

Challenges and assets for developing the tourism industry in the State of Kuwait

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Abstract:

Tourism is a global industry that represents one of the locomotives of economic development that can be one of the successful alternatives to diversify sources of income, and the tourism industry is an important part of the vision of a new Kuwait 2035 where the state seeks to develop this sector and enhance its role in the local economy. Since the tourism industry has played an important role in many countries and there are living examples, especially in neighboring countries in the Gulf Cooperation Council, such as the United Arab Emirates and Saudi Arabia. The tourism industry is a stand-alone industry because it makes a real contribution to GDP and job creation and drives the economy in many countries. Although Kuwait has many tourism assets that qualify it to develop the tourism industry, it suffers from many challenges facing the tourism industry. This study aims to identify the tourism assets of the State of Kuwait as well as the challenges facing the tourism industry. This study found that Kuwait has natural and human tourism assets that qualify it for the tourism industry, but its exploitation is very weak due to the presence of many challenges, including the lack of laws and regulations for the tourism industry, as well as the difficulty of obtaining a visa to enter the country, the lack of hotels and resorts, and poor infrastructure that hinders the development of the tourism industry. Finally, presenting solutions and recommendations that enable decision makers to develop the tourism industry so that Kuwait can diversify sources of income and create job opportunities, especially for the youth, and to achieve Kuwait's Vision 2035.

Keywords: Tourism assets, tourism patterns, tourism challenges.

تحديات ومقومات تطوير صناعة السياحة في دولة الكويت

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الملخص:

السياحة صناعة عالمية تمثل أحد قاطرات التنمية الاقتصادية التي من الممكن أن نكون أحد البدائل الناجحة لتتويج مصادر الدخل، وتشكل صناعة السياحة جزءا مهما من رؤية كويت جديدة 2035 حيث تسعى الدولة الي تطوير هذا القطاع وتعزيز دوره في الاقتصاد المحلي. بما أن صناعة السياحة لعبت دورا مهما في الكثير من الدول وهناك أمثلة حية خصوصا في الدول المجاورة في مجلس التعاون الخليجي مثل دولة الامارات المتحدة والمملكة العربية السعودية. حيث أن صناعة السياحة صناعة قائمة بذاتها لأنها تسهم مساهمة حقيقية في الناتج المحلي وتوفير فرص العمل كما انها تحرك عجلة الاقتصاد في كثير من الدول. وبالرغم من أن الكويت تملك الكثير من المقومات السياحية التي تؤهلها ان تتجه الي تنمية صناعة السياحة ألا انها تعاني من كثير من التحديات التي تواجه صناعة السياحة. تهدف هذه الدراسة الي التعرف على المقومات السياحية لدي دولة الكويت كذلك تحديد التحديات التي تواجه قيام صناعة السياحة. توصلت هذه الدراسة الي أن الكويت لديها من المقومات السياحية الطبيعية والبشرية ما يؤهلها لقيام صناعة السياحة الا أن استغلالها ضعيف جدا نظرا لوجود كثير من التحديات التي منها عدم وجود قوانين ولوائح تنظيمية لصناعة السياحة كذلك صعوبة الحصول على التأشيرة لدخول البلاد وقلة الفنادق والمنتجعات وضعف البنية التحتية التي تعيق تطور صناعة السياحة. وأخيرا تقديم الحلول والتوصيات التي تمكن متخذي القرار من تنمية وتطوير صناعة السياحة حتى تتمكن الكويت من تتويج مصادر الدخل وإيجاد فرص عمل خاصة لفئة الشباب ولتحقيق رؤية الكويت 2035.

الكلمات المفتاحية: مقومات سياحية، أنماط السياحة، تحديات السياحة.

Introduction:

The State of Kuwait has suffered for many years from excessive dependence on oil revenues as the main source of income, and with the launch of Kuwait Vision 2035, it became necessary to focus on diversifying the economy and achieving sustainable development (Al-Otaibi 2004; Alqabas 2019; Alrashid 2012). Tourism is an important economic tributary for many countries, whether they have natural or industrial assets (Al-Enezi, 2021). It helps to diversify sources of income, provides various job opportunities, especially for the youth, develops the country's infrastructure, builds a good image in the international community, and increases the awareness of citizens of their cultural heritage (Paris and Rubin, 2016). In recent years, tourism has shown a clear growth in both revenues and the number of tourists in different parts of the world, leaving clear economic, social, cultural and environmental impacts. These effects are evident in the growth in income and wealth, improvements in transportation, changing lifestyles, international openness, globalization, migration, education, information and communication technology, and improved public and tourism infrastructure. Therefore, economic activity brings many economic benefits to both countries, especially developing countries, where one of the main motivations for any country promoting itself as a tourist destination is the expected economic improvement mainly through foreign investments, contributions to government revenues, and providing employment opportunities, especially for the youth (Al-Otaibi, 2002).

Although Kuwait is a tourist attraction, it is not considered a tourist destination due to several challenges, including poor infrastructure and basic services, as well as the lack of tourism investments, especially in the hotel and resort sector. The study shows that there is potential for tourism development in terms of products and resources that can be identified, but the barriers to development outweigh the opportunities that can be utilized to develop tourism, as well as the indifference of the government. This study hopes to help the Kuwaiti government and stakeholders in the tourism sector to rethink the development of the tourism industry as one of the options for income diversification and in line with the development plan and Kuwait Vision 2035.

Research Problem:

The State of Kuwait is characterized by many elements that may be attractive to tourists, but in order to activate the tourism industry needs great support from various government sectors that must provide the necessary infrastructure for security, transportation and accommodation, as well as the development of legislation and laws that facilitate investment in the services sector associated with

tourism, such as hotels, restaurants, transportation and communication. Therefore, the research issue is how to exploit these elements to attract tourists to the State of Kuwait and how to overcome the challenges and difficulties facing the tourism industry in Kuwait to reach the types of tourism that suit the State of Kuwait and achieve the vision of a new Kuwait 2035.

