

# Towards Planning Guidelines for Tourism Development in Al-Baha Region

ABDULLAH MOHAMMED ALGHAMDI  
*Dept. of Urban and Regional Planning SED,  
Faculty of Engineering, King Abdulaziz University,  
Jeddah, Saudi Arabia*

**ABSTRACT.** The Saudi Arabian National Development Plans have regarded the development of domestic tourism as of great importance, expecting many economic and social benefits to accrue from it; and Al-Baha region is one of those generally considered to have great tourism potentials.

Although tourism in Al-Baha region is already being developed to some extent within both the public and private sectors, careful planning is now needed, and this paper set out some basic guidelines in this respect. It considered the attractions of the region that could be promoted for tourism and, in the light of these, pinpoints the nature and the locations of the services that need to be provided.

A demand-analysis approach has been adopted as the best way to guide planners towards achieving their objectives of attracting more domestic tourists to the region, encouraging them to stay longer and getting them to return.

## 1. Introduction

Tourism is a rapidly growing economic activity, worldwide. It flourishes most in connection with rich countries, where per capita income levels and hence the inclination to spend are relatively high :

“The division between the richest and poorest countries of the world is shown dramatically in terms of tourism by the fact that 80% of the international tourist trips made in 1986 were made by people living in the 12 richest countries in the world”<sup>[1]</sup>

*But how is tourism to be define? This has always been a problem because of the*

many diverse factors involved: The time spent on travel and at the destination; the scale of the journeys, taken from the local, regional and national to the international levels; the purpose of the trips which may embrace education, sport and visits to friends and relations, as well as mere leisure; the nature of the economic activity generated in such matters as accommodation, catering and transportation; and developmental issues in the economic, social and environmental spheres. All these factors have to be taken into consideration in arriving at an acceptable definition of tourism.

Lately, the International Association of Scientific Experts in Tourism (AIEST) adopted what is now the most well-known and acceptable definition of tourism. It had been put forward by the Swiss Professors, Huniziker and Krapf, and it reads as follows :

“Tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity”<sup>[2]</sup>

Based on this definition, Burkrat and Medlik<sup>[2]</sup> identified five main characteristics of tourism, as follows :

1. Tourism arises from a movement of people to, and their stay in, various destinations;
2. There are two elements in all tourism: The journey to the destination and the stay, including activities at the destination;
3. The journey and the stay take place outside the normal place of residence and work, so that tourism gives rise to activities in the destinations and in the places through which tourists travel;
4. The movement to destinations is of a temporary, short-term character, with intention to return within a few days, weeks, or months; and
5. Destinations are visited for purposes other than taking up permanent residence or employment remunerated from within the places visited.

Regarding the AIEST definition and the characteristics of tourism identified from it, two points can be mentioned. First, tourists, in order to be considered as such, must be consumers at the destination visited, and hence must inject money into the local microeconomy. Second, many types of visitors can be considered tourists as long as their stay is temporary and they are consumers at the destination. This would include leisure tourists, students studying or training in the area, and people attending sporting, cultural, or other events. Despite these points, tourism is still commonly perceived as mostly linked to leisure activities.

Although the exchange of knowledge and broadening of experience have always been amongst the benefits attributed to tourism, it is the economic factor that has caused governments to adopt programs for tourism development in their countries. The World Tourism Organization (WTO)<sup>[3]</sup> estimated that, during the 1970s, some 270 million journeys had been made throughout the world by people traveling to other countries and that they spent some 75 million pounds sterling in the countries they visited. The United Kingdom alone received some 12.5 million visits from other

countries in this period, with an expenditure of about 2,750 million pounds sterling in the country. For their part, British residents made some 15.5 million visits abroad and spent more than 2000 million pounds sterling in the countries they visited. This demonstrates the significant role that tourism can play as a revenue earner and also shows the need for developing domestic tourism as a first step towards attracting in-bound tourists. In the first place, local tourists would be catered for within the economies of the tourist areas.

At the local and regional levels, tourism development can encourage local people to spend their money near home while, at the same time, bringing in revenues from outside tourists. Moreover, tourism can justify the development in the tourism areas of such things as hotels, restaurants, public toilets, electricity, and water supply. Jobs will also be generated though sometimes they will only be of a seasonal nature.

