females.

The age specification is obviously notified by the event's organizers at the some of the festivals like the Buraidah Dates festival that characterized its visitors who attend to buy products on average age from twenty-five years old and older, while the other festivals have no specific age, focusing to target its segments from 7 to 60 years old.

The Honey festival (Jazan), director gave information clarified that,

*The dates festival visitors are almost twenty-five years old and above.* (Res.Q11.T4)
*For the average ages of the visitors started from 7 years to 60 years.* (Res.Q11.T2)

Al-Klija festival (dessert) organizer gave the following information about attendees,

*Actually, we have two types of visitors: visitors for the events and visitors who buy dates in the festival. The demographics include kids, women, and men and entire families. Also with regard to age, the ones who buy dates in the festival are on average twenty-five years old and older.* (Res.Q11.T4)

*The average number of visitors every day is about 10,000, which for ten days, equals to about 100, 000 visitors and generally, more attendees are women and children. The age of the men, ah, who attend, range from young to old and it is only for families with children and women. There were some events in the last two years that were for the men in the mall. The crafts were for men and it was open to all segments of society. But the main segment is for the families only* (Res.Q11.T5).
4.2.5.2. Mass Appeal

The Hareed (Parrot-fish) festival director identified that they mostly attract a mass market consisting of local families (parents and children) and less so a regional visitor or international market. While the rest of festivals organizers identified that their festivals also attracted a mass market. In this context, Hareed (Parrot-fish) festival and Coffee festival (Jazan) organizers explained that:

*The most attendees are from all segments of the society, different groups of children came with their families, large attendees from out of the region, and gulf countries, from around the world in little percentage such as, gulf countries are from Emirate, Kuwait Bahrain, and the international countries, France, Germany, and New Zealand, German, and also from the United States*. (Res.Q11.T1)

*From educators and professors, to women, to families, to youngsters, we had a good turnout of visitors. There is a private place for kids and women when the festival became crowded. Yes, there were some students who came from different schools.* (Res.Q11.T6)

4.2.5.3. Niches Groups

Some F&B festivals attracted specific niches groups like farmers, governmental employees, and teachers. For example, Honey festival (Jazan), and Coffee festival (Jazan) reported;

*The most attendees are teachers and government employees. The reason for teachers, and employees because they are aware of the importance of the honey, and they want to learn more about the product.* (Res.Q11B.T2)
For example, we noticed that the elders of farmers came from out of the province to meet with their friends during the festival; the festival became a community hub for friends such as those who have not seen each other for long time. (Res.Q11.T6).

Thus, as one can see, the festivals’ duration are different, reflecting the festivals specifics and tied to the natural, seasonal cycles of certain produce’s harvesting and manufacturing. Some of them last longer, while others are short in duration, so visitors mostly plan their attendance in advance to get an opportunity for attendance and participation as well as the target market of attendees is different.

4.2.6. Activities Available at F&B Festivals

This section presents the variety of activities that are offered at Food and Beverage festivals in KSA. Analysis and presentation of the various experiences available at Food and Beverage festivals in KSA are organized using the classification of experience dimensions of Pine and Gilmore (1998) as it outlined in table (6).

Table 6. Description of the Food and Beverage Festivals Experiences in KSA

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Festival activities or programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Educational Experience</td>
<td>1. Learning from tasting the fish</td>
</tr>
<tr>
<td></td>
<td>2. Learn from hunting lectures</td>
</tr>
<tr>
<td></td>
<td>3. Learning from honey tasting</td>
</tr>
<tr>
<td></td>
<td>4. Learning from honey lectures</td>
</tr>
<tr>
<td></td>
<td>5. Learning from olive tasting</td>
</tr>
<tr>
<td></td>
<td>6. Learning from olive lectures</td>
</tr>
<tr>
<td></td>
<td>7. Learning from cooking demonstration</td>
</tr>
<tr>
<td></td>
<td>8. Learning from attend training courses</td>
</tr>
<tr>
<td></td>
<td>9. Learning from Alklija taste</td>
</tr>
<tr>
<td></td>
<td>10. Learning from seeing cooking demonstration</td>
</tr>
<tr>
<td></td>
<td>11. Learning from attending awareness lectures</td>
</tr>
<tr>
<td></td>
<td>12. Learning coffee taste</td>
</tr>
<tr>
<td></td>
<td>13. Learning from tasting the fruits</td>
</tr>
<tr>
<td></td>
<td>14. Learning from participating in contests</td>
</tr>
<tr>
<td>Esthetic Experience</td>
<td>1. Sightseeing the boats competition</td>
</tr>
<tr>
<td></td>
<td>2. Enjoying pleasant atmosphere in poetry night competition</td>
</tr>
<tr>
<td></td>
<td>3. Gaining memorable hunting experience</td>
</tr>
<tr>
<td></td>
<td>4. Memorizing the Honey products attractive layout</td>
</tr>
<tr>
<td></td>
<td>5. Feeling emotions to the festival activities and attractions</td>
</tr>
</tbody>
</table>
### Escapism Experience

1. Experiencing Jet Ski.
2. Experiencing traditional food.
3. Shopping for Food and Beverage at the festival.

### Entertainment Experience

1. Listening and watching traditional songs and dances.
2. Watching car show
3. Listening to poems
4. Watching traditional shows.

#### 4.2.6.1. Classification of Experiences

As it has already been described in the literature review, the classification of experiences in accordance with Pine and Gilmore’s (1998) structure includes differentiation of experiences into educational, aesthetic, escapism and entertainment experiences. Hence, this section aims at describing each of the tourist activities discussed above in accordance with this classification.

#### 4.2.6.2. Educational Perceived Experiences

All festivals in this study provide certain kinds of educational experiences both for the local producers coming with their merchandise to the festivals, and for the tourists and local attendees who visit the festival to do some shopping and at the same time learn more about the marketed products.

Each festival has some educational programming to offer to all visitors. For instance, Hareed (Parrot-fish) festival offers training courses on fish preparation and diving lessons. The Saudi Arabian Maritime Sports Federation and Saudi Commission for Tourism & National Heritage (SCTH) organize lectures for tourists on sustainable tourism practices, for example proper hunting lessons and camping activities by instructing visitors on the impact of hunting on marine life and the environment. The lectures are designed to teach visitors about the policies and the regulations of hunting. The SCTH in collaboration with Aramco Company (oil company of the Kingdom of
Saudi Arabia), campaigns for an unpolluted beach through the “Leave no Trace” initiative, which calls for environmental consciousness at the beach. Visitors can take part in learning more on these two topics—cooking fish and deep sea diving—from the exhibitors. Visitors can learn how to dive by participating in diving courses. Therefore, a possible explanation for why the most popular activities of Hareed (Parrot-fish) Festival were the cooking demonstration and the diving course is that they appeal to people’s desire for educational experiences.

In terms of tasting and trying the products of local producers, this activity is certainly the primary educational experience that all attendees obtain during their visits to the Saudi F&B festivals. The seven studied festivals are primarily dedicated to Food and Beverage, which means that visitors can consume the entire marketed product. It’s not surprising that tasting products is one of the main experiences at the festival since by their nature F&B festival are promoting edible products to attendees. For instance, as reported by the organizer of the Honey festival (Jazan),

*Each exhibitor gives a sample of honey for tasting before buying. That way visitor can taste different honey products and then decide which to buy from the tasting. Also, gifts of honey are provided for the visitors. (Res.Q15.T2)*

At the Olive festival (Aljouf),

*Exhibitors provide visitors with the opportunity to taste the olive, and it is free for tasting. (Res.Q15.T3).*

The Mango and Tropical fruits festival (Jazan) organizer also clarified that all producers allow visitors to taste their different kinds of mango to make it easier for the clients to make a choice decision and finally purchase what they like most.

A large number of visitors were reported as coming to the festivals to purchase the local produce because they know it is of high quality, home-made, and produced in full compliance with the local tradition. Therefore, shopping experiences are also
commonplace for the festivals. For instance, the Coffee festival (Jazan) organizer indicated,

_We have booths and exhibitions serve and let the visitors taste the coffee. Also, there are some booths in the entrances of the province welcome the visitors and let them try the coffee which was free as a promotion for the festival. We have also some volunteers in Jazan airport; they give the travellers some brochures and serve them coffee._ (Res.Q15.T6)

Through the educational experience, the results show that food exhibitors give presentations regarding food production resulting in an educational experience for visitors. For example, the Buraidah Dates Festival organizer indicated that the farmers show their harvest presentation to the visitors to educate them how to produce the date product. The organizer of the Buraidah Dates festival indicated;

_We have workshops, training courses and funny shows. Aah, the festival doesn't have enough of these things, but we have alternative things like traditional show from farmers, where they show how they farm, while singing national songs. Ten of the farmers explain how they plant the date and what tools they use in the field._ (Res.Q15.T4).

The training courses and lectures were mentioned as educational experiences provided at each festival to educate the visitors about the food products available at the festivals. For example, there are training courses aimed at teaching tourists about the benefits of honey, including marketing it. To enhance visitors’ pleasurable experience, local producers also educate visitors about honey and its products. The locals have demonstration tents where they exhibit traditional dishes made with honey, like bread, desserts, as well beauty products, for example Henna. There are also educational programs for beekeepers, conducted by specialists and professors from Saudi Arabia, aimed at advancing the level of beekeeping industry and introducing new techniques.
and technologies into this sector. Other festivals are the Olive festival (Aljouf) and Al-Klija festival (dessert). For instance, attendance of educational lectures was also reported by the director of the Olive festival (Aljouf), who explained,

*Yes, there are lectures related to the olive, like the farming, reaping, and its uses and the food benefits of the olive. These always exist during the festival. Also, there are some awareness lectures that can be presented by religious people. Of course, we are trying to get them as experts and specialists; specifically, there is a Chair for the Olive from Aljouf University. We are always inviting food specialist to our festival.* (Res.Q14.T3).

Similarly, Al-Klija Festival (dessert) offers training courses, which houses around 1,000 participants. Visitors at the Al-Klija can taste food, take part in cooking the meals, buy the products on display, attend awareness lectures on health factors pertaining to food and provide an exchange program between visitors and the indigenous people. As it was stated by Al-Klija festival’s (dessert) organizer;

*There are medical and health lectures, and we invite people to attend our festival.*” (Res.Q14.T5).

One of the most common educational experiences was for farmers learn how to farm and produce their agricultural products by the National Ministry of Agriculture.

*Previously we had some lectures provided for the farmers during the festival, and we found that the visitors did not benefit from it. We cancelled the lectures and training course, so the Agricultural Ministry provided the farmers with some training course to teach them for example, how to avoid the bad effects of the mango tree diseases and something like that*”. (Res.Q14.T7).