Research objectives:

1. Recognize the components of tourism in Kuwait.
2. Identify the challenges facing the tourism industry in Kuwait and suggest some possible ways to address them.
3. To deduce some types of tourism that may suit the State of Kuwait according to the Kuwait 2035 vision.
4. Developing general recommendations that benefit officials and decision-makers to develop and improve these components to revitalize tourism in Kuwait to achieve the development plans of a new Kuwait 2035.

The importance of the research:

The importance of the research lies in the fact that it addresses a strategic topic of the importance of the tourism sector and its important role in economic, social, cultural and environmental development, which supports the realization of Kuwait Vision 2035. Since Kuwait has many natural, material and human resources that if these tourism assets are properly exploited, but here lies the issue in the lack of attention to all of the above and the failure to invest it properly to benefit the national economy and push the wheel of development. Therefore, this study came to shed light on the components and challenges of the tourism industry in Kuwait in light of Kuwait Vision 2035.

Previous studies:

Previous studies in the field of tourism in the State of Kuwait **are** very few and most of them are from foreign academics, so we need many studies that give information from this field to develop it and reach the best results to benefit the country, including:

- 1- Al Hemoud, A. M., and Armstrong, E. G., "Image of tourism attractions in Kuwait". Journal of Travel Research, 34(4), 76-80, 1996

This study is one of the first academic studies in the field of tourism in Kuwait. This research compares the image of Kuwaiti tourist attractions as perceived by Kuwaiti university students and English-speaking foreigners living in Kuwait. The results showed that the sample groups had different

perceptions of tourist attractions and that neither group liked the attractions very much.

- 2- Paris, Cody, and Simon Rubin. "Popular rentierism and tourism development in Kuwait." 2016

This study aims to explore the challenges facing tourism development in Kuwait, especially the political system and the country's dependence on the rentier system, as the tourism industry in Kuwait is considered underdeveloped in relation to the GCC countries. As a lie, this study provides an analysis of the political economy with the obstacles to tourism development in Kuwait, especially large-scale development projects.

- 3- Mahgoub, Yasser. "Towards sustainable desert eco-tourism in Kuwait: Learning from the regional experience." open house international (2007).

The study discusses the impact of non-seasonal desert tourism activities on the sustainability of the desert in Kuwait and warns of the negative impact of current practices on the fragile desert environment as a result of informal local tourism activities. Kuwait's desert is a seasonal attraction for families and groups during the winter season and these recreational activities jeopardize the fragile desert environment and cause its pollution and degradation. This study recommends proposing sustainable measures to deal with the planning and design of desert ecotourism facilities that aim to protect the desert environment from degradation and extinction.

- 4- Lakshminarayanan, Radhika. "Heritage tourism in Kuwait: Prospects for economic diversification." Journal of Arabian Studies 9, no. 1 (2019): 92-112.

This study aims to highlight that Kuwait is a rentier country and that there is no diversification of income sources. It also suggests that promoting heritage tourism can revitalize the economy and drive growth in general. The research seeks to identify the prospects for heritage tourism development by exploring Kuwait's tangible and intangible heritage as well as highlighting the challenges and constraints facing heritage tourism.

Research methodology:

To achieve the objectives of the study and answer its questions, the descriptive survey method was used; as defined by (Al-Assaf, 2016, p. 211) as the method "which is done by questioning all members of the research community or a large sample of them, with the aim of describing the studied phenomenon in terms of its nature and degree of existence only, without going beyond that to study the relationship or deduce the causes, for example", which is considered one of the

most appropriate methods for the current study, because it depends on describing the real reality of the phenomenon and then analyzing the results and building conclusions in light of the current reality.

Research axes:

Axis I: Tourism in Kuwait.

The second axis: Challenges facing the tourism industry in Kuwait

The third axis: Suggesting some types of tourism that can be developed in Kuwait

The first axis: Tourism Ingredients in Kuwait

Tourism assets are divided into natural assets and human assets, which form the basis for all productive economic activities and some service activities as well as play a key role in determining the type of tourism product for the type of tourism possible, whether cultural, environmental or safari tourism (Al-Zoubi, 2019). Kuwait has many tourism assets that, if exploited, could put Kuwait on the regional and global tourism map:

Geographical location: Kuwait is located in the far northwest of the Arabian Gulf, bordered to the north and northwest by the Republic of Iraq, to the south and southwest by the Kingdom of Saudi Arabia, and to the east by the Arabian Gulf, and this gave it commercial importance because it is considered a natural outlet for the northeastern Arabian Peninsula. The area of Kuwait is 17.818 thousand square kilometers (Kuwait Portal, 2024).

Terrain: Kuwait is characterized by the simplicity of its terrain, as it is an undulating desert that rises from the east from sea level where the shores of the Arabian Gulf to the west and southwest, where the height reaches 300 meters in the western nub. There are some small hills, as well as valleys, depressions, and some sand dunes. Kuwait's desert is an attractive area for families and groups during the winter season, where visitors set up camps and recreational activities that may jeopardize the fragile desert environment and cause pollution and degradation (2007 Mahgoub, 2007). Kuwait has beautiful beaches with a coastline of about 325 kilometers. One of the most important natural terrains in Kuwait is that it includes nine islands, where the largest island is Bubiyan Island, which represents 5% of the total area of Kuwait and is located in the northeast, while Failaka Island is the second largest Kuwaiti island, and the island is populated and has historical importance and contains some monuments and heritage buildings (Casey, 2007).

Climate: The dry and hot desert climate prevails most days of the year, and the heat increases during the summer season, which starts from April until October, when the temperature reaches 51 degrees Celsius, while the monthly average maximum temperature reaches 44 degrees Celsius, and often blows winds that raise dust. As for the winter season, it is a short season from December to February and is generally warm, with an average temperature of 18 degrees Celsius and may drop to zero degrees Celsius at times. We find that the fall and spring seasons are short and the rains are generally nightly (Kuwait Portal 2024).

