**Economical use of landscape at both sides of Jeddah-Al-Madinah road fish-rest area (case study)**

**By**

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*المستخلص الإنجليزية*

**Abstract**

The aim of this study is recognizing the land economic implementation along both sides of Jeddah-Medina free way in the Kingdom of Saudi Arabia specially the locating of fish restaurants as one of economic activities along the important and vital road.

The study used the descriptive and quantitative method, also study case way. It depended on the direct field survey, interviews, questionairs , and personal observation to get required information about this kind of land usage as a study case. Statistical methods, maps and aerial photographs were used.

The thesis contains six chapters. The main results were: No of restaurant reached to 16 in 2009. Area ranked the 1st rank (31.4%) followed by the computation factor (21%) then the road (28%) as factors affecting the decision of restaurant establishment. Economic use area of the fish restaurants was ( 196.285 ) m2 with 0.49% from the economic use of the land. Weekend holyday occupied the first rank with 60% from the visitors while the feast day occupied the latest rank (1%) concerning with restaurants visiting. Fun lore occupied the first rank among the factors affecting the visiting to restaurants. Acceptance levels of the visitors on the restaurants positions, building, food kinds, cleaning and the complementary activities ranged from very good and excellent while the acceptance on the price ranged from good to pass.

The main recommendations were definite the economic usage of the restaurants clearly and limited, encourage the systematic and planed economic activities, controlling the land price through specific governorate association, scientifically evolution of the extended restaurants, establishing a geographical database of the land uses of the Jeddah-Al-Medinah road.

*الملخص الإنجليزية*

**Summary**

The researcher has aimed in this study at recognizing the land economic implementation along both sides of Jeddah-Al-Medinah free way in the Kingdom of Saudi Arabia specially the locating of fish restaurants as one of economic activities along the important and vital road, and its importance comes from its relating between the very two holly cities in the world Makah and Medina passing by Jeddah province.

One of the principle aims of this study is recognizing the economic and spatial characteristics of this activity, also the spatial distribution pattern and the effect of land prices and area on the location of fish restaurants and their present existing localities, also recognizing the behavior side of the beneficiaries point of view concerning this activity as one of the important pillars which caused the rapid growth and spread of this activity socially and spatially.

The researcher has used the descriptive and quantitative method, also study case way. And because of the insufficient information about this activity, so the study has depended on the direct field survey, interviews, questionairs, and personal observation to get required information about this kind of land usage as a study case. The researcher has used statistical methods, maps and aerial photographs for this purpose.

The present study contains six chapters, the first chapter is concerned with the introduction which contains the information about the study area, the implemented way, used standard, also the information resources, objectives, previous studies, implemented procedures and the obstacles and difficulties.

The second chapter has thrown the light on the different kinds of land usages in the study area, the historical progress of this usage (fish restaurants) through tracing its beginnings and appearance, then its spatial and social expansion and recognizing the distinguished geographical characteristics of the kind of land usage, and the proposed localities of this kind of usage from the investors point of view, this chapter also throws the light on the obstacles which face this kind of land usage and implementation with all different activities inside the city or along shore.

The third chapter deals with the internal and external spatial features and characteristics of fish restaurants.

The fourth chapter is concerned with the economic factors which affect the start and growth of this kind of land usage.

The fifth chapter deals with the demographic characteristics of these restaurants customers including their numbers, monthly incomes, their money spending and where they live followed by numbers of visits, favorite times of visits and durations, and at last the customer's evaluations for these places of the entertainment.

The sixth chapter showed the obtained results from this research. The main results were:

1. According to the increasing Jeddah area towards the north side, some of the fish restaurants became within the Jeddah area.
2. No of restaurant reached to 16 in 2009.
3. Selection of the restaurants positions was randomly.
4. The restaurants compete concerning with the activities and services in the area of children playgrounds, swimming pools and restaurants.
5. Area ranked the 1st rank (31.4%) followed by the computation factor (21%) then the road (28%) as factors affecting the decision of restaurant establishment.
6. Economic use area of the fish restaurants was ( 196.285 ) m2 with 0.49% from the economic use of the land.
7. Increasing the rent value of land on the sea and the narrow place were the main obstacles which face this kind of land usage on sea or within the city.
8. Around 45% from the restaurants conducted on the road zone.
9. No significant correlation were found between the distance and the restaurants area, or between the distance and the yearly rent of the restaurants.
10. The maximum visitors to restaurants were resulted from north Jeddah (187 persons from the airport zone) and the minimum visitors were from the western – south Jeddah (5 persons from Albalad zone).
11. Number of visitors decreased as monthly income decreased, and significant correlation was found between the monthly income and money spending in each visit.
12. Weekend holyday occupied the first rank with 60% from the visitors while the feast day occupied the latest rank (1%) concerning with restaurants visiting.
13. No Significant correlation was found between the distance and number of visits.
14. Fun lore occupied the first rank among the factors affecting the visiting to restaurants.
15. Acceptance levels of the visitors on the restaurants positions, building, food kinds, cleaning and the complementary activities ranged from very good and excellent while the acceptance on the price ranged from good to pass.

Also, this section showed the study recommendations which summarized in: (1) Determining the characteristics of the restaurants, (2) Also, definite this economic usage clearly and limited, (3) The economic use of the land must not on the road viability, (4) Encourage the systematic and planed economic activities, (5) Controlling the land price through specific governorate association, (6) Scientifically evolution of the extended restaurants, (7) Establishing a geographical database of the land uses of the Jeddah-Al-Medinah road.