### 4.2.6.3. Esthetic Perceived Experiences

According to the festival organizers it appears that esthetic aspects of the festivals are; seeing boating race, honeycomb layout, palm climbing, and classic car show with pleasurable sense with the poetry night’s competitions. In order to provide esthetic
experience to visitors, the Hareed (Parrot-fish) festival and Honey festivals provide honeycomb and Dates festival provide palm climbing. The Olive festivals provide classic car show. According to organizer of Hareed (Parrot-fish) festival, the visitor can enjoy with the see boating and then enjoy the boat competition along with the festival.

Visitors always gaining memorable the fish hunting experiences and other activities, such as jet skiing and boating (Res.Q13.T1).

Honey festival (Jazan), show the Honeycomb comes with the honey as an esthetic experience, so the visitors like to see its shape when they want to buy the honey product, as the organizers indicated;

I have noticed that the most popular thing that the visitor likes buying the honey Honeycomb. So people love to see it and buy it because of its natural form. (Res.Q14.T2)

Olive festival (Aljouf) respondent explained that;

The younger attendees like to watch the car show of older model cars with the poetry nights.

Sometimes there is an event attract some visitors, for example, the youngers like the show of old classic cars models, and pleasurable to their sense with the poetry nights competitions as it provide famous singer chances with coverage media. So there are various activities can attract different segments of people. (Res.Q13.T3)

Concerning esthetic tourist experience, Honey festival (Jazan), organizer explained that;

During the festival, visitors always remember the honey products attractive layout shaped with different colors of honey types. (Res.Q14.T2)

The Buraidah Dates festival show to the visitors the palm climbing activity which is aesthetic experience for visitors seeing and feeling good with the climbing atmosphere and organizer pointed out that;

Tourists memorize the palm climbing activities experiences. (Res.Q13.T4)
According to Mango and Tropical fruits festival (Jazan) organizer,

_The visitors can felt emotions with setting at the attractive show of the traditional folklores. They dance on the stage. I forgot to say that, there is an activity called "free artist" where children can enjoy pleasant atmosphere with painting and drawing mango fruit, or mango trees among certain competitions to get awards for the best drawer._ (Res.Q13.T7)

### 4.2.6.4. Escapism Perceived Experiences

Saudi festivals offer a number of opportunities for escapism experiences for their visitors. Fish hunting and sea related activities, such as jet skiing are common activities that take place during the Alhareed festival.

The following activities represent the escapism experience according to the study respondents;

_Hunting the fish and other activities such as jet skiing and boating. It can be available for the family who want to change their lifestyle routine by taking a tour around in the sea. There are also available boats for fishing race to participate in the see, and after that there is a committee that chooses who has hunted the large fish._ (Res.Q13.T1).

_When visitors attending certain motivational poetry night competitions they felt like they were living in a past time and wildlife atmosphere._ (Res.Q13.T3).

### 4.2.6.5. Entertainment Perceived Experiences

According to organizers festivals provide different entertainment activities to their visitors that formed an entertainment experience. For example, the Olive festival (Aljouf), Hareed (Parrot-fish) festival, Mango and Tropical fruits festival (Jazan) have numbers of activities, like poetry listening at night performed by the locals, exhibitions, and traditional shows at the Olive festival (Aljouf). The festival attracts many visitors
due to the various activities attracting tourists from different segments to gain different experiences. The festival sets aside activities for young visitors like car shows, and poetry sessions, as its organizer clarified it:

_Sometimes there is an event that attracts some visitors, for example, the youngers like the show of old classic cars, and also some attendees like the poetry nights when they know there will be famous singer and some attendees like to attend for certain lectures on how to improve the olive or what are the health benefits of using the olive and something like this. There are various activities that can attract different segments of people [...] the traditional folklore, the poetries and songs are popular for Youngers. Children like their program, so it was popular._ (Res.Q13.T3)

During Mango and Tropical fruits festival (Jazan), visitors watch shows and participate through traditional dances. As it was indicated by the organizer of this festival;

_We have noticed the most popular activity for the visitors was the show of the traditional folklores. The visitors dance on the stage._ (Res.Q13.T7).

The educational experience for visitors of Food and Beverage festivals according to the results was the most common experience that provided at the festivals in many forms like tasting food and drinking beverages, watching cooking demonstration, attending lectures, and learning about products from exhibitors. While the entertainment experience was ranked second that provided for visitors participated and listened to speeches by dignitaries, traditional songs, and watched traditional dances. The escapism experience provided attendees to took part in activities such as shopping, riding boats during the festivals. The visitors also experienced esthetic experience as an atmosphere made up of enjoying pleasant atmosphere, memorizing the products attractive layout and feeling emotions to the festival activities and attractions.
4.3. Goals of F&B Festivals in Saudi Arabia

In this study the F&B festivals goals can be summarized as;

1. Marketing a specific and multiple product
2. Improving the economic impacts on the destination
3. Attracting domestic and international tourists
4. Marketing a destination and community
5. Help local producers

The sections that follow provide an example of these goals.

4.3.1. Marketing a Specific and Multiple Products

Marketing a specific festival based product is one of the main F&B festivals goals in this sample. For purposes of marketing specific local and agricultural products, all F&B festivals generated their products from natural and local resources with focus on either one single product or related multiple products. This provides an opportunity for the festivals to showcase the product in its natural context to the festivals visitors and tourists. For instance, the executive director of the Hareed (Parrot-fish) Festival stated that their festival focuses on local seafood. While the Olive festival (Aljouf) organizers reported that the festival focuses on multiple products such as Olive products and derivatives in addition to displaying some dates and honey products. Mango and Tropical Fruits festival (Jazan) focuses on not only showcasing Mango fruits, but also displaying home-grown related tropical fruits such as Bananas, Papayas, and Guava among other food items.
The Hareed (Parrot-fish) festival organizers stated that;

*It primarily focuses on the Alhareed fish, which is only one type of fish, but you know the festival provides exhibits on different ways to prepare it, like barbecue and other preparation ways.* (Res.Q3.T1).

The Honey festival (Jazan), organizer stated that,

*For the honey festival we focus only on honey products and its products used for a treatment. Also we provide the tools that meet the needs of the beekeeper to produce honey under the supervision of Jazan region Beekeepers Association.* (Res.Q3.T2).

Buraidah Dates festival organizers also stated that;

*No, it includes various types of the dates that available in the local region. It focuses on the dates primarily and there are another Food and Beverage provided by the productive families. They actually sell from the morning time, like breakfast males, sandwiches, some vegetables plates, and something like this. Also, it offers traditional crafts.* (Res.Q3.T4).

Alklija festival (dessert) organizers pointed out that,

*It primarily focuses on Alklija product, and then it serves some local foods that provided by the families. In last time Alklija became a part of the festival, because of the expansion of the festival is decrease focuses on Alklija, which take 50 percent of the show. There are several of foods you imagine the Saudi woman who can do that; whether traditional foods like Almarkoq, Alqorsan, and Aljaresh.* (Res.Q3.T5).

The Coffee festival (Jazan) organizers stated;

*The main focus is on the coffee, we have added another seasonal product in the province, like the Aromatic plants. Also, there is a traditional suite or exhibition to explain to the visitors about the agricultural product. There are some tropical fruits like Orange, Lemon .... we display them during the festival.* (Res.Q3.T6).

According to the findings all festivals are narrowly focused on specific types of product offerings marketed to the public.
4.3.2. Economic Impacts on the Destination

According to the findings of this study increasing the economic impacts of festivals is considered one of the goals for holding F&B festivals in this sample. These impacts include; increase economic returns generated by increased tourists and visitor's numbers, while also generating expenditures within the festivals and other tourism facilities and services nearby. Some respondents mention that the festivals were held to improve the local economy of the host destination for example those held in Jazan, Al-Jouf and Al-Qassim regions. As a result of the Buraidah Dates festival’s arrangement, more attention from the locals and coming tourists was attracted to Buraidah city and its dates product, which inevitably stimulated the development of various regional sectors: farming, tourism and hospitality, driving of dates sales. The organizer of Hareed (Parrot-fish) festival noted that due to the increased tourism to the area resulting from the festival it has positively impacted the economy and resulted in improved infrastructure. He noted:

"To accommodate the increase in number of attendees, more hotels have been established. The tour organizers felt that there would be a profitable economics return from the increased number of tourist who came to the festivals. ... residents realized other gains in purchases from tourists in the form of groceries at super markets and meals at restaurants.

The goal is for the tourists to go to the island to buy and eat and spend money, which provides economic returns for the residents of the island. They will gain economic returns, while at the same time, market tourism for the people of the island, so we invite numbers of investors. They can see the island and explore the many investment opportunities. One of the goals is that the interested visitors invest in the island. (Res.Q2-3.T1)"

The organizer of Buraidah Dates festival also explained that the festival positively impacts the lodging sector and area shopping. As the organizers of the Olive
festival (Aljouf) and the Mango and Tropical fruits festival (Jazan) explained the main economic impact is often the economic benefit to the farmers both at the festival and through future sales in the region.

Other organizers alluded to the economic importance for the region. For example the organizer of Alklija festival (dessert) stated;

*It is chance for the productive local families to sell their products, also, get more profits and sell products during ten days, but need more time, as the region is strategically good for tourism during the winter.* (Res.Q7-A.T5).

The organizer of Coffee festival (Jazan) also supported this outcome;

*The festival is considered a strategic treasure for the region in terms of money (economic benefits). It is also the main supplier of the oil that called the green gold.* (Res.Q4.T6).

While the organizer of Honey festival (Jazan) specifically mentioned the size of the economic impact

*The first festival took great reputation outside the Kingdom and has brought the attention of society to honey product quality in the Jazan region and it has gained more profits and the maximum income was about 200,000 SR. so when people know there were guarantees on the products, they trust the seller and buyer.* (Res.Q3.T2).

### 4.3.3. Attract Domestic and International Tourists

One of the outcomes of F&B festivals in this sample has been the increase number of tourist visiting the areas in which the festivals are held. The organizer of Honey festival (Jazan) explained that the festival helped them establish as reputation for their area outside the country while also attracting visitors from outside their region.

The organizer of Coffee festival (Jazan) specifically noted that they not only invited experts from coffee producing countries like Guatemala, but also have experts attending the festival from Germany.
The organizer of Hareed (Parrot-fish) festival explained that they have visitors from all segments of society and attendees from the Gulf countries such as United Arab Emirates, Kuwait, Bahrain, and the international countries like France, Germany, and New Zealand, and also from the United States.

The organizer of Honey festival (Jazan) explained that they have many attendees who are national teachers and government employees because they are more realize of the importance of the Coffee festival and its products and some of them work in the organizations supported and managed the festival.