Historical, heritage and cultural assets: These elements are one of the most important elements that can help the existence of the appropriate type of tourism for the State of Kuwait, as heritage tourism or cultural tourism is the closest to spread and development due to the nature of Kuwaiti society. These historical elements include the presence of some monuments on Failaka Island and heritage buildings such as Kuwait Gates, the Red Palace, Sheikh Mubarak's kiosk, the American Hospital and museums (Lakshminarayanan, 2019).

The first is an architectural masterpiece inspired by Islamic architecture and includes four buildings in the form of scattered jewels, including three theaters, three music halls, conferences and exhibitions, as well as a center for historical documents. The second edifice is the largest museum exhibition area not only in Kuwait, but in the Arabian Gulf, reflecting Kuwait's prestigious position on the Arab cultural level (National Council for Culture, Arts and Literature 2024).

Commercial complexes: Kuwait has many malls distributed in all regions of Kuwait that satisfy all tastes and meet the needs of all visitors, whether they are from inside or outside Kuwait. Malls are not only for shopping, but have become entertainment centers in which the visitor spends a long and enjoyable time, as the mall, in addition to containing shops with international brands, also contains restaurants, cafes, cinemas, and some entertainment activities for children and adults. Malls are currently the refuge for most citizens, residents and visitors to the State of Kuwait to spend a tourist activity.

The second axis: Challenges facing the tourism industry in Kuwait

There are many challenges facing the tourism industry in Kuwait. At first, the reality of the tourism sector is deteriorating and from bad to worse, so these challenges must be faced so that the tourism sector turns into an active and self-contained sector to be able to contribute to economic growth and prosperity, and this will be in line with the vision of a new Kuwait 2035 and thus there will be diversification of income sources and reduce dependence on oil as the only source of income (Al-Qabas, 2019).

These challenges include:

1- Infrastructure Development

There is an important role that infrastructure plays in the development of the tourism sector because tourism basically depends entirely on the services available in the country as it provides ease of movement and saves time and effort. For example, hotels and tourist resorts are considered the backbone of the tourism industry sector are relatively few in Kuwait, which makes the prices of accommodation in them high, as well as the diversity in the level of hotels is limited - this is a challenge that must be overcome by establishing more hotels and resorts that meet the needs of tourists. Also, the lack of signboards for tourist places clearly makes it easy for visitors to reach the required tourist facility, and there are no tourist maps that contain all the tourist sites in the State of Kuwait and visitors can go to them and spend an enjoyable time in them (Al Hemoud and Armstrong 1996; Lakshminarayanan, 2019).

Currently, Kuwait is in the process of establishing a new airport (Issa, 2021), developing the road network and building bridges, but these efforts are still insufficient to develop the tourism sector. Kuwait is also facing a challenge to develop its tourism facilities. Currently, most of the tourist recreational sites are closed to reopen them according to international standards, as well as to enhance the services that usually accompany tourism activity, such as transportation, food and accommodation services, all of which can only come through the presence of infrastructure facilities.

2- Improving the regulations and laws governing this sector

Improving the regulations, laws and legislation governing the tourism sector would facilitate the development of the sector, but the challenge is that there is no interest by the government and the documentary cycle to approve any new law is very long and complicated as well as the visa to enter the country should be easier to obtain and not limited to some nationalities, but the country is open to everyone so that it is easier to attract tourists and investments (Al-Otaibi, 2004, Li 2011)

3- Increase government spending on the tourism sector

The development of the tourism sector in Kuwait must be a political decision, as it is one of the concerns, policies and priorities of the government's economic policy, as the tourism sector is among the development plans set by the state because increasing the amount of spending on this sector enables it to create a strong base that qualifies it from continuity and development, and the methods of spending include building basic facilities and infrastructure, establishing tourism projects and holding agreements and partnerships with the private sector (Al-Sisi, 2004).

There is also a shortage of land needed to establish tourism and entertainment projects, as there is a scarcity of land due to the fact that most of the land is owned by the state, so supply increases demand and land prices are very expensive, and this is another challenge faced by the State of Kuwait. (Al Hemoud and Armstrong,1996)

4- Developing tourism awareness and tourism culture in society

The human element is one of the most important human resources that depends on the tourism and services sector, especially qualified cadres to work in this vital sector, since Kuwait is still not yet a tourist destination, there must be strategic planning for how the individual and society accept the importance of the tourism industry and must launch educational awareness campaigns to accept the presence of tourism and tourists as well as the involvement of citizens to work in this sector in order to support the tourism industry and develop it for the future of Kuwait (Al Hamarneh, 2012).

5- Follow effective marketing plans to market Kuwait as a tourist destination

Kuwait must move towards introducing and marketing its potential and assets that were mentioned in the first axis in order to give a good image of Kuwait to the local, regional and international community, so we must work on developing various marketing strategies and participate in all international tourism exhibitions and forums to introduce and market Kuwait (Al-Sisi, 2010).

Third axis: Suggesting some types of tourism that can be developed in Kuwait

There are many tourism patterns that can be developed by the State of Kuwait in light of the above-mentioned tourism components in the first axis. Where there are certain criteria by which the tourism pattern is categorized, such as the purpose of the trip, the target age group, as well as the season of tourism as follows:

1- Cultural tourism: It is one of the most common types of tourism that may be suitable for the nature of Kuwaiti society, especially when starting to introduce the tourism industry, especially heritage tourism, as Kuwait has many heritage places that attract tourists who want to learn about heritage buildings, traditional crafts, costumes, folklore, and old heritage markets such as the Mubarakiya Market, as well as heritage buildings such as Sheikh Mubarak's booth, the Red Palace and the American Hospital Cultural Center, which in addition to being a heritage building that carries much of the history of Kuwait contains rare antique collections dating back to ancient Islamic eras as well.