The impact of tourism development on a regional economy is seen in the case of South East England. In 1978 it received some 11 million tourists, nearly 1.5 million of them from overseas. Those tourists injected some 140 million pounds sterling into the regional economy<sup>[2]</sup>. In the nine countries of the European Economic Community (EEC), in 1972, between 8.5 and 10 million jobs depended directly or indirectly on tourism, some 6-7 million on domestic and some 2.5-3 million on foreign, including intra-EEC, tourism<sup>[3]</sup>.

In the Kingdom of Saudi Arabia, the development of domestic tourism wherever the potential exists is in accordance with the long-range developmental goals of self-sufficiency, balanced development throughout the country, economic diversification and adherence to the principles and values of Islam. Tourism is a non-soil sector of the economy, the development of which would contribute towards self-sufficiency insofar as Saudi tourists were encouraged to spend money at home rather than traveling abroad. Fortunately, some of the Saudi areas that have tourism potential are rural and economically backward, so tourism development there would spread economic growth more widely in the country. Furthermore, the development of domestic tourism would stimulate the traditions and activities that are in accordance with the values and guidance of Islam.

The Saudi Arabian Fifth Development Plan (1990-1995) indicated full commitment to the development of domestic tourism, wherever the potential existed, to the extent that economic and social benefits could be expected to arise from it. The Plan stated<sup>[4]</sup> :

“Apart from its economic and social contribution, tourism development in the Kingdom is also regarded as an appropriate way of preserving local customs, traditions and values...”

Moreover, it showed that tourism development in Saudi Arabia was considered to be as important as the development of basic services such as water, electricity, education and health.

Al-Baha region, in the mountainous south-west of the country, is one of the Saudi rural areas that has the potential for tourism development. This region could benefit

economically and socially by attracting tourists from all over Saudi Arabia and getting them to spend their money there rather than abroad. This paper aims at assisting the efforts being made by several public and private institutions to plan and develop tourism in Al-Baha region, by finding answers to the following inter-related questions :

1. What are the tourist attractions in Al-Baha region?
2. Where should services for tourists be provided within the region?
3. What type of services should be provided in order to attract out-of-region tourists, to increase the length of their stay and to encourage them to return?

The answers to these questions must be found before the basic guidelines for tourism development in Al-Baha can be prepared.

## **2. Research Methodology**

This paper has adopted a demand analysis approach. This is because only tourists themselves can say what attracts them to an area, what would induce them to return, what services they require and where those services should be located.

For the purpose of this paper, out of 300 attempted, 240 tourists (or 80%) satisfactorily completed a questionnaire in a survey carried out by the writer in Al-Baha region during Moharram and Safar 1413H. (*i.e.*, July and August 1992). 130 questionnaire sheets were completed by tourists through the cooperation of the managers of hotels and tourist furnished flats, while the other 110 sheets were completed by tourists interviewed in the forests.

The answers of the tourists pinpointed the main attractions of Al-Baha region, and these can be set out in both general and specific terms. The precise locations of the attractions, with their need for services, can therefore be identified. The answers also indicated the type of services that tourists would like to see provided in Al-Baha region. Before this data is analyzed for the purpose of the research project, some information about the interviewed tourists must be given.

## **3. Results and Discussion**

### **3.1 Information about the Interviewed Tourists**

All of the 240 tourists who satisfactorily completed the questionnaire were in family groups and only heads of family (or, in some cases, the oldest male member) were interviewed. The great majority were Saudis, and this will later be demonstrated by Table 6. Table 1 shows the sizes of the families.

The survey supports the contention that tourists in general tend to be relatively well-off, for 206 (or 86%) of the interviewees had a monthly per-family income of over 5000 Saudi Riyals, *i.e.*, over 1,333 American dollars (see Table 2).

Table 3 shows that the interviewed tourists were mostly in their twenties or thirties. This suggests that it is the younger people who are most drawn to tourism, a fact to be borne in mind when tourist services are being provided.

TABLE 1. Size of families.

Family size	No. of responses	% out of total
3 and less	29	12
4 - 6	98	41
7 - 9	70	29
10 and more	43	18
Total	240	100

TABLE 2. Average per-family income levels of the interviewed tourists.

Income per month (Saudi riyals)*	No. of responses	% out of total
2000 – under 3000	5	2
3000 – under 4000	5	2
4000 – under 5000	24	10
5000 and above	206	86
Total	240	100

\*One Saudi riyal = nearly 0.27 American dollars.