The organizer of Olive festival (Aljouf) mentioned that:

All community segments have been attracted; children, men, women around the Al-Jouf region and students from and medical and communities service colleges and Al-Jouf University. (Res.Q10.T3).

The organizer of Buraidah Dates festival noted that they have two types of domestic visitor segments; those who come for the Dates events and visitors for the Dates market. He explained that the events attract children, women, and men because they come as the whole family. While the dates market attracts the buyers of the date product.

The organizers of the Alklija festival (dessert) the Mango and Tropical fruits festival (Jazan) felt they mostly attracted domestic visitors consisting of the family market.

4.3.4. Marketing a Destination and Community

The Honey festival (Jazan) was noted by the organizer as playing a role in generating a brand image for the Jazan region since the honey industry is well developed and of high quality helping Jazan become well known.
The organizer of the Olive festival (Aljouf) also explained that the festival helped improve the reputation of the region with the growth of olive oil production. This resulted in improved visitation to the region by tourists explain this organizer.

The organizer for the Hareed (Parrot-fish) festival also supported this outcome. He expressed that the economic returns resulted from the marketing of the island through the festival by making others aware of the destination, environment and local community.

The Honey festival (Jazan), organizer explained that the goal of the festival is concentrated on marketing the community, including the wealth of Jazan area with its natural resources. The Coffee festival (Jazan) respondent explained that by bringing in coffee experts from different countries from around the world it aided in branding the area through the festival.

The Mango and Tropical fruits festival (Jazan) expressed that their festival also helped promote their region;

There is no doubt that Jazan mango (as marketed) fruits became popular around the kingdom of Saudi Arabia and even around the gulf countries. Actually, it is famous because of its different types of Mangos like "Indian" and "Tomi". As you know we have achieved our goal of marketing for the mango product around the country and most people now know Jazan because of this .... (Res.Q4-A.T7).

4.3.5. Help Local Producers

The festivals have also been found to provide help to local producers and businesses. The Mango and Tropical fruits festival (Jazan) organizer explained that the festival plays a role in helping farmers introduce their products and market them outside the region.

Helping women through job creation and sales of local products was mentioned as a goal of one of the festivals. The organizer of the Alklija festival (dessert)
explained that since the festival was launched eight years ago based on the idea of the Prince of Al Qassim one of the objective was to provide the families to produce traditional food. There are also woman manual crafts provided at the festival. For example, many young girls make jewelry, which helps to support businesswomen.

The festival was launched eight years ago, based on the idea of the Prince of Al Qassim. The main objective is to provide for the productivity of the families and to provide women's business leadership, which for now is only related to food. There are also woman manual crafts provided at the festival. For example, many young girls make jewelry, which helps to support businesswomen. (Res.Q2.T5)

Hence, as one can see from the presented quote, this festival aims to market the region’s products and enhance the role of family through the participation of women in the business, thus empowering both young girls and women. Another observation raised often was the role of local Food and Beverage festivals in educating producers and attendees. Respondents from all festivals identified this goal for their festivals. The organizer of the Olive festival (Aljouf) said that the main objective of the festival when they started was to market olive oil and help educate farmers so they would be less reluctant to grow olives and make the oil. This was part of an initiative of the region to enhance agriculture and industry.

The Coffee festival (Jazan) also reported that they provide training courses for the farmers on how to better manages the coffee crop from the planting stage to the harvesting stage. They also try to motivate farmers to participate in the festival as a way to market their coffee.
4.4. Management of Food and Beverage Festivals in Saudi Arabia

4.4.1 Government Management

All F&B festivals in this study reported some form of the government involvement in their management structures. For some, the government is the main shareholder, which, in turn, works with other stakeholders in the tourism industry. The tourism development committee in local areas works hand-in-hand with government bodies, for example the municipality, area administration (Emirate in Arabic), and government ministries manage these festivals since private and non-profit organizations or associations do not manage and work with these festivals in Saudi Arabia. The only difference in managing Food and Beverage festivals in Saudi Arabia is that the government employees a private company to supervise the festivals.

Table 7. Profile of the F&B Festivals Organizations in KSA

<table>
<thead>
<tr>
<th>Name of festival</th>
<th>Government entities</th>
<th>Profit organization</th>
<th>Non-profit organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buraidah Dates Festival</td>
<td>● Emirate ● Saudi Commission for Tourism and National Heritage ● Ministry of Environment Water &amp; Agriculture ● Department of Traffic Management</td>
<td>N/V</td>
<td>N/V</td>
</tr>
<tr>
<td>Mango and Tropical Fruits Festival (Jazan)</td>
<td>● Municipality ● Saudi Commission for Tourism and National Heritage ● Ministry of Environment Water &amp; Agriculture</td>
<td>N/V</td>
<td>N/V</td>
</tr>
<tr>
<td>Honey Festival (Jazan)</td>
<td>● Ministry of Transportation ● Saudi Commission for Tourism and National Heritage ● Ministry of Environment Water &amp; Agriculture ● Beekeeper’s Association ● Electrical company</td>
<td>N/V</td>
<td>N/V</td>
</tr>
<tr>
<td>Festival</td>
<td>Participants</td>
<td>Emirate</td>
<td>Chamber of Commerce</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>------------------------------------------------------------------------------</td>
<td>---------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Alhareed Festival (Parrot-fish, Farasan)</td>
<td>● Emirate&lt;br&gt;● Saudi Commission for Tourism and National Heritage&lt;br&gt;● Ministry of Environment Water &amp; Agriculture</td>
<td>N/V</td>
<td>N/V</td>
</tr>
<tr>
<td>Alklia Festival (Dessert)</td>
<td>● Chamber of Commerce&lt;br&gt;● Municipality&lt;br&gt;● Saudi Commission for Tourism and National Heritage</td>
<td>N/V</td>
<td>N/V</td>
</tr>
<tr>
<td>Coffee Festival (Jazan)</td>
<td>● Municipality&lt;br&gt;● Saudi Commission for Tourism and National Heritage&lt;br&gt;● Ministry of Environment Water &amp; Agriculture</td>
<td>N/V</td>
<td>N/V</td>
</tr>
</tbody>
</table>

(*) Emirate: state ruled by an emir which is an Arabic terminology pointing to the top national local authority that responsible for managing and controlling community stability and development. (Cambridge English dictionary, 2018).

**Figure 2: Government Organizations Management Structure of the F&B Festivals in Saudi Arabia**

The government management structure of the Food and Beverage festivals in KSA can be seen in Figure 2. The government management structures have many forms: national organization that includes e.g. Saudi Commission for Tourism and National Heritage (SCTH), Ministry of Environment Water & Agriculture, regional and local organizations e.g. tourism development committee and municipality.
In this context; the director of Hareed (Parrot-fish) festival provided some clarification and stated that:

*In managing the festival; the area tourist development committee works with the partners like Municipality, Emirate, Ministry of Environment Water and Agriculture.* (Res.Q5.T1)

In Olive festival (Aljouf); the Municipal council of Al-Jouf region, where the principal supervisor is the general secretary of the municipality co-works with partners from the government and private sectors, such as the ministries of Education and Agricultural. Agricultural Research Centre in Al-Jouf region co-works with the Tourism Development Committee in managing the Olive festival (Aljouf). In this context, the organizer of the Olive festival (Aljouf) clarified that,

*The Emirate of the region managed first time holding the festival, some government and partners, the implementation comes from the Municipality of the region. Also, we co-operate with another government sectors such as Saudi Commission for Tourism and National Heritage, the Ministry of Environment Water and Agriculture, the Agricultural Research Centre, and also the Education Ministry. The general supervisor of the festival is a general secretary of the municipality.* (Res.Q4.T3)

In the Jazan region, the municipality through partnership with business owners and volunteer entities manage the Coffee festival (Jazan), the organizer explained:

*Management of the festival was voluntary, which was under my supervision. The number of workers in the festival was about 300 people. They were divided into cultural, media, organizational committees, and so forth. Actually, we have invited some businessmen in the province, and they supported the festival. The Saudi Commission for Tourism and National Heritage only participated in conducting its programs. The municipality provided us the location of the festival, and it organized all logistics items related to the festival.* (Res.Q4.T6)

The organizer of the Mango and Tropical Fruits festival (Jazan) clarified that;
The festival managed by the government organization called the council of tourism development committee co-operating with the environment water and agricultural ministry, municipality, and chamber of commerce. (Res.Q5.T7)

The organizer of Buraidah Dates festival clarified that;

The Emirates and municipality of Al-Qassim region considered partners in the festival supervision…. (Res.Q5.T4)

Hence, as one can see from the presented findings, there are different parties involved in organization and management of regional festivals. All of them are negotiated and approved by the national governmental bodies, but the actual fieldwork of their organization and execution is done at the regional and local level, with frequent involvement of volunteers, private investors and non-governmental organizations.

4.4.2 Private and Non-Profit Organization Management

Figure. 3 A Management Structure of the Private & Non-Profit Organizations of F&B Festivals in Saudi Arabia:

As can be seen above in Figure (3) the type of F&B festival management in in this sample showed three forms of private and non-profit organization divided into
associations together with a charity group and private company (beekeeper's associations and skillful charity). Another form of management structure of F&B festivals in this study was a private company supervised by government (Ramah company and Saudi electrical company).

The organizer of Alklija festival (dessert) explained that;

*In the last seven years, the festival has been managed by certain committees under the supervision of the government. For example, the supervision of the festival is the Chamber of Commerce in cooperation with the Municipality of the Region. The last years, it was the first time to be managed by the private company and it is expected to sign a contract with a company to operate the festival for 5 years at least. It is known "Ramah Shams Company". There is also association and charity program called ‘Skillful’ that help in managing by providing the crafts.”*  
(Res.Q4.T5)

The organizer of Buraidah Dates festival similarly explained that it is managed by a company called "Dates Company" under the supervision of the Emirate and Municipality of Al-Qassim region. The company is responsible for the festival's management and operation.

The organizer of Honey festival (Jazan) explained that there are many partners helping manage the festival. For example he stated that both the beekeeper’s association and the Saudi electrical company help in management activities.

### 4.4.3 Management Strategy for F&B Festivals in KSA

The following section provides insight into some of the future directions these festival are seeking as part of their management strategy.

In the example of the Hareed (Parrot-fish) festival the respondent explained that they targeting the gulf countries for investment and to market the festival to other Arab
countries. He mentioned they are specifically targeting Dubai through sponsorship with Arabian fly and fly Dubai. In addition they will add paintball as an activity next year.

The organizer of the Honey festival (Jazan) stated that their future plans are to target private associations and companies to sponsor the festival and help develop it. Also, that there will be awards for the best producer and exhibitor of the honey next year.