2- Maritime tourism: Kuwait has nine natural islands of different sizes, the largest of which is Bubiyan Island and the most famous Failaka Island, which is the only

inhabited island, as well as there are beautiful beaches and waterfronts with many restaurants and cafes that attract tourists to spend an enjoyable time in places overlooking the sea, especially in times of favorable weather (Paris and Rubin, 2012).

3- Shopping tourism: This type of tourism is currently the most prominent in the State of Kuwait, where, as mentioned earlier, it owns many shopping malls that compete in attracting visitors in making shopping festivals, huge gifts, draws and events that make the visitor spend a whole day in the mall (Al-Enezi, 2021)

4- Transit tourism: One of the important types of foreign tourism that must be paid attention to, developed and developed, especially since Kuwait has a distinctive geographical location at the top of the Arabian Gulf, where it can be a link between East and West, and since there is a development of Kuwait International Airport to attract a larger number of travelers and to achieve the vision of a new Kuwait 2035, the transit tourism pattern may be one of the options to develop and develop the tourism industry (Al-Taie, 2003: Issa, 2021).

1- Recreational tourism: This type of tourism aims to spend vacations and leisure time and enjoy various activities to regain activity and vitality again. Where the tourist enjoys the various means of entertainment available in the country, such as gardens, parks, entertainment complexes, cinemas and theaters (Al-Enezi, 2005).

2- Conference tourism: Interest in this type of tourism began at the beginning of the current century due to the large number of local and international conferences, forums and exhibitions, and we note that this type of tourism has attracted many businessmen and specialists with the aim of participating in the conference and at the same time enjoying and discovering the country hosting the conference (Saeed, 2012)

Field study:

This study focused on highlighting the challenges and assets of the tourism industry in light of a new Kuwait 2035 by identifying the natural and human assets that exist in Kuwait as well as identifying the challenges facing the establishment of the tourism industry. Achieving the objectives of this study contributes to understanding the possibility of developing the tourism industry and realizing the level of tourism awareness for members of society about the importance of the tourism industry and directing the state's attention to enhancing the components and minimizing challenges to revitalize the tourism industry, which will help diversify sources of income and create job opportunities for young people to achieve Kuwait's vision 2035. This study will also contribute to clarifying some

aspects that have not been studied before and stimulate more studies in the field of revitalizing the tourism industry in Kuwait.

To achieve the objectives of the study and answer its questions, the descriptive survey method was used, which is considered one of the most appropriate methods for the current study, as it relies on describing the real reality of the phenomenon and then analyzing the results and building conclusions in light of the current reality.

Study sample:

A simple random sample consisting of (212) individuals was taken.

Characteristics of the study sample:

A number of key variables were identified to describe the members of the study sample, including: (age, social status, housing, and preference for tourist places), which have semantic indicators on the results of the study, in addition to reflecting the scientific background of the members of the study sample, and help to lay the foundations on which the various analyses related to the study are built, as follows:

1) Age:

Table 1: Distribution of the study sample according to the age variable

%	Repetition	The Age
41.5	88	Less than 20 years
20.3	43	20 to 25 years
7.1	15	25 to 30 years
10.8	23	30 to 35 years old
20.3	43	Over 35 years old
100%	212	the total

It is clear from Table 1 that (88) members of the study sample represent 41.5% of the study sample aged less than 20 years, while (43) members of the study sample represent 20.3% of the total study sample aged from 20 to 25 years, and (43) members of the study sample represent 20.3% of the total study sample aged from 30 to 35 years. 3% of the total study sample is older than 35 years old, (23) of the study sample represents 10.8% of the total study sample ages 30 to 35 years old, and (15) of the study sample represents 7.1% of the total study sample ages 25 to 30 years old, while (43) of the study sample represents 20.3% of the total study

sample ages 20 to 25 years old, and (43) of the study sample represents 7.1% of the total study sample ages 25 to 30 years old.

2) Marital status:

Table 2: Distribution of the study sample according to the marital status variable

%	Repetition	marital status
55.7	118	Bachelor
38.7	82	Married
5.2	11	Absolute
0.5	1	Widower
100%	212	the total

It is clear from Table 2 that (118) of the study sample members represent 55.7% of the total study sample members are single, while (82) of them represent 38.7% of the total study sample members are married, (11) of them represent 5.2% of the total study sample members are divorced, and (1) of them represent 0.5% of the total study sample members are widowed.

3) educational level:

Table 3: Distribution of the study sample according to the educational level variable

%	Repetition	Educational level
0.9	2	Less than high school
35.8	76	High school
5.7	12	Diploma
56.6	120	Bachelor
0.9	2	Postgraduate studies (Masters/PhD)
100%	212	the total

It is clear from Table 3 that (120) of the study sample members represent 56.6% of their educational level of bachelor's degree, while (76) of them represent 35.8% of the total study sample members' educational level of high school, and (12) of them represent 5.7% of the total study sample members' educational level. 7% of the total study sample had a diploma, (2) of them represented 7.9% of the

total study sample had less than high school education, and (2) of them represented 7.9% of the total study sample had postgraduate education (Master's/PhD)

4) housing:

Table 4: Distribution of the study sample according to the housing variable

%	Repetition	Housing
7.1	15	Capital Governorate
8.0	17	Hawalli Governorate
37.7	80	Ahmadi Governorate
27.4	58	Farwaniya Governorate
6.1	13	Mubarak Al-Kabeer Governorate
13.7	29	Jahra Governorate
100%	212	the total

It is clear from Table 4 that (80) of the study sample members representing 37.7% of the total study sample live in Ahmadi Governorate, (58) of them representing 27.4% of the total study sample members live in Farwaniya Governorate, (29) of them representing 13.7% of the total study sample members live in Jahra Governorate, (17) of them representing 8.0% of the total study sample members live in Hawalli Governorate, (15) of them representing 7.1% of the total study sample members live in the Capital Governorate, and (13) of them representing 6.1% of the total study sample members live in Hawalli Governorate. 0% of the total study sample lived in Hawalli Governorate, (15) of them representing 7.1% of the total study sample lived in the Capital Governorate, and (13) of them representing 6.1% of the total study sample lived in Mubarak Al-Kabeer Governorate.