TABLE 3. Age groups of the tourists.

Age groups (years)	No. of responses	% out of total
11 - 20	19	8
21 - 30	94	39
31 - 40	113	47
41 +	14	6
Total	240	100

Table 4 strongly suggests that the tendency of people to engage in domestic tourism positively correlates with their awareness levels, assuming that those levels, in their turn, positively correlate with the levels of education. 141 (or 59%) of the interviewed heads of family (or, in some cases, the oldest male members) had university or post-university qualifications, but this number increases to 225 (or 94%) when those with secondary school qualifications are added. Assuming that income, in general, rises in step with educational levels, this is further evidence that the interviewed tourists were relatively well-off.

TABLE 4. Educational levels of the tourists.

Educational level	No. of responses	% out of total
Illiterate	0	0
Elementary school	15	6
Secondary school	84	35
University	122	51
Post-university	19	8
Total	240	100

### 3.2 Tourist Attractions in Al-Baha Region

Burkrat and Medlik<sup>[2]</sup> state that an analysis of tourists and tourism should take into account the two main aspects of the subject: Motivation and length of stay. They point out that these aspects are influenced by “the tourist qualities of a destination”, by which they mean the attractions, accessibility, and amenities of the area in question.

In general terms, tourist attractions can be either site related or event related. The former will involve scenic, historical and climatic factors; and the latter will relate to such events as exhibitions, sporting competitions and cultural displays. Leisure tourism will be more linked to the site related attractions. Accessibility is a function of both distance and means of approach, whether by road, rail, sea or air. If there are problems of access, the attractions of an area must be all the stronger to compensate for these. The amenities, including catering, accommodation and entertainment, can themselves attract tourists, or at least can get them to extend their stay once they have arrived.

The primary attractions of an area must be clearly distinguished from the secondary ones. As Inskeep puts it<sup>[15]</sup> :

“Deciding which are the primary attractions, that is, those that would induce tourists to visit the area, and which are secondary, that is, those that are not sufficiently important to induce tourists to visit but that would serve as complementary features to provide more activities and interest features for tourists and increase their length of stay.”

Classifying tourist attractions into primary and secondary is thus extremely important for tourism planning. This will identify the sectors to which investment should be targeted in order to attract out-of-region tourists (the primary attractions) and the sectors which only help in extending the stay of tourists (secondary attractions). As suggested before, identifying the primary and secondary tourists attractions should be based on demand analysis rather than on the judgments of planners or local residents. It is the tourists themselves who can best tell what draws them to Al-Baha and what might induce them to prolong their visits.

Table 5 suggests that the attractiveness of such natural features as the forests and the climate were the most influential factors in persuading tourists to visit Al-Baha. However, the comparative nearness to population centers encouraged 43 (or 18%) of the tourists to choose Al-Baha. None of the tourists were attracted to the region by the tourist services or amenities. Following Inskeep<sup>[5]</sup>, natural features and the proximity to population centers may therefore be considered primary attractions, while the available amenities will rank as secondary attractions if they induce tourists to stay longer in Al-Baha, an aspect to be discussed later.

TABLE 5. Reasons for choosing Al-Baha region for tourism.

The attraction	No. of responses	% out of total
The available tourist services	0	0
Nearness to home	43	18
Attractiveness of the natural features, including climate	133	55
The effect of media coverage	41	17
Other reasons*	23	10
Total	240	100

\*e.g., being originally from the region, and visiting relatives or friends.

### 3.2.1 The Natural Features as Primary Tourist Attractions

Many tourists are drawn to Al-Baha by its relatively cool climate, especially appreciated in the summer months. This is illustrated by Tables 6 and 7, the former showing the main places from which the interviewed tourists came and the latter the high temperatures experienced by those places compared with Al-Baha. Table 6 shows that 70% of the 240 interviewed tourists came from Jeddah (25%), Makkah (25%) and Riyadh (20%), while most of the others came either from Madinah or from the Eastern Province. Table 7 sets out maximum temperatures recorded at Al-Baha and at the main places from which its tourists came. They illustrate the push factor of high temperatures at the latter places compared with the pull factor of relatively low temperatures at Al-Baha.