The organizer of the Olive festival (Aljouf) stated some of their future plans in his excerpt below:

*Actually we are working on increasing the income of the festival throughout the marketing process, and the participants*. “Also, we are striving to activate the mechanism side for reaping and producing the olive oil product”. "Also, we are planning to make fees for some locations in the festival to serve an appropriate service during the festival like some associated event, we are planning to pay them fees. Also we are planning to attract some international restaurants and rent some spots in the festival and some visitors during the festival, they need coffee so we should make a coffee shop for example.

We have already visited a festival in Spain that called "Jaen festival" which focuses on the olive. We have tried to exchange the experiences with each other and they will visit our festival Insha’Allah. We are trying to make like twins policy between each festival. *(Res.Q15.T3)*

The organizer of the Olive festival (Aljouf) explained that they hope to create a digital marketplace at the festival where there can be an electronic marketplace to auction off the olive products.

The organizer of the Alklija festival (dessert) explained that they were currently working on a five year plan to make the festival one of the best in the Kingdom. They would also like to continue to support women in business as part of the festival. He also explained that their site was too small and that parking was a weakness that needed to
be addressed. Additionally he said they are looking for a private company to help manage the festival.

The Coffee festival (Jazan) organizer went on to explain:

_We are looking forward to getting a private company to organize and market the festival, which is hard for us. It is, but their support is limited. So we need a company to sponsor the festival and get it done in the better case. There is also large project that will be done by the municipality. They will establish coffee city project that will include hotels and some facilities._ (Res.Q15.T6).

The Mango and Tropical Fruits festival (Jazan) concluded that;

_I think the festival is in a good situation so far. We are primarily focused on marketing the mango product as most popular fruit around the Kingdom and gulf countries. We might establish more training courses for the farmers and this is the responsibility of the agricultural ministry. Our mission is marketing and entertaining not necessarily training policies. We are looking forward in the future to make an exhibition for agricultural tools to show the visitors how farmers use this equipment._ (Res.Q15.T7).

Management strategies for F&B festivals can be summarized as; targeting new marketing segments, adding new entertainment activities, and partnering strategies. Also festivals are targeting new private companies to manage the festival and providing new awards best exhibitor.

### 4.5. Results and Discussion of Findings

Together, these results provide information on Food and Beverage festivals in Saudi Arabia, including, but not limited to, reasons festivals are held; the types of visitor experiences; management structures; and knowledge of the main features of these festivals in the study. Of the seven Food and Beverage festivals in Saudi Arabia, five focus mainly on marketing one product, while displaying peripheral products. For example, while the main product of the Mango and Tropical fruits festival (Jazan) is the
mango itself, the festival displays other minor tropical fruits. Hareed (Parrot-fish) festival, for example, focuses only on seafood products caught at Farsan Island.

The study found that the majority of Food and Beverage festivals are managed and operated by the government, in some capacity, while a few of them are operated by a company under the supervision of the government. For example, for Alklija festival (dessert), a private company is monitored by the Municipality (Figure 2 and 3).

The study found that the most common available experience at the Food and Beverage festivals in Saudi Arabia was the educational and entertainment experience. Hence, training courses, lectures, cooking demonstrations, food and drink tasting along with watching traditional dances and listening to poems. For example, Hareed (Parrot-fish) festival, Olive (Aljouf), Honey (Jazan), Coffee (Jazan), and Mango and Tropical festivals (Jazan) have established various activities regarding learning something new on a product or topic so that the visitor can have an educational experience.

This work found that the number of visitors range from 10,000 to 250,000. For example, the Buraidah Dates festival has received more visitors than other festivals (Table. 5), while Honey and Alklija (dessert) festivals have the fewest number of tourists (Table. 5). Although there is no entry fee, some activities, however, do charge a small fee. Visitor time spent at a festival varies widely, ranging from 1 hour to 6 hours. For example, the Date Festival visitors spent on average from 1 to 3 hours, whereas visitors at the Coffee festival (Jazan) visitors tended to stay 6 hours as well as the establishment of festivals is a more recent phenomenon occurring over the last 5 years.

Festivals from this study sample in Saudi Arabia were similar in size and duration to some of the more globally established Food and Beverage festivals. Notably the size of the festivals in this study where similar to the Oktoberfest, Macau food festival, and the Melbourne Wine and food festival as noted by (Lee & Arcodia, 2011;
Chronicle, 2010; Ting, 2012). These festivals also attracted between 25,000 and 100,000 annually and ranges from four and fourteen days in average length. The length and size of the festivals in Saudi Arabia are not surprising since they generally coincide with holiday vacation in KSA which last about two weeks, and these events are often timed with the harvest season for such Food and Beverage products. While the study found that the festivals vary in scope, duration of days and visitor flow, they are not limited to gender or age in six of the seven festivals in this study. Although these results differ from some published studies; for instance, the findings of Cela et al. (2007), Azman (2012), Bruwer (2014) and Huang and Lee (2015) all supported the claim about the dominant majority of festival visitors belonging to the 25-40 years old age group. However, there are also festivals in Saudi Arabia similar to previous studies in the worldwide visitors who ranging from 25-40 years old. Study results also found that the festivals in Saudi Arabia target niche groups of their visitors focusing on their education and economic level like teachers, experts, farmers, and governmental employees in general. While the number of visitors is always in flux and never definite, the number of those who attend works in tandem with the date of the festival: a larger number of holiday seekers come to Food and Beverage festivals because most are free-of-charge with a few selected ones charging for specific experiences. These visitors stay an estimated one-hour to six hours. It was to compare this figure with that found by Hu (2010) who found that the average number of attendees at the annual China (Hefei) Crawfish festival spent approximately two-three hours. However, the findings of the current study do not support the findings of the previous studies conducted by Fountain and Ryan (2014) who found that adults paid an entry charge, while children who are under twelve-years-old were admitted for free. In contrast, the findings of the current study found that the seven food festivals charged no admission fees to any visitor. The
current study explored the experiences of visitors during Food and Beverage festivals in Saudi Arabia. The most interesting finding was that the range of activities undertaken by visitors at the festival.

The results of this study found that the organizers of Saudi Arabian Food and Beverage festivals extend activities to their visitors, such as cooking demonstrations, attending lectures, and tasting products, watching traditional dances and listening to poems. The current study found that an educational and entertainment experiences was the most common to the visitors, which was also confirmed in earlier studies of Albula (2015), Jollife et al. (2009), Bonetto and Quintero (2010), Getz (2014), and Yuan et al. (2005). This study found that most festivals are aligned towards marketing and promoting the region’s potential resources, generating income, increasing international and local visitor flow, improving the resources of the local economy, and educating local producers. These findings find support in prior published research regarding the use of local food festivals for growth of local economy (Kim & Uysal, 2003; Hall & Sharples, 2008; Cela, et al., 2007), stimulation of tourism (Lee & Arcodia, 2011; Steinbacher, 2007), and enhancement of the local community’s reputation and marketing (Wood & Thomas, 2009; Swarbrooke, 2012). This study also found that Saudi Food and Beverage festivals seek to promote local products, which was also noted as a role of festivals by Radhika (2016). This study discovered that the management of festivals is done primarily through the government, which includes entities such as; through the Saudi Commission of Tourism and National Heritage, the Ministry of Water and Agriculture, in collaboration with various charity bodies, the Municipality, and the Emirates. The study’s findings have found strong support in the research claims of Frost and Laing (2015), Graci and Dodds (2008) and Celik and Cetinkaya (2013) and Tešanović, Škrinjar, and Đeri (2012) and Gov. Wales, (2017)
confirming the vital role of the local government in the proper organization of local food festivals. Some of the festivals studied in this research were nevertheless arranged with the help of involving non-governmental organizations and private actors, which was also supported by some prior research findings of Organ et al. (2015) and Buschman and Leonova (2011) advocating the involvement of additional parties for better festival arrangement and effective coverage of all organizational issues.
5. CHAPTER FIVE: CONCLUSIONS

The chapter outlines the introduction, summary of the research findings, implications and provides recommendations for further research.

5.1. Introduction

The research was aimed to study the objectives of Food and Beverage festivals in KSA, the management type, goals, and the features of the individual festivals with respect to visitor experiences and the activities available for those who attended events.

5.2. Summary of Research Findings

The primary objective of this study was to explore the characteristics of the Food and Beverage festivals in Saudi Arabia. This study focuses on three objectives, which explore and analyze the characteristics of Food and Beverage festivals. Further, the study proceeds to understand the goals of Food and Beverage festivals. Lastly, the study also sought to know how Food and Beverage festival are managed in Saudi Arabia. The summary of the findings seeks to establish each objective after undertaking the research.

- Objective 1: To document the characteristics of Food and Beverage festivals in Saudi Arabia.

  The unique features are based on length of the festival, and hours spent at the festival and the number of visitors attending various festivals and festival fees along with visitors’ experiences and activities available at the festivals. All the festivals have varying durations, but the entry is always free. The Buraidah Dates festival has the largest number of visitors, approximately 250,000 annually, while the Coffee and Alklija festivals have the least number of visitors. The length of visitor stay at a festival varies, ranging from 1 hour to 6 hours. However, the timing of the festivals plays a key
role in influencing attendance numbers because, take, for instance, the Buraidah Dates festival coincides with vacation time, which encourages more attendance. Furthermore, the study has established that visitors attain educational experiences through various trainings and lectures, which are provided by experts in the fields. For instance, during the Honey festival (Jazan), experts teach visitors on the benefits of using honey as a medicinal or beauty aid product, as well as explain the tools that facilitate honey production. Further, the festivals were also found to provide visitors with aesthetic and escapist experiences through such activities as experiencing Jet Ski, sightseeing the boats competition gaining memorable hunting experience and memorizing the Honey products attractive layout. For instance, during Hareed (Parrot-fish) festival the visitors are able to experience the whole processes of preparing local fish in different ways. During the Honey festival (Jazan), visitors are able to taste the honeycombs, which promote physical, as well as economic, consumption. Additionally, visitors are entertained through various entertainment activities. For instance, they watch traditional dancers, listen to poetry readings engage in traditional shows.

The festivals are entertainment and educational because they offer training programs, cooking demonstrations, traditional and national dance watching, and poems listening and food and drink tasting. For example, a popular exhibition is on the tools that a beekeeper needs to facilitate the production of honey. Other educational programs include lectures on interesting topics provided by experts in the fields.

- Objective 2: To understand the goals of Food and Beverage festivals in Saudi Arabia.