5) Which one do you prefer for tourist places:

Table No. (5) Distribution of the study sample according to the variable of which one you prefer for tourist places

%	Repetition	Which do you prefer for tourist places?
77.4	164	Natural places
22.6	48	man made places
100%	212	the total

It is clear from Table 5 that (164) members of the study sample, representing 77.4%, prefer natural places for tourist places, while (48) of them, representing 22.6% of the total study sample, prefer man-made places for tourist places.

Study tool:

The questionnaire was used as a tool for data collection due to its suitability to the study's objectives, method, and population, and to answer the study's questions.

a) Constructing the study instrument:

After reviewing the literature and previous studies related to the topic of the current study, and in light of the data, questions, and objectives of the study, the tool (the questionnaire) was built, and it consisted in its final form of three parts. The following is a presentation of how it was constructed and the procedures followed to verify its validity and stability:

1- Section I: It contains an introduction to the objectives of the study, the type of data and information to be collected from members of the study sample, with a guarantee of the confidentiality of the information provided, and a pledge to use it for scientific research purposes only.

2- The second section: Contains the primary data of the study sample members, represented by: (age, marital status, housing, and preference for tourist places).

3- The third section: It consists of (5) phrases, distributed on two main axes, and Table (6) shows the number of questionnaire phrases, and how they are distributed on the axes.

Table (6) Questionnaire axes and phrases

Number of phrases	The axis
2	Components of the tourism industry in the State of Kuwait
3	Challenges of the tourism industry in the State of Kuwait
5 phrase	Questionnaire

A five-point Likert scale was used to obtain the responses of the study sample, according to the following degrees of agreement: (Strongly Important - Important - Moderately Important - Not Important - Strongly Unimportant), and then expressing this scale quantitatively by giving each of the previous statements a score, according to the following: Highly Important (5) degrees, Important (4) degrees, Moderately Important (3) degrees, Unimportant (2) degrees, Not Important (2) degrees, Not Very Important (1) degree.

To determine the length of the Likert scale categories, the range was calculated by subtracting the upper limit from the lower limit ($5 \div 1 = 4$), then it was divided by the largest value in the scale ($4 \div 5 = 0.80$), and then this value was added to the lowest value in the scale (1); to determine the upper limit of this category, and thus the length of the categories became as shown in the following table:

Table (7) Dividing the categories of the five-point Likert scale (limits of mean responses)

Class limits		Category	M
To	from		
1.80	1.00	Not very important	1
2.60	1.81	Unimportant	2
3.40	2.61	Moderately important	3
4.20	3.41	Important	4
5.00	4.21	Very important	5

The length of the range was used to obtain an objective judgment on the averages of the responses of the study sample members, after statistical processing.

a) Validity of the study instrument:

The validity of the study tool means making sure that it measures what it was designed to measure, as it means that the questionnaire includes all the elements that go into the analysis on the one hand, and the clarity of its phrases on the other hand, so that it is understandable to everyone who uses it:

1- Internal consistency validity:

To verify the internal consistency of the questionnaire, Pearson's Correlation Coefficient was calculated to determine the degree of correlation of each statement of the questionnaire with the total score of the axis.

Table No. (8) Pearson correlation coefficients for the statements of the first axis with the total score of the axis

The first axis (Elements of the tourism industry in the State of Kuwait)					
Axis Coefficient	Correlation	Phrase number	Axis Coefficient	Correlation	Phrase number
	0.647**	2		0.803**	1

** Significant at the significance level of 0.01 or less

It is clear from Table (8) that the values of the correlation coefficient of each of the statements with its axis are positive and statistically significant at the level of significance (0.01) and below; this indicates the sincerity of internal consistency between the statements of the first axis, and their suitability to measure what they were designed to measure.

Table No. (9) Pearson correlation coefficients for the statements of the second axis with the total score of the axis

The second axis (Challenges of the tourism industry in the State of Kuwait)				
Axis Coefficient	Correlation	Phrase number	Axis Coefficient	Phrase number
0.720**		3	0.712**	1
-		-	0.756**	2

**** Significant at the level of 0.01 or less**

It is clear from table (9) that the values of the correlation coefficient of each of the phrases with its axis are positive and statistically significant at the level of significance (0.01) and below; which indicates the sincerity of internal consistency between the phrases of the second axis, and their suitability to measure what they were designed to measure (**0.01 and below**).

a) Stability of the study instrument:

The stability of the study instrument was ascertained through the use of Cronbach's Alpha (α), and Table 10 shows the values of the Cronbach's Alpha coefficients for each axis of the questionnaire.

Table No. (10) Cronbach's alpha coefficient to measure the stability of the study instrument

Resolution stability	Number of phrases	Questionnaire
0.789	2	Components of the tourism industry in the State of Kuwait
0.763	3	Challenges of the tourism industry in the State of Kuwait
0.767	5	General stability

It is clear from Table No. (10) that the general stability coefficient is high (0.767), which indicates that the questionnaire has a high degree of stability that can be relied upon in the field application of the study.

Procedures for applying the study:

After confirming the reliability, stability, and validity of the questionnaire, it was applied in the field by following the following steps:

- 1- Distributing the questionnaire electronically.
- 2- Collecting the questionnaires, the number of which amounted to (212) questionnaires.

Statistical processing methods:

To achieve the objectives of the study and analyze the collected data, several appropriate statistical methods were used using the Statistical Package for Social Sciences (SPSS).

The following statistical measures were then calculated:

- 1- Frequencies and percentages; to identify the characteristics of the study sample members, and determine their responses to the statements of the main axes included in the study tool.
- 2- Weighted Mean; in order to identify the average responses of the study sample members to each of the statements of the axes, and it is useful in ranking the statements according to the highest weighted arithmetic mean.
- 3- The arithmetic mean "Mean"; in order to know the extent of the high or low responses of the study sample on the main axes, knowing that it is useful in ranking the axes according to the highest arithmetic mean.
- 4- Standard Deviation; to identify the extent to which the responses of the study sample members to each of the statements of the study variables, and for each of the main axes, deviate from their arithmetic mean. It is noted that the standard deviation shows the dispersion in the responses of the study sample members for each of the statements of the study variables, in addition to the main axes, as the closer its value is to zero, the more concentrated the responses are, and the less dispersed they are.