Figure 1 shows the significant differences between temperatures in the north and those in the south of Al-Baha region. The section shown in Fig. 2 indicates that these differences in temperature are due to the differences in altitude arising from the escarpment. Therefore Sarah, on the escarpment, attracts tourists while Tihama, at the foot of the escarpment, does not because it has similar temperatures to the places from which tourists come.

It is obvious that rainfall in Al-Baha region is significantly higher than that in the areas from which tourists come. The rainfall, within Al-Baha region, is highest where the temperature is lowest, on the escarpment (see Fig. 1 and 3). Although rain itself is probably not a primary tourist attraction it is of vital importance for tourism

in that both forests and aquifers depend upon it.

TABLE 6. Origins of the tourist trips to Al-Baha region\*.

Origin of the trip	No. of responses	% out of total
Jeddah	59	25
Makkah	59	25
Madinah	15	6
Taif	9	4
Riyadh	50	20
The eastern province	25	10
The northern province	9	4
Other GCC countries**	14	6
Total	240	100

\* All were leisure tourists: Not there on business or for a special event.

\*\*The Gulf Co-operation Council (GCC) Countries are Saudi Arabia, Kuwait, Bahrain, Qatar, the United Arab Emirates and Oman.

TABLE 7. The maximum temperatures (celcius) in some Saudi areas from February to September, 1988.

Month	Jeddah	Makkah	Madinah	Riyadh	The East.	Al-Baha
February	34	37	33	30	27	26
March	39	40	37	35	37	31
April	41	43	40	39	41	31
May	47	49	44	43	44	36
June	48	49	46	46	47	36
July	45	46	48	46	47	37
August	42	45	45	46	47	36
September	45	49	46	44	47	35

- Rounded to the nearest absolute numbers, and although relating to 1988 are assumed to be generally valid.

Source: Ref. [8], Tables 1-4.

The most important primary attraction in Al-Baha region is the forests, for there are seventeen major forests and some minor ones to be found there. They are mostly *natural*, with *juniper* as the dominant type of tree. Sometimes acacias, olive trees and

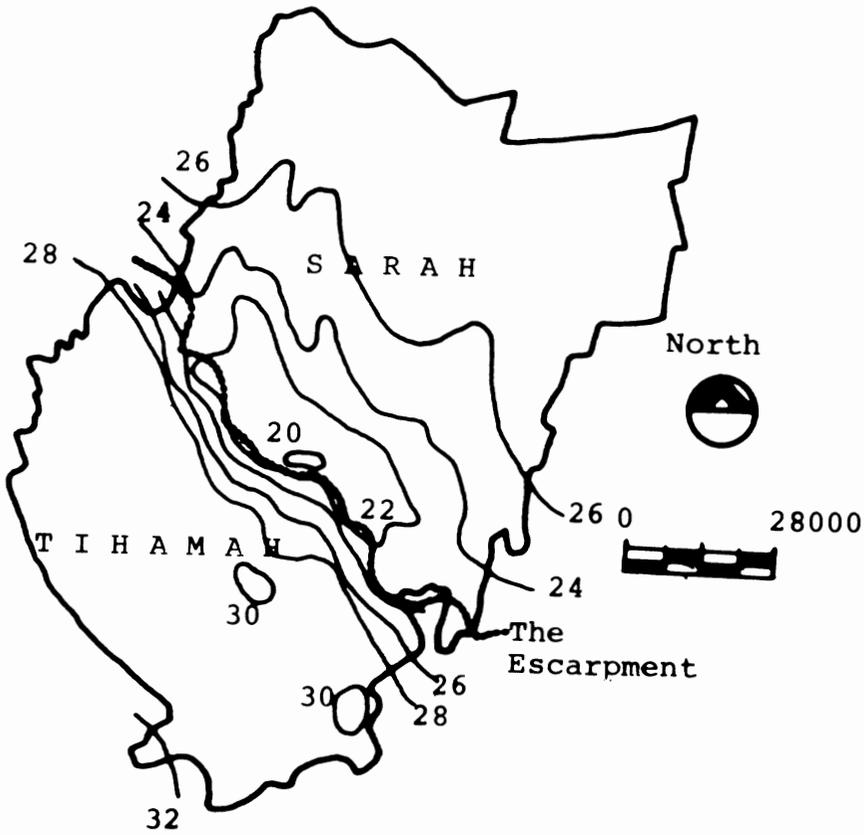


FIG. 1. Average temperatures (centigrades) across Al-Baha region.  
Source: Ref. [6]