The findings of the second objective show that there are numerous goals why the Food and Beverage festivals take place in KSA. For instance, the existence of significant local products has been cited as among the reasons Food and Beverage
festivals take place. As such, the main purpose of festivals to promote products that focuses on one and multiple products to showcase them to tourists along with attracting domestic and international tourists and marketing a hosted places and community as well as empowering and educating them. For instance, Hareed (Parrot-fish) festival’s main focus is on Parrot-fish, which is unique seafood. The festival, therefore, displays how the fish should be prepared, including barbecue. Additionally, Mango and Tropical fruits festival (Jazan) focuses on the product with displaying the minor tropical fruits. Furthermore, Alklija festival (dessert) empower the families who produce their local food products while the Coffee festival (Jazan) train the producers and educate them with collaboration of the governmental organizations (Gos).

Objective 3: To document how Food and Beverage festivals are managed in Saudi Arabia.

The findings show that the government is the primary organization management, in collaboration with various other governmental organization (Gos), such as the Municipal Councils and the Beekeepers Association. The shareholders of every festival differ, depending on the product specialty of the festival. For instance, the Tourism Board, in collaboration with the Municipality, manages Alklija Festival (dessert).

5.3. Implications

According to the findings of the research, Food and Beverage festivals in Saudi Arabia are carried out for many reasons. They are notable for attracting a large size of visitors over the years. This finding has important implications for organizers of Food and Beverage festivals that should focus on the continuous development of the reputation of festivals, which will contribute to increasing the number of visitors on an annual basis in line with the new regulations and legislations implemented by Saudi Arabia such as
legislation to allow tourists to obtain tourist visas, in addition to cooperating with government agencies in organizing intensive visits to its employees.

An implication of this study is the length of the festivals, which are notably held annually from four to thirty five days based on the harvesting, holidays and vacation periods. Since the festivals are held annually, organizers should understand choosing the proper time for the festivals in conjunction with the vacations and holidays, which will encourage the community to participate and visit the festivals, in addition to reduce the seasonality of the festivals; also tourism authorities should focus on establishing new Food and Beverage festivals held in each regions that are not only rely on harvesting natural resources but also focus on community food production like Alklija dessert in Al Qassim region as an example.

The study also revealed that these festivals are significant in promoting and marketing the resources of the country with the aim of generating revenue while encouraging the attending international and domestic tourist to purchase products, which consequently results in the development of the economy. This finding has important implications for Food and Beverage festival organizers who should focus on marketing the food product in a more professional manner by designing the final product form in a high quality with high standards. Based on the study, the quality of the product is measured through scientific laboratories and under international experts, in addition to create a strategy to develop food tourism destinations by using their natural resources and marketing them through festivals. Moreover, the festivals play a role in enlightening the society on the effective methods for maximum production in diverse fields. The Food and Beverage festivals offer great experiences and participation in many activities. The study noted that tasting foods, watching traditional dances and listening to poems and educational activates and training skills, experience exchange as
well as edifying spectacle and acquaintance were among the numerous activities undertaken by the visitors. These activities were essential in promoting awareness and interaction among the participating individuals. The study noted that the festivals goals were to educate producers, and empowering the community along with women empowerment. This finding has important implications for organizers of Food and Beverage festivals should plan and create a development strategy for farmers and producers of these agricultural and food products through establishment of training courses and educational programs for how to preserve the food products from start to sale, in addition to focus on the community-based tourism development that should benefit from these festivals by allowing the community to participate in organizing and developing food events. Furthermore, the tourism authorities in Saudi Arabia and the local government bodies should plan to increase the number of other food festivals in all regions of the Kingdom, which contributes to empower women in KSA based on the experience of one of these food festivals in the Qassim region (Alklija festival).

Additionally, the study revealed that the management of the Food and Beverage festivals was done for example through collaboration between the government bodies and organizations like the Saudi Commission of Tourism and National Heritage in Saudi Arabia. However, the government of Saudi Arabia employs a private companies supervisor for the Food and Beverage festivals. This finding has important implications for government agencies that develop tourism, especially the event tourism. Therefore, the government should focus on the development of Food and Beverage festivals through the developing a strategy to reduce and eliminate the government bureaucracy. It is also feasible to work for privatization of Food and Beverage festivals and give specialized companies the right to organize the festivals under government supervision. Additionally, organizers of Food and Beverage festivals should cooperate with
international associations that have the same practice like the beekeepers association in KSA (Jazan). Finally, various festivals have their unique characteristics that make them be identified and classified in their specific categories. Similarly, the Food and Beverage festival has its distinguishing features that make them stand out. The study revealed that these festivals consist a particular name, the average number of visitors, a specific venue, the starting date and the number of days the festival is to last. The names of festivals are given the names of Food and Beverage likely to be present such as Buraidah Dates, Mango and Tropical Fruits, Olive, Honey (Jazan), Hareed (Parrot-fish), Alklija (dessert), and Coffee festivals (Jazan).

5.4. Recommendations for Further Research

The following recommendations are suggested for further research:

A. Although this study targeted visitors’ experiences from the perspective of organizers, there is also a need to investigate visitors’ experiences directly from the visitors themselves.

B. Explore the motivation of visitors’ Food and Beverage festivals.

C. Specific focus on the challenges of developing and management of Food and Beverage festivals in Saudi Arabia.

D. The role of Food and Beverage festivals in the local community and the impact on local producers.
5.5. Conclusions

Based on the data collected in this work activities and offerings for visitors attending Food and Beverage festivals consist of a wide range of experiences. From educational, to aesthetic, to escapism and to entertainment, visitors participate in a diverse set of festival experiences. For example, they can enhance their attainment of educational and entertainment experiences through learning and entertaining programs, which are reported at all seven festivals examined, like attending lectures, food tasting and cooking demonstration, watching traditional and national dances and listening to poems. The study revealed that festivals vary in the duration, visitor’s numbers, along with the celebration date of the seven festivals. The study revealed that one of the main goals for holding festivals in Saudi Arabia is to promote local agricultural products through increase sales, education and marketing. This is helping local economies through not only the festival activities, but through enhancing exposure for exports. Furthermore, the festivals are an opportunity to educate and showcases agricultural practices related to the primary Food and Beverage theme of each festival. Not only are visitors educated but also producers such as farmers and fisherman.

Based on the study findings, festivals draw a number of attendees from different regions of Saudi Arabia along by showcasing the festival’s local food and agricultural products. In addition, the study has discovered that festivals goals are to both educate and create a visitor experience for the regional community. The study has figured out that the visitors experiences rely on education, escapist, aesthetic and entertainment activities available at the festivals. Finally, the study not surprisingly showed that government authorities play a role in managing festivals. It appears that festivals will continue to develop as a tourism resource in the KSA, and likely help to attract more regional and international markets to visit the Kingdom.
6. REFERENCES


Meretse, A. R., Mykletun, R. J., and Einarsen, K. (2016). Participants’ benefits from visiting a food festival –The case of the Stavanger Food Festival


O'Shea, R. (2017), Saudi Arabia plans to introduce tourist visas in 2018, November 24, 2017


SCH. (2012). MAS: 4 million tourists spend 1.2 billion riyals during summer festivals Retrieved from https://scht.gov.sa/MediaCenter/News/GeneralNews/Pages/b-17-10-09.aspx


(Ed.), *Global wine tourism: Research, management, and marketing* (pp. 196-208). Wallingford, UK: CABI.
7. APPENDICES

7.1. Appendix 1

Informed Consent Document

Dear / Food and Beverage festival Organizer,

My Name is: Mossa Ahmed Haressy, and I am completing a Master’s in Hospitality and Tourism Management at Rochester Institute of Technology (RIT) in New York. Currently, I am finishing the last requirement of my degree, which consists of a thesis exploring Food and Beverage festivals in Saudi Arabia. I kindly invite you to participate in my research study. All information is confidential and there are no right or wrong answers. If you decide to participate you will be asked to share your expertise in order to understand the basic characteristics, goals, and experiences of the Food and Beverage festivals in Saudi Arabia.

This questionnaire will be conducted over the phone and take approximately 30 minutes of your time. Your name will not be recorded on the questionnaire, and your responses will remain anonymous. All answers will be kept confidential. Your conversation will be recorded and transcribed for data analysis purposes only.

Your participation in this research is confidential. If the results of this study are published or presented, individual names and other personally identifiable information will not be used; participants will be assigned with a code to refer to the audiotapes. No one, but my advisor and I will have access to the data/recordings.

Participation in this study is voluntary. You can stop at any time. You do not have to answer any questions you do not want to answer.

To consent in participating in my thesis study, please sign and date below.

_________________________________________ Participant's Name (please print)

_________________________________________ Participant's Signature

Date

Sincerely,

Mossa Haressy (Graduate Student)

CONTACTS FOR QUESTIONS

Please contact Mossa Haressy at (917) 254-3700, email at mxh9767@rit.edu or Dr. Rick Lagiewski at (585) 475-2820, email at rxlisr@rit.edu with questions or concerns about this research.

Contact Heather Foti, Associate Director of the HSRO at (585) 475-7673 or hmfsrs@rit.edu (link sends e-mail) if you have any questions or concerns about your rights as a research participant.
7.2. Appendix 2 (in Arabic Version Language)

وثيقة الموافقة للمشاركة في البحث

عزيزي منظم المهرجان الاستاذ/ 

اسمي موسى حريصي، وأنا في آخر مراحل دراسة درجة الماجستير في إدارة الضيافة والسحابة في معهد روشستر للتكنولوجيا (RIT) في نيويورك بالولايات المتحدة الأمريكية. يسري دعوتي للمشاركة في دراستي البحثية، والتي تتألف من اطروحة ماجستير تدرس مهرجانات الأغذية والمشروبات في المملكة العربية السعودية. علمًا بأن جميع المعلومات سرية ولا توجد إجابات صحيحة أو خاطئة.

إذا قررت المشاركة، فسوف يطلب منك تبادل ومشاركة خبرتك من أجل فهم الخصائص والأهداف والتجارب الأساسية لمهرجانات الأغذية والمشروبات في المملكة العربية السعودية.

سوف يجرى هذا الاستبيان عبر الهاتف، وسوف يستغرق حوالي 30 دقيقة من وقتكم. لن يمكنك إلغاء أي أحد، إلا أنا ومشارف البحث، الوصول إلى الإجابات السرية، وسوف تشكل محادثتك وينصب نصها لأغراض تحليل البيانات فقط.

مشاريعك في هذا البحث سرية. إذا نشرت نتائج هذه الدراسة أو قدمت، فلن تستخدم أسماء الأفراد وغيرها من المعلومات الشخصية. سوف يُعرف المشاركون برمز لإشارة إلى الأشريطة الصوتية. لن يكون بمقدور أي أحد، إلا أنا ومشارف البحث، الوصول إلى البيانات/التسجيلات.

المشاركة في هذه الدراسة غير الإلزامي. يمكنك التوقف في أي وقت. لن تُجبر على الرد على أي أسئلة قد لا ترغب في الإجابة عنها.