Analyzing and interpreting the results of the study:

This chapter deals with a detailed presentation of the findings of the current study, by answering the study questions according to the appropriate statistical treatments, and then interpreting these results, as follows:

Answering the first question: What are the components of the tourism industry in Kuwait?

Tourism Ingredients in Kuwait

Table No. (11) Distribution of the study sample according to the variable of tourism components in Kuwait

Rank	Repetition	Tourist attractions in Kuwait
4	61	Distinctive geographical location
8	12	Attractive climate
2	92	Beaches
5	50	Natural islands
6	29	Reserves
9	11	Antiquities
3	71	Heritage places
1	177	Shopping malls
7	28	Infrastructure and Services

It is clear from Table No. (11) that (177) of the study sample members believe that the tourism assets in Kuwait are commercial complexes, while (92) of them believe that the tourism assets in Kuwait are beaches, (71) of them believe that the tourism assets in Kuwait are heritage places, (61) of them believe that the tourism assets in Kuwait are a distinctive geographical location, (50) of them (29) of them believe that the tourism assets in Kuwait are natural islands, (29) of them believe that the tourism assets in Kuwait are reserves, (28) of them believe that the tourism assets in Kuwait are infrastructure and services, (12) of them believe that the tourism assets in Kuwait are an attractive climate, and (11) of them believe that the tourism assets in Kuwait are antiquities.

Components of the tourism industry in Kuwait:

To identify the components of the tourism industry in the State of Kuwait, frequencies, percentages, arithmetic means, standard deviations, and ranks were calculated for the responses of the study sample members to the statements of the components of the tourism industry in the State of Kuwait, and the results were as follows:

Table No. (12) The responses of the study sample members about the components of the tourism industry in the State of Kuwait, in descending order according to the averages of agreement

Rank	Category	Standard deviation	Arithmetic mean	Degree of approval					Repetition ratio	Phrases	M
				Not very important	unimportant	Moderately important	important	Very important			
1	Very important	1.051	4.23	6	7	41	37	121	your	Do you think that tourism activity depends on the availability of tourism components?	2
				2.8	3.3	19.3	17.5	57.1	%		
2	Moderately important	1.343	3.33	28	25	67	34	58	your	Do you think that these components can create tourism in Kuwait?	1
				13.2	11.8	31.6	16.0	27.4	%		
important		0.879	3.78	Overall average							

It is clear in Table (12) that the study sample members agree on the importance of the components of the tourism industry in the State of Kuwait with an arithmetic mean of (3.78 out of 5.00), an average that falls in the fourth category of the five-point scale (from 3.41 to 4.20), a category that indicates an important choice on the study instrument.

It is clear from the results in Table (12) that the most prominent features of the components of the tourism industry in the State of Kuwait are represented in statement No. (2): “Do you think that the tourism activity depends on the availability of tourism components” with an arithmetic mean of (4.23 out of 5) and this result is interpreted that the tourism activity requires the ability to meet the needs of diverse tourists, which requires the availability of tourism components.

It is clear from the results in Table (12) that the least features of the components of the tourism industry in the State of Kuwait are represented in statement No. (1), which is: “Do you think that these components can make tourism in Kuwait?” with an arithmetic mean of (3.33 out of 5). This result is explained by the fact that tourism activity requires the availability of many societal and cultural factors in addition to the components of tourism and therefore these components alone cannot make tourism in Kuwait, and this result is consistent with the result of the study of Al Hemoud and Armstrong (1996), which showed that the sample groups have different perceptions of tourist attractions and that neither of the two groups did not like these features very much.

Table 13: Distribution of the study sample according to the variable Do you expect the tourism industry to become a renewable source of income?

%	Repetition	Do you expect the tourism industry to become a renewable source of income?
82.5	175	Yes
1.4	3	No
16.0	34	Maybe
100%	212	the total

It is clear from Table 13 that (175) of the respondents representing 82.5% expect that the tourism industry will become a renewable source of income, while (34) of them representing 29.7% of the total respondents expect that the tourism industry will perhaps become a renewable source of income, and (3) of them representing 1.4% of the total respondents do not expect that the tourism industry will become a renewable source of income, and (3) of them representing 1.4% of the total respondents do not expect that the tourism industry will become a renewable source of income.

Answer to the second question: What are the challenges facing the tourism industry in Kuwait?

Challenges facing the tourism industry in the State of Kuwait:

Table No. (14) Distribution of the study sample according to the challenges facing the tourism industry in Kuwait.

Rank	Repetition	Challenges
5	42	Entry visa procedures
3	54	Transportation
9	30	Easy access to public facilities
7	40	Maintenance and follow-up of public facilities
2	70	Tourism laws and regulations
1	97	Lack of hotels and resorts
4	44	Tourism Maps
8	38	Signboards for tourist places
6	41	Spread of tourist information centers

It is clear from Table 14 that (97) of the study sample members believe that the challenges facing the tourism industry in the State of Kuwait are the lack of hotels and resorts, while (70) of them believe that the challenges facing the tourism industry in the State of Kuwait are tourism laws and regulations, (54) of them believe that the challenges facing the tourism industry in the State of Kuwait are transportation and transportation, (44) of them believe that the challenges facing the tourism industry in the State of Kuwait are tourism maps, (42) of them believe that the challenges facing the tourism industry in the State of Kuwait are visa procedures, (41) of them believe that the challenges facing the tourism industry in the State of Kuwait are the spread of tourism information centers, and (40) of (41) of them believe that the challenges facing the tourism industry in the State of Kuwait are the spread of tourist information centers, (40) of them believe that the challenges facing the tourism industry in the State of Kuwait are the maintenance and follow-up of public facilities, (38) of them believe that the challenges facing the tourism industry in the State of Kuwait are signboards for tourist places, and (30) of them believe that the challenges facing the tourism industry in the State of Kuwait are easy access to public facilities.