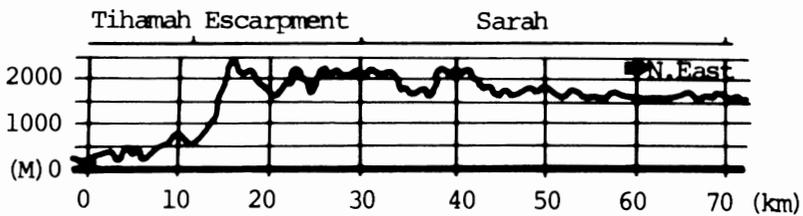


FIG. 2. Section showing the topographical structure of Al-Baha region.  
Source: Ref. [7]

various shrubs and bushes intermingle to beautify the highlands. Figure 4 shows that the seventeen comparatively large forests extend along the top of the escarpment, within the same area that enjoys the lowest temperature (Fig. 1) and the highest rainfall (Fig. 3).

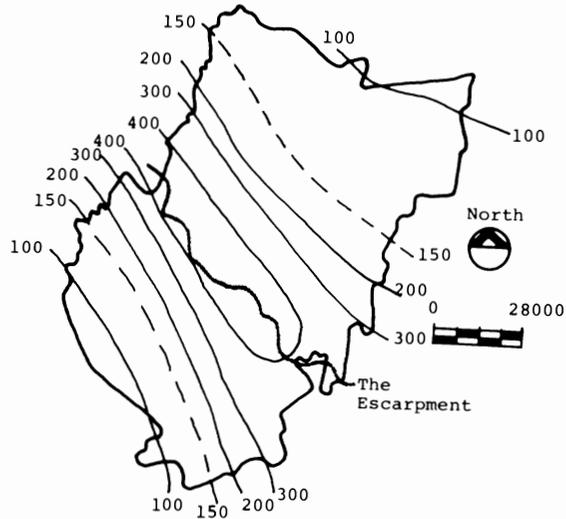
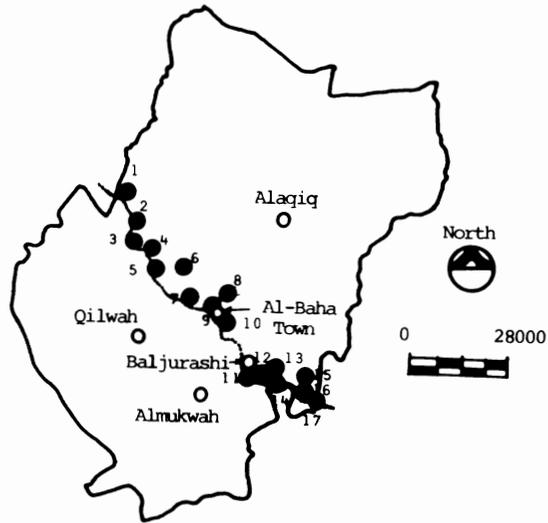


FIG. 3. Rainfall (mm) distribution across Al-Baha region.  
Source: Ref. [6]



Forests names

- |             |             |             |               |
|-------------|-------------|-------------|---------------|
| 1. Barahrah | 6. Sanut    | 10. Aljabal | 14. Jabr      |
| 2. Alhadab  | 7. Azzarieb | 11. Hiznah  | 15. Alkema    |
| 3. Ghamadan | 8. Raghdan  | 12. Shikran | 16. Hawalah   |
| 4. Alkalab  | 9. Shahbah  | 13. Alkala  | 17. Almultaka |
| 5. Alansab  |             |             |               |

Note: Circles indicate locations rather than sizes of forests.

FIG. 4. The major forests within Al-Baha region.

### 3.2.2 The Accessibility of Al-Baha as a Primary Tourist Attraction

Table 5 indicated that 43 (or 18%) of the interviewed tourists chose Al-Baha region because it was relatively near their homes. Therefore, the accessibility of Al-Baha to the surrounding centers of population is itself a primary tourist attraction according to Inskip's definition<sup>[5]</sup>, given earlier.

Figure 5 is self-explanatory in showing that Al-Baha, besides being centrally located within the southwestern part of the country, enjoys good land and air communications with the large population centers in the country. 226 (or 94%) of the interviewed tourists used private cars in their trips to Al-Baha, but air transport was available had it been needed (Fig. 5).