الرجاء اختيار واحد من هذه الأوقات المناسبة لديك من خلال الإشارة بعلامة إكس على علامة المربع و إعادة إرسال الإيميل لكي يتم معرفة الوقت الذي سيتم فيه المقابلة الهاتفية.

الثلاثاء 3 محرم 1438 (من الساعة 1 ، 2 ، 3 ، 4 ، 5 ، 6 ، 7 ، 8 ، 9 ، 10 ، 11 ، 12).

الأربعاء 4 محرم 1438 (من الساعة 1 ، 2 ، 3 ، 4 ، 5 ، 6 ، 7 ، مساء) (بتوقيت السعودية).

الخميس 5 محرم 1438 (من الساعة 1 ، 2 ، 3 ، 4 ، 5 ، 6 ، 7 ، 8 ، مساء) (بتوقيت السعودية).

الجمعة 6 محرم 1438 (من الساعة 1 ، 2 ، 3 ، 4 ، 5 ، 6 ، 7 ، مساء) (بتوقيت السعودية).

السبت 7 محرم 1438 (من الساعة 1 ، 2 ، 3 ، 4 ، 5 ، 6 ، 7 ، 8 ، 9 ، 10).

الأحد 8 محرم 1438 (من الساعة 1 ، 2 ، 3 ، 4 ، 5 ، 6 ، 7 ، 8 ، مساء) (بتوقيت السعودية).

الأثنين 9 محرم 1438 (من الساعة 1 ، 2 ، 3 ، 4 ، 5 ، 6 ، 7 ، مساء) (بتوقيت السعودية).

الثلاثاء 10 محرم 1438 (من الساعة 1 ، 2 ، 3 ، 4 ، 5 ، 6 ، 7 ، مساء) (بتوقيت السعودية).

94
للموافقة على المشاركة في بحثي يرجى كتابة اسمك و التوقيع أدناه و تسجيل التاريخ.

اسم المشاركة (يرجي الكتابة)

توقيع المشاركة

التاريخ

المختصر:
موسى حريصي (طالب دراسات عليا في مرحلة الماجستير بمعهد روشيستر للتكنولوجيا بالولايات المتحدة الأمريكية)
جهات الأتصال لطرح الأسئلة والاستفسارات عن الدراسة البحثية: الباحث الاستاذ/ موسى حريصي (917) 254-3700 mxh9767@rit.edu البريد الإلكتروني: مشرف البحث/ الدكتور ريك لاغيوبوسي الرقم (585) 4720 رxlisr@rit.edu البريد الإلكتروني: المدير المساعدة/ الدكتور هيدر فوتي HSRO الدكتورة/ هيدر فوتي (585) 47677 hmfhsrs@rit.edu البريد الإلكتروني:
7.3. Appendix 3

CTTI Program

COLLABORATIVE INSTITUTIONAL TRAINING INITIATIVE (CTTI PROGRAM)

COURSEWORK REQUIREMENTS REPORT*

*NOTE: Scores on this Requirements Report reflect quiz completions at the time all requirements for the course were met. See list below for details of course transcripts. Report thus includes those on optional (supplementary) course elements.

- Name: Mossa Haressy (ID: 5637634)
- Email: msh067@rcol.edu
- Institution Affiliation: Rochester Institute of Technology (ID: 1724)
- Institution Unit: Hospitality & Tourism Management
- Phone: 917-234-7700
- Curriculum Group: IRB Members - Basic/Refresher
- Course Learner Group: Same as Curriculum Group
- Stage: Stage 1 - Basic Course
- Description: This Basic Course is appropriate for IRB or Ethics Committee
- Report ID: 20162567
- Completion Date: 12-Jul-2016
- Expiration Date: 12-Jul-2019
- Minimum Passing: 50
- Reported Score: 52

REQUIRED AND ELECTIVE MODULES ONLY

<table>
<thead>
<tr>
<th>Module Description</th>
<th>Date Completed</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rochester Institute of Technology (ID: 12054)</td>
<td>11-Jul-2016</td>
<td>NQ Quiz</td>
</tr>
<tr>
<td>Avoiding Group Harms - U3: Research Perspectives (ID: 14005)</td>
<td>11-Jul-2016</td>
<td>3/3 (100%)</td>
</tr>
<tr>
<td>Regulations in Research Requiring Additional Considerations and/or Protections (ID: 16584)</td>
<td>11-Jul-2016</td>
<td>4/5 (80%)</td>
</tr>
<tr>
<td>Belmont Report and CTTI Course Introduction (ID: 1127)</td>
<td>12-Jul-2016</td>
<td>3/3 (100%)</td>
</tr>
<tr>
<td>Institutions in Research (ID: 1321)</td>
<td>12-Jul-2016</td>
<td>6/6 (100%)</td>
</tr>
<tr>
<td>History and Ethical Principles - SBE (ID: 904)</td>
<td>11-Jul-2016</td>
<td>5/6 (83%)</td>
</tr>
<tr>
<td>History and Ethics of Human Subject Research (ID: 488)</td>
<td>11-Jul-2016</td>
<td>7/7 (100%)</td>
</tr>
<tr>
<td>Defining Research with Human Subjects - SBE (ID: 841)</td>
<td>12-Jul-2016</td>
<td>5/5 (100%)</td>
</tr>
<tr>
<td>The Federal Regulations - SBE (ID: 502)</td>
<td>11-Jul-2016</td>
<td>4/5 (80%)</td>
</tr>
<tr>
<td>Basic Institutional Review Board (IRB) Revisions and Review Process (ID: 2)</td>
<td>11-Jul-2016</td>
<td>4/5 (80%)</td>
</tr>
<tr>
<td>Assessing Risk - SBE (ID: 503)</td>
<td>12-Jul-2016</td>
<td>3/5 (60%)</td>
</tr>
<tr>
<td>Informed Consent - SBE (ID: 534)</td>
<td>11-Jul-2016</td>
<td>5/5 (100%)</td>
</tr>
<tr>
<td>Informed Consent (ID: 3)</td>
<td>12-Jul-2016</td>
<td>5/5 (100%)</td>
</tr>
<tr>
<td>Privacy and Confidentiality - SBE (ID: 505)</td>
<td>12-Jul-2016</td>
<td>5/5 (100%)</td>
</tr>
<tr>
<td>Social and Behavioral Research (SBR) for Biomedical Researchers (ID: 4)</td>
<td>12-Jul-2016</td>
<td>4/4 (100%)</td>
</tr>
<tr>
<td>Records-Based Research (ID: 5)</td>
<td>12-Jul-2016</td>
<td>3/4 (75%)</td>
</tr>
<tr>
<td>Genetic Research in Human Populations (ID: 6)</td>
<td>12-Jul-2016</td>
<td>2/2 (100%)</td>
</tr>
<tr>
<td>Research with Children - SBE (ID: 507)</td>
<td>12-Jul-2016</td>
<td>3/5 (60%)</td>
</tr>
<tr>
<td>Vulnerable Subjects - Research Involving Children (ID: 9)</td>
<td>12-Jul-2016</td>
<td>3/3 (100%)</td>
</tr>
<tr>
<td>Research in Public Elementary and Secondary Schools - SBE (ID: 508)</td>
<td>12-Jul-2016</td>
<td>4/5 (80%)</td>
</tr>
<tr>
<td>Vulnerable Subjects - Research Involving Pregnant Women, Human Fetuses, and Neonates (ID: 10)</td>
<td>12-Jul-2016</td>
<td>3/3 (100%)</td>
</tr>
<tr>
<td>Internet-Based Research - SBE (ID: 610)</td>
<td>12-Jul-2016</td>
<td>5/5 (100%)</td>
</tr>
<tr>
<td>FDA-Regulated Research (ID: 12)</td>
<td>12-Jul-2016</td>
<td>3/5 (60%)</td>
</tr>
<tr>
<td>Research and HIPAA Privacy Protections (ID: 14)</td>
<td>12-Jul-2016</td>
<td>3/5 (60%)</td>
</tr>
<tr>
<td>Conduct of Research Involving Human Subjects (ID: 400)</td>
<td>12-Jul-2016</td>
<td>4/5 (80%)</td>
</tr>
<tr>
<td>The IRB Member Module - What Every New IRB Member Needs to Know (ID: 516)</td>
<td>12-Jul-2016</td>
<td>5/7 (71%)</td>
</tr>
<tr>
<td>I Have Agreed to be an IRB Community Member. How Who? (ID: 707)</td>
<td>12-Jul-2016</td>
<td>3/5 (60%)</td>
</tr>
</tbody>
</table>

For this Report to be valid, the learner identified above must have had a valid affiliation with the CTTI Program subscribing Institution identified above or have been a paid Independent Learner.

Verify at: https://www.citiprogram.org/verify/index.cfm?verify=393af511-b1e1-4930-06ef-3772f5165521

CTTI Program
Email: support@cttiprogram.org
Phone: 585-263-5923
Visit: https://www.citiprogram.org

96
7.4. Appendix 4

Phone Interview Questions:

1) What was the first year your festival was held?

2) Has your festival been held annually since the first year it was held?
   o Yes
   o No
     o If no, please explain why not?

3) Does your festival primarily focus on one type of Food and Beverage product or multi products? Please explain:

4) What is the main objective of holding this festival?
   4A) Do you feel that you achieve this objective – please explain:

5) How is this festival managed and operated? – Please explain:
   o By a private company
   o Governmental organization
   o Non profit organization, or association
   o Tell me more _________________________________

6) Approximately how many of visitors annually attend the festival?
7) How many days long is the festival?
   o One day
   o Two days
   o Three days
   o Four days
   o Five days
   o Six days
   o A Week
   o Two weeks
   o More than two weeks

Why is it held over this number of days?

8) Please estimate how many hours’ visitors spend during a day at the festival?
   o 1 hour
   o 2 hours
   o 3 hours
   o 4 hours
   o 5 hours
   o More than 5 hours
   o Multiple days
   o If more please indicate?
Why do you think visitors spend this amount of time at the festival?

**Cost: fees to attend:**

9) Does your festival require entrance fee for the attendees?
   - Yes
     - If yes, how much do you charge per attendee?
   - No

10) What best describes the demographics and characteristics of the visitors who come to this festival?
11) What do you think are the main reasons visitors come to this festival?
12) While at the festival what are the main activities visitors take part in?
13) What do you think are the most popular activities visitors take part in? Why are these most popular?

14) Are any of the following experiences available at this festival?
   - Tasting Food and Beverage products – please explain
   - Cooking demonstration – please explain
   - Shopping – please explain
   - Listening to speeches by dignitaries – please explain
   - Listening to traditional songs – please explain
   - Watching traditional dances – please explain
   - Attending lectures – please explain
   - Learning about products from exhibitors – please explain
   - Are there any other experiences offered that I did not mention?