Challenges of the tourism industry in Kuwait:

To identify the challenges of the tourism industry in the State of **Kuwait**, frequencies, percentages, arithmetic means, standard deviations, and ranks were calculated for the responses of the study sample members to the statements of the challenges of the tourism industry in the State of **Kuwait**, and the results were as follows:

Table No. (15) Responses of the study sample on the challenges of the tourism industry in Kuwait, in descending order of average agreement

Rank	Category	Standard deviation	Arithmetic mean	Degree of approval					Repetition	Phrases	1
				Not very important	unimportant	Moderately important	important	Very important			
1	Very important	0.976	4.48	6	5	23	26	152	your	Do you prefer to have Kuwaiti human cadres specialized in tourism?	3
				2.8	2.4	10.8	12.3	71.7	%		
2	Very important	0.991	4.26	4	6	41	40	121	your	Do you think there should be political legislation to transform Kuwait into a tourist country?	2
				1.9	2.8	19.3	18.9	57.1	%		
3	important	1.202	3.54	11	29	71	37	64	your	Do you think	1

	t			5.2	13.7	33.4	17.5	30.2	%	these challenges are the obstacle to not embarking on the tourism industry?
important	0.769	4.09	Overall average							

It is clear in Table (15) that the study sample members agree on the importance of the challenges of the tourism industry in the State of Kuwait with an arithmetic mean of (4.09 out of 5.00), which is an average that falls in the fourth category of the five-point scale (3.41 to 4.20), which indicates an important choice on the study instrument.

It is clear from the results in Table (15) that the most prominent features of the challenges of the tourism industry in the State of Kuwait are represented by statements No. (3, 2), which are arranged in descending order of the respondents' strong agreement with them, as follows:

1- Statement No. (3): "Do you prefer to have Kuwaiti human cadres specialized in tourism?" came first in terms of strongly agreeing with it with an arithmetic mean of (4.48 out of 5), and this result is explained by the fact that tourism activity requires national cadres who are familiar with the culture and heritage of Kuwait to introduce it to tourists, and therefore he prefers to have Kuwaiti human cadres specialized in tourism.

2- Statement No. (2): "Do you think there should be political legislation to transform Kuwait into a tourist country?" came second in terms of strongly agreeing with it with an arithmetic mean of (4.26 out of 5), and this result is explained by the fact that tourism activity requires a supportive regulatory environment and therefore there should be political legislation to transform Kuwait into a tourist country; this result is consistent with the result of Paris and Rubin (2016) which showed that the tourism industry in Kuwait lags behind the GCC countries.

It is clear from the results in Table (15) that the least characteristic of the challenges of the tourism industry in the State of Kuwait is represented by statement No. (1): "Do you think that these challenges are an obstacle to not embarking on the tourism industry" with an arithmetic mean of (3. This result is interpreted that the challenges increase the difficulty of implementing the tourism activity and therefore these challenges are the barrier to the tourism industry; this result is consistent with the result of Al Hemoud and Armstrong (1996) study, which showed that the sample groups have different perceptions of tourist attractions and neither of the two groups did not like these features very much.

Table No. (16) Distribution of the study sample according to the variable Do you support the services provided in tourist places for a fee?

%	Repetition	Do you support that services provided in tourist places be paid for?
31.6	67	Yes
24.5	52	No
43.9	93	Maybe
100%	212	the total

It is clear from Table No. (16) that (93) of the study sample members, representing 43.9% of the total study sample, may support the services provided in tourist places for a fee, while (67) of them, representing 31.6% of the total study sample members, support the services provided in tourist places for a fee, and (52) of them, representing 24.5% of the total study sample members, do not support the services provided in tourist places for a fee, and (52) of them, representing 24.5% of the total study sample members, do not support the services provided in tourist places for a fee.

Table No. (17) Distribution of the study sample according to the variable Are there any suggestions?

%	Repetition	Any suggestions?
24.1	51	Yes
75.9	161	No
100%	212	the total

It is clear from Table 17 that (161) members of the study sample, representing 75.9%, have no suggestions, while (51) of them, representing 24.1% of the total study sample, have suggestions.

Table No. (18) Distribution of the study sample according to the suggestions

Rank	Repetition	Suggestions
3	1	Increase public recreational spaces
3	1	Increasing public entertainment places: Kuwait should pay attention to tourist places and increase tourist activities, especially for children and people with special needs.

2	3	Developing and restoring tourist attractions such as waterfronts and establishing entertainment cities and games for adults and children to entertain tourists.
3	1	Establishing seafronts, developing islands, and creating fun chalets, resorts, and children's games within these islands.
3	1	I suggest restoring and opening the entertainment city and parks and using the islands for tourism projects so that the State of Kuwait becomes a tourist country.
1	7	Providing recreational places, cities and seasons

It is clear from Table 18 that the most prominent proposals are as follows:

- (Providing places, cities and seasons of entertainment) came first with a frequency of (7).
- (Developing and restoring tourist attractions such as waterfronts and establishing amusement parks and games for adults and children to entertain tourists). with a frequency of (3).

It is clear from the results shown above that the most prominent proposals are to provide places, cities and recreational seasons. This result is explained by the fact that providing places, cities and recreational seasons provides a tourist environment that attracts tourists, which supports tourism activity in Kuwait; this result is consistent with the result of Mahgoub (2007) study, which showed the need to develop sustainable measures to deal with the planning and design of tourism facilities.

Key findings of the study:

The study came up with a number of findings, most notably:

Answering the first question: What are the components of the tourism industry in Kuwait?