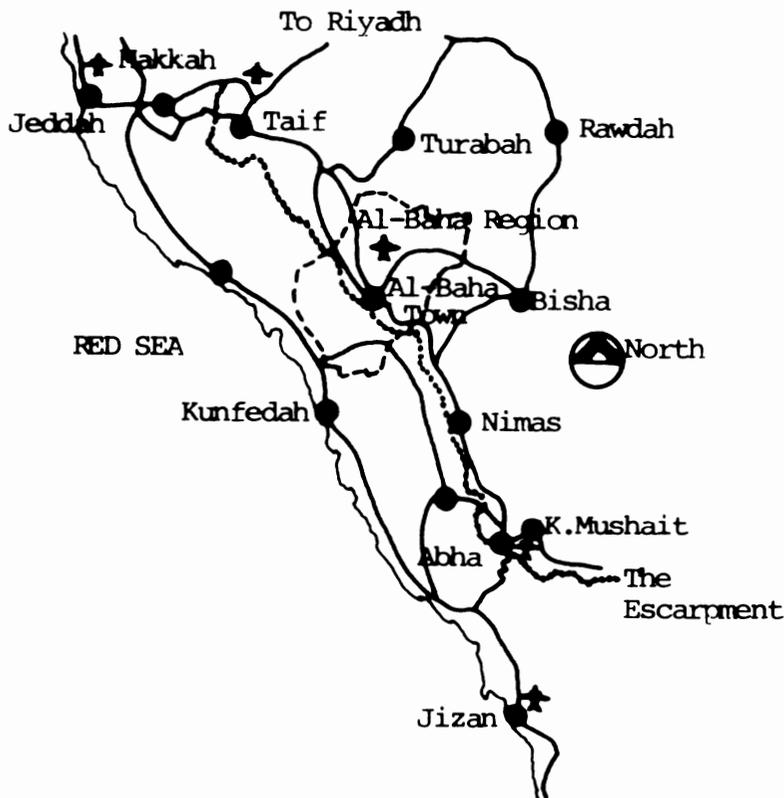


FIG. 5. Accessibility of Al-Baha region to the main centers in the western region, as well as nationwide.

### 3.2.3 Services in Al-Baha Region: Those Available and Those Still Needed

To evaluate the quantity, type and distribution of the tourism services in Al-Baha region, the Clawson's Model (Fig. 6) has been adopted. This classifies recreational and tourism activities and resources according to the geographical zones in which they are formed: The user-oriented, the intermediate and the resource-based zones.

The first of these covers population centers, the second is the area accessible from the population centers and the third is the area more distant from the centers.

User-oriented zone	Intermediate zone	Resource-based zone
Based on whatever resources are available. Used by users in population centers. Often man-made or artificial developments (city parks, zoos, ... etc.). Activities include walking, riding, ... etc.	Based on the best resources available, within accessible distance to users & to visitors. More natural resources. Activities include camping, picnicking, ... etc.	Based on outstanding resources. Low intensity of man-made developments. Often distant from population centers and hence from users. The resource determines the activity (sightseeing, ... etc.).
Activity paramount		Resource paramount
Artificiality		Naturalness

FIG. 6. Clawson's model for geographical classification of recreational & tourism activities and resources.

Source: Adapted from Clawson, M. and Knetsh, J. (1966), with the updating of Boniface, B. and Cooper, C.<sup>[9]</sup>.

Clawson's Model does not specify precise limits for the different zones but implies that they will vary from case to case. Figure 7 therefore uses reasonable accessibility as the criterion in judging forests near to the main towns of the region, Al-Baha and Baljurashi, to be in the intermediate zones. It follows that forests beyond these zones are considered to be in the resource-based zones.