15) Are there any changes planned for the offering next year?
16) Gender
   - 1.) Male
   - 2.) Female
17) What year were you born in?
18) What is your highest education level achieved:
   - 1. High school degree or lower
   - 2. Vocational degree
   - 3. Associate Degree
   - 4. Some College
   - 5. Bachelor degree
   - 6. Master degree
   - 7. PhD
19) How long have you been involved in the organization of this festival?
20) What is your current job title as it relates to this festival?
Phone interview questions in Arabia version

7.5. Appendix 5

أسئلة مقابلة هاتفية:

1. متى كانت السنة التي أقيم فيها مهرجانك للمرة الأولى؟
2. هل يقام مهرجانك سنويا منذ السنة التي أقيم فيها للمرة الأولى؟
   نعم  ❌  لا  ❌
3. عند الإجابة بل، يرجى إيضاح سبب عدم إقامته سنويا:
4. ما الهدف الرئيسي لإقامة هذا المهرجان؟
5. كيف تم إداره هذا المهرجان وتشييده؟ يرجى الإيضاح:
   - من قبل شركة خاصة ❌
   - منظمة حكومية ❌
   - منظمة أو جمعية غير ربحية ❌
   - آخرنا المزيد ❌
6. ما العدد التقريبي للزوار الذين يحضرون المهرجان سنويا؟
7. كم يوماً يستمر المهرجان؟
   - هل عدد أيام المهرجان ثابت أم متغير؟
     يوماً واحدا ❌
     يومين اثنين ❌
     ثلاثة أيام ❌
     أربعة أيام ❌
     خمسة أيام ❌
     ستة أيام ❌
     أسبوعاً واحدا ❌
     أسبوعين اثنين ❌
     أكثر من أسبوعين ❌
8. لماذا أقيم المهرجان طوال هذه المدة؟
   - يرجى تقدير عدد الساعات التي يقضيها الزوار في المهرجان:
     ساعة واحدة ❌
     ساعتين ❌
     ثلاث ساعات ❌
     أربع ساعات ❌
     خمس ساعات ❌
     أكثر من خمس ساعات ❌
     عدة أيام ❌
إذا كانت المدة أطول، يرجى الإشارة إلى ذلك:

برأيك، ما السبب الذي يجعل الزوار يقضون هذه المدة الزمنية في المهرجان؟

الدقة: رسوم الحضور:

هل يتطلب المهرجان رسوم دخول للحضور؟

نعم

1. عند الإجابة بنعم، كم تبلغ كلفة الحضور للشخص الواحد؟

لا

10. ما هي العوامل الديموغرافية والصفات الشخصية للزوار الذين يحضرون إلى هذا المهرجان؟

- الجنس
- متوسط العمر
- مستوى التعليم
- الحالة الوظيفية
- الحالة العائلية

11. في اعتقاداتك، ما هي الأسباب الرئيسية التي تجعل الزوار يحضرون إلى هذا المهرجان؟

12. ما هي النشاطات الرئيسية التي يشارك فيها الزوار أثناء اقامة المهرجان؟

13. برأيك، ما هي النشاطات الأكثر شعبية التي يشارك فيها الزوار؟ ولم يعتبر هذه النشاطات أكثر شعبية؟

14. هل تتوفر أي من التجارب التالية في هذا المهرجان؟

- توفر منتجات من الأطعمة والمشروبات
- عرض طهي
- التسوق
- الاستماع لخطابات الوجهاء
- الاستماع للأغاني التقليدية
- مشاهدة الرقصات التقليدية
- حضور المحاضرات
- التعليم حول منتجات العارضين

15. هل يوجد أي تغييرات جري التخطيط لها تقديمها في السنة المقبلة؟

16. الجنس

1. ذكر
2. أنثى

17. ما السنة التي ولدت فيها؟

18. ما المستوى التعليمي الأعلى الذي وصلت إليه أو ما هي مؤهل التعليمي الحاصل عليه؟

1. شهادة التعليم الثانوي أو أقل
2. شهادة تعليم مهني
3. شهادة معهد متوسط
4. بعض الدراسة الجامعية
5. شهادة بكالوريوس
6. شهادة ماجستير
7. شهادة دكتوراه

19. منذ متى تشارك في تنظيم هذا المهرجان؟

20. ما هو نظلك المهني الحالي؟ أو ما هو المسمى الوظيفي فيما يتعلق بهذا المهرجان؟
7.6. Appendix 6

Script of Informed Consent Document

Dear Food and Beverage festival Organizer,

My Name is Mossa Haressy and I am completing a Master’s in Hospitality and Tourism Management at Rochester Institute of Technology (RIT) in New York.

Currently I am finishing the last requirement of my degree, which consists of a thesis exploring Food and Beverage festivals in Saudi Arabia. This study is to share your expertise in order to understand the basic characteristics, goals, and experiences of the Food and Beverage festivals in Saudi Arabia.

I am calling to see if you received the email I sent last week and to see you have any questions. Did you receive the email?
7.7. Appendix 7

Script of Informed Consent Document in Arabic version

سيناريو الموافقة للمشاركة في البحث

عزيزي منظم المهرجان الاستاذ/

أنا الأستاذ موسى حريصي مبتعث من جامعة جازان لأكمل درجة الماجستير في تخصص إدارة الضيافة والسياحة بمعهد روشيستر للتكنولوجيا بولاية نيويورك.

حالياً، أنا في آخر مراحل متطلبات هذه الدرجة والتي تشمل دراسة بحثية عن مهرجانات الأغذية والمشروبات في المملكة العربية السعودية. هذه الدراسة تهدف لمشاركة خبراتك لفهم الخصائص والأهداف والتجارب الأساسية لمهرجانات الأغذية والمشروبات في المملكة العربية السعودية.

أخترت مهاتفك لأنه سبق و قد قمت بارسال بريدك الإلكتروني تحديداً في الأسبوع الماضي وأنا الآن أود التأكد بأنك قد استلمت البريد الإلكتروني ولمعرفة ما إذا كان لديك أي استفسار.
7.8. Appendix 8

List of Initial 7 Codes Categorized into 7 Food and Beverage Festivals in KSA:

A. Hareed (Parrot-fish) festival (T1)
B. Honey festival (Jazan) (T2)
C. Olive festival (Aljouf) (T3)
D. Buraidah Dates festival (T4)
E. Coffee festival (Jazan) (T5)
F. Alklija festival (dessert) (T6)
G. Mango and Tropical Fruits festival (Jazan) (T7)
7.9. Appendix 9

List of codes and numbers

Hareed (Parrot-fish) festival (T1)

Q1T1. Duration of the festival
Q2T1. The festival held when Alhareed come to the island of Farasan.
Q3T1. The Main Focus product is on Alhareed fish.
Q4T1. Increasing the sales by the numbers of visitors, and attracting investment for the island.
Q4AT1. Developing the infrastructures of the island, and increasing visitors flow
Q5T1. The festival managed by the government organization
Q6T1. The average number of festival attendees.
Q7AT1. To be adaptable for both break, and study time.
Q8T1. Visitors Spend time from three to four hours.
Q8AT1. The festival product is unique
Q9T1. The entrance fee for the attendees is free.
Q10T1. Adults, children, whole families include all community segments around the region, and few of gulf, and international attendees.
Q11T1. Motivations of visitors are because the festival is unique, transportation is free, and visitors can camp; hunt fish, and swim.
Q12T1. Hunting fish, sea activities such as Jet Ski.
Q13T1. The most popular activities visitors take part in the demonstrating fish cook, Jet Ski activity, and diving training course.
Q14T1. The available experiences at the festival:
   a. Tasting Alhareed fish is available
b. Cooking fish and demonstrate front of the visitors

c. Shopping is provided by productive families who showcase their local clothes-

d. Attending lectures about the hunting and leave no trace provided by Saudi Marine sports, and tourism commission

e. Listening to traditional songs and watching traditional dances of local people in Farsan island

f. Learning about products from exhibitors of the fish who demonstrate the way of cooking

Q15T1. Future plan of the festival will target new segments from gulf countries, marketing the festival around Arab countries and adding new entertainment activities

Q16T1. Gender

Q17T1. Organizer birthday

Q18T1. Education level

Q19T1. Organizer involvement time

Q20T1. The current job title
Honey festival (Jazan) (T2)

Q1T2. Duration of the festival.

Q2T2. The festival hold in the season of honey.

Q3T2. Honey product is the main focus of the festival.

Q4T2. An opportunity for beekeepers to sell their products, marketing, and attracting tourists in and out of the region to the festival.

Q4AT2. Increasing the seals of honey product, and building the image of the festival throughout the high quality of the honey product whether in or outside of Saudi Arabia.

Q5T2. The festival managed primarily by the government organization such as the beekeeper’s association, and the agricultural ministry.

Q6T2. The average of festival attendees fixed from the beginning of the first edition until last year.

Q7T2. The festival is ten days event and, it has no fixed time, it might be changed depends on the average of the attendees.

Q7AT2. The main reason for choosing the duration of the event is because of the season of the honey harvest. People can enjoy it during the weekend, and study time but it is not necessarily held during the vacation

Q8T2. Visitors Spend approximately one to three hours regarding the exist activities such as traditional show, lectures

Q9T2. The entrance fee is free for all.

Q10T2. Demographics of the visitors:

a. The attendees’ age starts from seven to sixty years old

b. Visitors are most likely educators, and government employees.
c. The average of children attendance is increasing in the weekend because of some activities is open for them.

d. A few of elders attend the festival

e. The attendance average of women less than men because of some reasons, such as, community conservativeness, and some don’t feel free around their private place.

Q11T2. 1. Motivations for attending the festival:

a. Visitors attend to try new honey products, which is trusted, and guaranteed by beekeeper association.

b. People come to enjoy partake in some educational and entertaining training activities such as training courses, lectures, shopping tent, and children stage.

c. Meeting new friends, and exchange experiences with some beekeepers from outside of the region.

Q12T2. 1. Visitors take part in some activities such as:

a. The festival provides training courses, and lectures that teach the visitors the honey marketing and its benefits.

b. Visitors enjoy watching some cultural and funny shows particularly for children.

Q13T2. Visitors love to taste and try the honeycomb, which is the most popular activity.

Q14T2. 1. The available experiences at the festival:

a. Tasting honey product before buying is available for the visitors

b. Exhibitors showcase some honey for gifts and some to taste.
c. Productive families demonstrate some traditional food, such as desserts, corn, and bread and provide some beauty items.

d. The social safety programs and traditional music and dancing are provided in the festival.

e. Educational programs provided by specialists of beekeeping for the visitors.

f. Visitors learn about the honey product from the exhibitors.

g. The auction of honey product is a new way to increase and market the sales.