(177) members of the study sample believe that the tourism assets in Kuwait are shopping malls, while (92) of them believe that the tourism assets in Kuwait are beaches, (71) of them believe that the tourism assets in Kuwait are heritage places, (61) of them believe that the tourism assets in Kuwait are a distinctive geographical location, and (50) of them believe that the tourism assets in Kuwait are islands. (29) of them believe that the tourism assets in Kuwait are natural islands, (29) of them believe that the tourism assets in Kuwait are reserves, (28) of them believe that the tourism assets in Kuwait are infrastructure and services, (12)

of them believe that the tourism assets in Kuwait are an attractive climate, and (11) of them believe that the tourism assets in Kuwait are antiquities.

Components of the tourism industry in Kuwait

The respondents agree on the importance of the components of the tourism industry in the State of Kuwait, especially with the existence of the development plan and the vision of a new Kuwait 2035.

The most prominent features of the components of the tourism industry in the State of Kuwait are: “Do you think that tourism activity depends on the availability of tourism components?” This result is explained by the fact that tourism activity requires the ability to meet the needs of diverse tourists, which requires the availability of tourism components.

The least features of the components of the tourism industry in the State of Kuwait is: “Do you think that these components can make tourism in Kuwait?” This result is explained by the fact that tourism activity requires the availability of many societal and cultural factors in addition to the components of tourism, so these components alone cannot make tourism in Kuwait.

(175) respondents representing 82.5% of the study sample expect that the tourism industry will become a renewable source of income, while (34) respondents representing 29.7% of the total study sample expect that the tourism industry will possibly become a renewable source of income, and (3) respondents representing 1.4% of the total study sample do not expect the tourism industry to become a renewable source of income, and (3) respondents representing 1.4% of the total study sample do not expect that the tourism industry will become a renewable source of income.

Answer to the second question: What are the challenges of the tourism industry in Kuwait?

Challenges facing the tourism industry in Kuwait:

(97) of the respondents believe that the challenges facing the tourism industry in the State of Kuwait are the lack of hotels and resorts, (70) of them believe that the challenges facing the tourism industry in the State of Kuwait are tourism laws and regulations, (54) of them believe that the challenges facing the tourism industry in the State of Kuwait are transportation and transportation, (44) of them believe that the challenges facing the tourism industry in the State of Kuwait are tourism maps, (42) of them believe that the challenges facing the tourism industry in Kuwait are visa entry procedures, and (41) of them believe that the challenges facing the

tourism industry in the State of Kuwait are the challenges facing the tourism industry in the State of Kuwait

Challenges facing the tourism industry in the State of Kuwait

Respondents agree on the importance of the challenges facing the tourism industry in Kuwait.

The most prominent features of the challenges of the tourism industry in the State of Kuwait are as follows:

- 1- Do you prefer to have Kuwaiti human cadres specialized in tourism? This result is explained by the fact that tourism activity requires national cadres who are familiar with the culture and heritage of Kuwait to introduce it to tourists, and therefore it is preferable to have Kuwaiti human cadres specialized in tourism.
- 2- Do you think there should be political legislation to turn Kuwait into a tourist country? This result is explained by the fact that tourism activity requires a supportive regulatory environment and therefore there should be political legislation to turn Kuwait into a tourist country.

The least features of the challenges of the tourism industry in the State of Kuwait is: "Do you think that these challenges are an obstacle to the tourism industry?" This result is explained by the fact that the challenges increase the difficulty of implementing tourism activity and therefore these challenges are an obstacle to the tourism industry.

(93) of the study sample, representing 43.9% of the total study sample, may be in favor of the services provided in tourist places for a fee, while (67) of them, representing 31.6% of the total study sample, are in favor of the services provided in tourist places for a fee, and (52) of them, representing 24.5% of the total study sample, are not in favor of the services provided in tourist places for a fee, and (52) of them, representing 24.5% of the total study sample, are not in favor of the services provided in tourist places for a fee.

(161) members of the study sample, representing 75.9%, have no suggestions, while (51) of them, representing 24.1% of the total study sample, have suggestions.

The most prominent suggestions were:

- (Providing places, cities and seasons of entertainment) came first with a frequency of (7).
- (Developing and restoring tourist attractions such as waterfronts and establishing amusement parks and games for adults and children to entertain tourists). With a frequency of (3).

Conclusion:

We found in this study that the tourism industry in the State of Kuwait is still very weak if compared with the Gulf Cooperation Council countries, as the tourism industry in Kuwait is not in the ranking of tourist countries, whether regionally or internationally, despite the ingredients available in the country, but it has not been properly exploited and invested in a way that makes the tourism industry a vital alternative to diversify the sources of income that currently depends on oil industries. It is also clear from the results shown above that the most prominent proposals are to provide places, cities and recreational seasons, and this result is explained by the fact that providing places, cities and recreational seasons provides a tourist environment that attracts tourists, which supports tourism activity in Kuwait. This is reflected in Kuwait's Vision 2035 in developing the tourism sector to take advantage of the existing assets and minimize the challenges that have delayed the development of tourism in Kuwait.

Recommendations of the study:

In light of the findings, the study recommends the following:

- 1- Establishing a higher body for the tourism sector to develop development plans and strategies under the supervision of specialists.
- 2- Enacting regulations and systems that support tourism activity in Kuwait.
- 3- Encouraging investors to develop tourism and entertainment projects
- 4- Paying attention to providing the components of tourism activity in Kuwait.
- 5- Work to provide places, cities, and recreational seasons in Kuwait.
- 6- Interest in developing and restoring tourist attractions such as waterfronts and establishing amusement parks and games for adults and children to entertain tourists.
- 7- Work to increase public entertainment venues.
- 8- Kuwait should pay attention to tourist places and increase tourist activities, especially for children and people with special needs.
- 9- Work on creating waterfronts and developing islands and forming fun chalets, resorts and children's games within these islands

Suggestions for future studies:

- Conducting future studies on the obstacles to tourism activity in Kuwait.
- Conducting future studies on ways to activate tourism activity in Kuwait

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