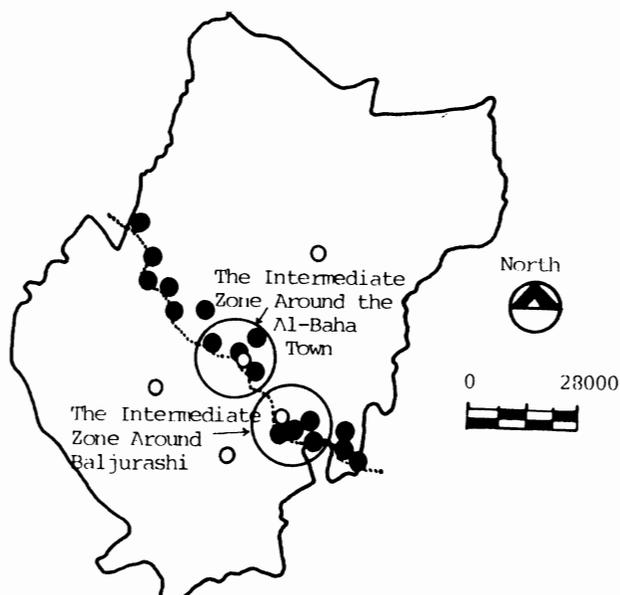


FIG.7. Adoption of the Clawson's model (Fig. 6) in spatially zoning the main forests in Al-Baha region.

Note: For forest and town names, refer to Fig. 4.

Following Clawson's Model one would expect the recreational activities within the towns of Al-Baha and Baljurashi to arise from man-made features provided chiefly for the local people. But, beyond the towns, developments would be limited to such facilities as parking, picnic and play areas, arrangements designed to improve access to and enjoyment of the natural features. The more distant forests would be left as far as possible in their natural state with only minimal developments required by the type of leisure activity taking place there.

Bearing in mind this application of Clawson's Model to Al-Baha region, the actual availability and nature of the provisions made for tourists in the region will now be examined.

Out of the 240 tourists interviewed only 63 (or 26%) made Baljurashi their center, the other 177 (or 74%) choosing Al-Baha town. As there is no significant difference in the quality of the natural attractions (chiefly the forests) in the "intermediate zones" around the two towns, one must conclude that Al-Baha was the more popular center because it had better facilities for tourists.

This conclusion is supported by the findings of the physical survey carried out in the region. The Raghdan forest, which is located within the intermediate zone around Al-Baha town (Fig. 7), possesses many more services than any other forest in the region: It has three public toilets, a clinic and a children's play area besides paved roads and lighting. The forests of Shahbah and Azzarieb, also in the zone around Al-Baha town (Fig. 7), are the only other intermediate zones forests to have any type of services, the first having paved roads and the second a public toilet. On the other hand, none of the forests in the intermediate zone around Baljurashi has any type of facilities for tourists. Only Assakran and Alkema, which are located within the resource-based zone, more distant from Baljurashi, have public toilets. This leaves us with 12 (or 71%) of the 17 major forests in the region with no single facility for tourists.

The towns of Baljurashi and Al-Baha have, between them, six hotels and over twenty-six blocks of furnished holiday flats. They also have two playing areas and a full range of such public and private establishments as hospitals, mosques, banks, restaurants, gas stations and supermarkets. However, a large number of the interviewed tourists indicated that they would like to see some services provided within the forests, especially those in the intermediate zones (Fig. 7), where they wanted to spend most of their leisure time. They called for, family seating and picnicking areas, children's play areas, proper camp sites, public toilets, lighting and refreshment facilities. However, they agreed that tourists should continue to rely on the towns for hospitals, banks, restaurants and other specialized services.

One hundred and sixty eight (or 70%) of the 240 interviewed tourists indicated that they did not intend to stay in the region for more than 9 days (Table 8). 137 (or 57%) of the total gave the lack of adequate services within the forests as their reason for not staying longer (Table 9).

TABLE 8. Length of stay of tourists in Al-Baha region.

Length of stay (days)	No. of responses	% out of total
1 - 4	94	39
5 - 9	74	31
10 - 14	19	8
15 & more	34	14
Don't know	19	8
Total	240	100

TABLE 9. Reasons for tourists not staying longer in Al-Baha region.

The reason	No. of responses	% out of total
Lack of adequate tourist services in the forests	137	57
High cost of tourist accommodation	58	24
Miscellaneous reasons*	45	19
Total	240	100

\*34 of them intended to spend over 30 days in the region (see Table 8).

Although 202 (or 84%) intended to come back to the region some time (Table 10), 85 of them said they would return without their children because of the lack of facilities, such as play areas, for them in the forests. This information demonstrates the importance of planning the provision of adequate services in the intermediate zones' forests, where tourists wish to spend most of their leisure time, in order to encourage them to: First, stay longer in the region; second, revisit the region; and third, return with their children.

TABLE 10. Intention of tourists to return or not to return to the region.