Q15T2. Targeting new private company to manage the festival, and providing award for best honey exhibitor and productive is the future plan of the festival.

Q16T2. Gender

Q17T2. Organizer birthday.

Q18T2. Education level

Q19T2. Organizer involvement time.

Q20T2. The current job title.
Olive festival (Aljouf) (T3)

Q1T3. Duration of the festival.

Q2T3. The festival held at the time of harvesting.

Q3T3. 1. Olive festival focus on the olive oil, and the secondary products of the olive are provided in the festival such as soap, shampoo, and charcoal followed by award of best-related products of the olive oil.

Q4T3. Enhancing farmers and marketing their products.

Q4AT3. The olive product became valuable and the reputation of Aljouf region improved by the visitors who attend the festival-
   a. Marketing for the tourism destination throughout the festival.
   b. The visitors attendance in the wintertime
   c. Increasing the sales of olive oil, the rate of accommodation and cash flow from the banks are increasing

Q5T3. The festival managed by the government organization primarily by the municipality of the region.

Q6T3. The average of festival attendees was in 2016 ninety five thousand of visitors.

Q7T3. The festival length is fourteen days for the associated events, and thirty or more for the hall of olive products that is extend and less based on the harvest quantity.

Q7AT3. To be adaptable for the vacation.

Q8T3. Visitors who attend for partaking activities spend more time than who attend for shopping.
Q8AT3. The main reason is because of the several available activities in the festival such as government exhibitions, and productive families etc.

Q9T3. The entrance fee for the attendees is free.

Q10T3. All community segments, children, men, women around the region and students from and medical and community’s service colleges and Aljouf University.

Q11T3. The quality and trusted of the olive product attract the visitors to attend the festival.

Q12T3. There are several activities like, the hall of the olive oil, the productive families, poetry night, he tent of sales, government exhibitors, heritage tent, and traditional shows.

Q13T3. Some other activities visitors take part in is the car show for youngers, listening poetry and some attendees benefit from the olive lectures.

Q14T3. 1. The available experiences at the festival:

   a. The tasting is available for the visitors to try the quality of the olive product for free

   b. It not available to demonstrate the skills of food cooking in the festival.

   c. The shopping tent is the main place for shopping the products of the olive oil.

   d. During the fourteen days events, the traditional shows are scheduled.

   e. The lectures about the olive products and some other awareness lectures are available during the festival by experts and specialists of chair for the olive in Aljouf University.
f. Visitors learn about the olive product from the center of olive research in the festival.

Q15T3. 1. Future plan of the festival:
   a. Increasing the sales of the festival by improving the marketing strategy.
   b. Improve the production of the olive by using new way of reaping.
   c. Improving the service quality by making fees for some locations in the festival.
   d. Attracting international restaurants like coffee shops
   e. Government’s booths are free.
   e. Exchange the experiences with international events like a festival in Spain that called "Jaen festival"
   F. Learning from the exchange experience the quality of producing the olive.

Q16T3. Gender.

Q17T3. Organizer birthday.

Q18T3. Education level.

Q19T3. Organizer involvement time.

Q20T3. The current job title.
Buraidah Dates festival (T4)

Q1T4. Duration of the festival

Q2T4. The festival held in the season of date’s reaping.

Q3T4. The Main Focus product is on the dates products.

Q4T4. Promoting for dates products, increasing sales of farmers, attracting visitors, and creating new jobs for Saudi people.

Q5T4. The festival managed company under supervision of government organizations called the emirate and municipality of Al-Qassim region

Q6T4. The average of festival attendees is from 250 thousand to 300 thousands-

Q7T4. Thirty-five days event.

Q7AT4. It held on the season of dates, which sometimes occurs in vacation.

Q8T4. Visitors Spend time approximately three hours in order to buy from the dates market in particular time in the morning.

Q9T4. The attendees should pay five Riyals for the entrance of the farm events.

Q10T4. Two segments attend two events at the festival such as, the Whole family attend the festival consist of kids, women, and men attend the events, above twenty years old people come to the mall dates.

Q11T4. The sugary date is one type of the dates that attract the visitors to attend the festival, and the associated events are available for the family during the father shopping in the dates mall.

Q12T4. Different activities are available such as productive families, crafts, and kids activities.
Q13T4. The palm climbing activity such a popular event because it is a new for the visitors.

Q14T4. 1. The available experiences at the festival:
   a. It is available for visitors to taste the dates.
   b. The productive families demonstrate the front of the visitors cooking samosa, sandwiches, eggs, and vegetable dishes.
   c. Coffee shops, restaurants, and ice cream are available for shopping
   d. Visitors can partake in training courses which is about marketing
   e. Funny and traditional show provided by the farmers for the visitors.

Q15T4. Changing the dates mall to be electronic, improving the way of dates sell to auction way, and classifying the types of dates.

Q16T4. Gender

Q18T4. Education level.

Q19T4. Organizer involvement time.

Q20T4. The current job title.
Alklija festival (dessert) (T5)

Q1T5. Duration of the festival.

Q2T5. The festival held seasonally and annually.

Q3T5. The Main Focus product is on Alklija dessert, and the expansion secondary products have been showcased.

Q4T5. Providing the women business and marketing the tourism in Alqassim-

Q4AT5. The women income increased throughout participating in the festival.

Q5T5. The festival managed by the government organization called the chamber of the commerce in cooperation with tourism commission and the municipality of the region.

Q6T5. The average number of festival attendees.

Q7T5. Extended from ten days event to seven teen days’ event.

Q7AT5. Operators of the festival need more time to sell their products, event it is in vacation time, organizers looking forward to change the time of festival to be at the wintertime, which will be desired

Q8T5. Visitors Spend time from three to four hours

Q8AT5. The visitor can spend more time in the festival because of the availability of the events, or activities during the festival.

Q9T6. The entrance fee for the attendees is free and the visitors should pay fee for some activities such the children activities, training courses and in contrast there are some events are free for disables, some companies pay fees except that provide visitors gift.
Q10T5. Women and children, and the visitors are minimum have high school and the maximum graduate.

Q11T5. 1. Motivations:
   a. Visitors come to have fresh food.
   b. Children like to partake in their activities.
   c. Meeting their friends, and enjoy eating at the festival.
   d. Participating in training courses such as cooking, beauty, and healthy food courses.
   e. Traditional clothes made by local exhibitors such as productive families.

Q12-13T5. The most popular activity is shopping for the fresh food.

Q14T5. 1. The available experiences at the festival:
   a. Tasting food is allowed.
   b. Visitors can take part in Alklija.
   c. All Products at the festival available for shopping.
   d. Awareness lectures are provided during the festival like health lecture.
   e. Traditional dances and songs are not available.
   f. Visitors learn about the products from the productive families.

Q15T5. Developing the women business leadership, improving the reputation of the festival as a good competitor and change the venue and the cars parking of the festival in the future.

Q16T5. Gender

Q17T5. Organizer birthday.

Q18T5. Education level.

Q19T5. Organizer involvement time.

Q20T5. The current job title
Coffee festival (Jazan) (T6)

Q1T6. Duration of the festival.

Q2T6. The festival held seasonally and annually.

Q3T6. The Main Focus product is on coffee, and some tropical fruits followed by.

Q4T6. Promoting the coffee product, providing the farmers to sell and market their products and inviting coffee experts from different countries like Guatemala and Brazil.

Q4AT6. The festival improved from the first edition to the second by observing the numbers of attendees and sales have been increased.

Q5T5. The festival managed by some partners, volunteers such as the government organization called the municipality of the province, and the businessmen of the province supported the festival.

Q6T6. The estimated number of festival attendees.

Q7T6. Ten days’ event.

Q7AT6. It held before another event can be held in order to get more visitors, and at the same time the farmers ready of reaping their products.

Q8T6. Visitors Spend time for the existed programs.

Q8AT6. The festival have various programs, and it is the place of entertaining the visitors who live around.

Q9T6. The entrance fee for the attendees is free and it might be ticketed next time.

Q10T6. All segments (Professors, students, elders, youngers, women, kids).
Q11T6. Motivations of visitors are because the festival provide some traditional shows for old people, children programs, families contests, and shopping activity.

Q12T6. Various programs are provided include productive families gifts.

Q13T6. The most popular activities visitors take part in is the folklore show, and children activities.

Q14T6. 1. The available experiences at the festival:
   a. Tasting coffee is available for the visitors of the festival
   b. Cooking demonstration is not provided for the visitors
   c. Shopping the coffee and tropical fruits
   d. Listening to poetries during the festival
   e. Listening and watching to traditional folklore and dancing shows by local people around the province
   f. Attending lectures provided by university experts to the farmers
   g. Learning about products from supervisors of the coffee.

Q15T6. Future plan of the festival will get a private company to manage the festival and there will be a coffee city that will provide the festival to guarantee the continuity of the festival.

Q16T6. Gender

Q17T6. Organizer birthday.

Q18T6. Education level

Q19T6. Organizer involvement time

Q20T6. The current job title.
Mango and Tropical Fruits festival (Jazan) (T7)

Q1T7. Duration of the festival.
Q2T7. The festival held seasonally and annually.
Q3T7. The Main Focus product is on the mango fruit.
Q4T7. Marketing for the mango product even outside of the region, and increasing sales of the farmers.
Q4AT7. Because of the unique of the mango in the region, the popularity of the product even in gulf countries and new way to sell the mango by online.
Q5T7. The festival managed by the government organization called the council of tourism development cooperating with the agricultural ministry, municipality, and chamber of commerce.
Q6T7. The average number of festival attendees.
Q7T7. Seven days’ event.
Q7AT7. Because of the reaping of the mango, and it should be adaptable for both break, and study time.
Q8T7. Visitors Spend time three to four hours.
Q8AT7. Enjoying various events and shopping in the mall.
Q9T7. The entrance fee for the attendees is free.
Q10T7. The whole family from kids until the elders attend the festival, and the youngers are less, and no special visit.
Q11T7. Shopping mango products, and children enjoying the available activities.
Q12T7. Farmers booths, contests, traditional and funny shows.
Q13T7. The most popular activities visitors take part in is the traditional dance, and the children activity called “free atelier”.
Q14T7. 1. The available experiences at the festival:

a. Tasting the mango product is available
b. Cooking demonstration is not provided.
c. Shopping for mango and some following products like honey.
d. No lectures provided.
e. Listening and watching to traditional songs and dance.
f. Learning about mango products from the farmers

Q15T7. No focus on marketing in the future, set up entertainment plan, and gets new shows for visitors to know how the farmers use their equipment.

Q16T7. Gender

Q17T7. Organizer birthday.

Q18T7. Education level.

Q19T7. Organizer involvement time.

Q20T7. The current job title.