Intention	No. of responses	% out of total
Intended to return	202	84
Did not intend to return	38	16
Total	240	100

It is clear that the tourism services that currently exist in Al-Baha region fall far short of being, in Inskeep's terminology, effective secondary attractions since they are, in general, unable to encourage tourists to stay longer in the region. However, providing the services identified by tourists, and in accordance with the spatial dis-

tribution suggested in the light of the Clawson's Model, will improve the role of services as tourist secondary attractions in Al-Baha region.

#### 4. Conclusion

This paper has adopted a demand-analysis approach in arriving at its conclusions. After identifying accessibility and natural, including climatic, features as "primary tourist attractions", the paper found that services in the forest – where tourists spent most of their time – were unable satisfactorily to fulfill their role as "secondary tourist attractions" since they did not encourage tourists to stay longer in the region.

Further, the paper analyzed the local rainfall, temperature and distribution of forests in order to identify the "intermediate zones", where such services as resting, picnicking and playing facilities, and the selling of snacks and drinks, need to be provided. Also the paper identified the "resource-based zones" where the nature of the terrain should determine the type of activity whether hiking, climbing or other things, carried on there.

The services most needed by tourists were also identified through the demand-analysis approach.

It is believed that these findings constitute important guidelines for any planning of tourism development in Al-Baha region that may be undertaken. However, there is still a great need for further research, especially on the need for identifying the potentials of the individual "resource-based" zones' forests and advise on their development accordingly.

#### References

- [1] Davidson, R., *Tourism*, Pitman, U.K., p. 7 (1987).
- [2] Burkrat, A. and Medlik, S., *Tourism: Past, Present and Future*, Pitman, U.K., pp. 41-62 (1989).
- [3] World Tourism Organization, *World Tourism Statistics*, WTO, Madrid (1975).
- [4] Ministry of Planning (MOP), *The Fifth Five-Year Plan*, MOP, Riyadh, Saudi Arabia (1990).
- [5] Inskip, E., *Tourism Planning: An Integrated and Sustainable Approach*, Van Nostrand Reinhold, New York, p. 94 (1991).
- [6] Finnplanco, *Regional Plan for the Al-Baha Region*, Report No. 2, the Ministry of Municipal and Rural Affairs (MOMRA), Riyadh, Saudi Arabia, pp. 48-50 (1985).
- [7] Finnplanco, *Regional Plan for the Al-Baha Region*, Report No. 1, MOMRA, Riyadh, Saudi Arabia, p. 10 (1985).
- [8] Central Department of Statistics, *Statistical Year Book*, Ministry of Finance and National Economy, Riyadh, Saudi Arabia, pp. 32-40 (1989).
- [9] Boniface, B. and Cooper, C., *The Geography of Travel and Tourism*, Heinemann, Oxford (1990).

## نحو مؤشرات تخطيطية للتنمية السياحية في منطقة الباحة

عبد الله محمد عبد الله الغامدي

قسم التخطيط الحضري والإقليمي ، مدرسة تصاميم البيئة ،

كلية الهندسة ، جامعة الملك عبدالعزيز ،

جدة - المملكة العربية السعودية

المستخلص . تولى الحفظ التنموية السعودية التنمية السياحية المحلية أهمية كبيرة ، واستناداً إلى الفوائد الاقتصادية والاجتماعية التي يمكن أن تنتج عن ذلك ، تعتبر الباحة أحد المناطق ذات الإمكانيات السياحية الكبيرة .

على الرغم من الشوط الذي قطعه القطاع العام والخاص في مسيرة التنمية السياحية في منطقة الباحة ، إلا أن الحاجة إلى التخطيط للتنمية السياحية هناك تبدو واضحة ، حيث تعنى هذه الورقة بالتوصل إلى بعض المؤشرات والإرشادات الأساسية في هذا المجال . تدرس الورقة عوامل الجذب السياحي التي يمكن تنميتها في منطقة الباحة ، وتعرض في ضوء ذلك لطبيعة ومواقع الخدمات السياحية المطلوبة .

تستند الورقة إلى تحليل الطلب كأسلوب أفضل تجاه إرشاد جهات التنمية السياحية نحو تبني الأساليب التنموية الكفيلة بجذب مزيد من السواح إلى المنطقة ، بل والكفيلة بتشجيع السواح على قضاء فترات أطول في المنطقة ، ومن ثم على العودة إليها في رحلات سياحية قادمة .