

## INFORMATION TO USERS

This reproduction was made from a copy of a document sent to us for microfilming. While the most advanced technology has been used to photograph and reproduce this document, the quality of the reproduction is heavily dependent upon the quality of the material submitted.

The following explanation of techniques is provided to help clarify markings or notations which may appear on this reproduction.

1. The sign or "target" for pages apparently lacking from the document photographed is "Missing Page(s)". If it was possible to obtain the missing page(s) or section, they are spliced into the film along with adjacent pages. This may have necessitated cutting through an image and duplicating adjacent pages to assure complete continuity.
2. When an image on the film is obliterated with a round black mark, it is an indication of either blurred copy because of movement during exposure, duplicate copy, or copyrighted materials that should not have been filmed. For blurred pages, a good image of the page can be found in the adjacent frame. If copyrighted materials were deleted, a target note will appear listing the pages in the adjacent frame.
3. When a map, drawing or chart, etc., is part of the material being photographed, a definite method of "sectioning" the material has been followed. It is customary to begin filming at the upper left hand corner of a large sheet and to continue from left to right in equal sections with small overlaps. If necessary, sectioning is continued again—beginning below the first row and continuing on until complete.
4. For illustrations that cannot be satisfactorily reproduced by xerographic means, photographic prints can be purchased at additional cost and inserted into your xerographic copy. These prints are available upon request from the Dissertations Customer Services Department.
5. Some pages in any document may have indistinct print. In all cases the best available copy has been filmed.

**University  
Microfilms  
International**

300 N. Zeeb Road  
Ann Arbor, MI 48106



1325403

**Alfeir, Abdulmuhssin Rajeh**

MORPHOLOGY OF MARKET STRUCTURES AND AN EVALUATION OF  
RETAIL SYSTEMS: THE EXAMPLE OF TAIF, SAUDI ARABIA

*The University of Arizona*

M.A. 1985

**University  
Microfilms  
International** 300 N. Zeeb Road, Ann Arbor, MI 48106



**PLEASE NOTE:**

In all cases this material has been filmed in the best possible way from the available copy. Problems encountered with this document have been identified here with a check mark .

1. Glossy photographs or pages \_\_\_\_\_
2. Colored illustrations, paper or print \_\_\_\_\_
3. Photographs with dark background \_\_\_\_\_
4. Illustrations are poor copy \_\_\_\_\_
5. Pages with black marks, not original copy \_\_\_\_\_
6. Print shows through as there is text on both sides of page \_\_\_\_\_
7. Indistinct, broken or small print on several pages
8. Print exceeds margin requirements \_\_\_\_\_
9. Tightly bound copy with print lost in spine \_\_\_\_\_
10. Computer printout pages with indistinct print \_\_\_\_\_
11. Page(s) \_\_\_\_\_ lacking when material received, and not available from school or author.
12. Page(s) 167 seem to be missing in numbering only as text follows.
13. Two pages numbered \_\_\_\_\_. Text follows.
14. Curling and wrinkled pages \_\_\_\_\_
15. Dissertation contains pages with print at a slant, filmed as received \_\_\_\_\_
16. Other \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

University  
Microfilms  
International



MORPHOLOGY OF MARKET STRUCTURES AND AN  
EVALUATION OF RETAIL SYSTEMS:  
THE EXAMPLE OF TAIF, SAUDI ARABIA

by

Abdulmuhssin Alfeir

---

A Thesis Submitted to the Faculty of the  
DEPARTMENT OF GEOGRAPHY AND REGIONAL DEVELOPMENT

In Partial Fulfillment of the Requirements  
For the Degree of

MASTER OF ARTS

In the Graduate College  
THE UNIVERSITY OF ARIZONA

1 9 8 5

STATEMENT BY AUTHOR

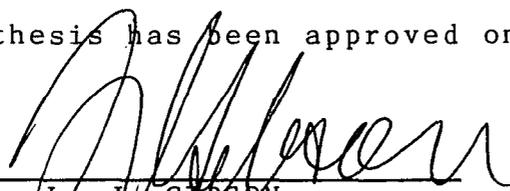
This thesis has been submitted in partial fulfillment of requirements for an advanced degree at The University of Arizona and is deposited in the University of Arizona to be made available to borrowers under rules of the Library.

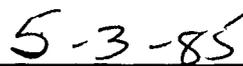
Brief quotations from this thesis are allowable without special permission, provided that accurate acknowledgment of source is made. Requests for permission for extended quotation from or reproduction of this manuscript in whole or in part may be granted by the head of the major department or the Dean of the Graduate College when in his or her judgment the proposed use of the material is in the interests of scholarship. In all other instances, however, permission must be obtained from the author.

SIGNED: \_\_\_\_\_

APPROVAL BY THESIS DIRECTOR

This thesis has been approved on the date shown below:

  
\_\_\_\_\_  
L. J. GIBSON  
Professor of Geography and  
Regional Development

  
\_\_\_\_\_  
Date

## ACKNOWLEDGMENTS

I wish to express sincere thanks and appreciation to my advisor, Dr. Lay James Gibson, who helped me throughout my studies at the University of Arizona.

I also wish to thank Dr. David A. Plane and Dr. Michael E. Bonine for their guidance and encouragement throughout my research.

Special thanks and appreciation are given to my brother Abdullah and my family for their time, patience, and understanding. This work would have been impossible if it were not for their sacrifices.

## TABLE OF CONTENTS

	Page
LIST OF TABLES.....	iv
LIST OF ILLUSTRATIONS.....	vi
ABSTRACT.....	viii
CHAPTER	
1. INTRODUCTION.....	1
Focus of the Study.....	1
Purpose of the Study.....	3
Study and Methodology.....	4
2. REGIONAL AND PHYSICAL SETTING.....	8
Location.....	8
Topography.....	11
The Uplands Zone.....	14
The Foothills Zone.....	16
The Plains.....	17
Climate.....	19
Rainfall.....	22
Urban Growth.....	23
Pre-Islamic Era.....	23
The Islamic Period.....	24
The Ottoman Era.....	26
The Hashemite Era.....	27
The Saudi Era, 1924-1944.....	27
The Period Between 1945-1959.....	30
The Period Between 1960-1973.....	33
The Period Between 1971-1977.....	36
The City's Main Functions.....	36
Structure of the City.....	39
Taif as a Unit.....	41
Population Growth and Distribution in Taif.....	49
Summer Population.....	51
The City of Taif Today.....	54
Al-Hada.....	59

TABLE OF CONTENTS -- Continued

	Page
Ash-Shafa.....	60
Al-Hawiyah.....	60
3. MARKET STRUCTURE.....	61
The Role of the Old Market.....	64
The Role of the New Market.....	68
Other Taif-Area Markets.....	71
Internal Structure of the Old and New Markets.....	73
Products/Services Available.....	76
Spatial Groupings and Patterns.....	78
Jewelry.....	82
Foodstuffs.....	86
Appliances and Hardware.....	90
Personal Goods.....	93
Clothing.....	96
Urban Evolution and Changing Patterns....	102
4. THE MARKETS OF TAIF.....	107
Buyer Questionnaire.....	111
Time Required to Travel Between Buyer's House and This Market.....	114
Frequency of Attendance.....	116
Does the Buyer Visit Markets Other Than This Market?.....	119
5. SELLERS.....	129
Type of Communities in which Sellers Reside.....	129
Mode of Transportation to the Market.....	131
Market Trade and Activities.....	133
6. CONCLUSION.....	146
APPENDIX A: QUESTIONNAIRE FOR THE BUYERS IN THE MARKET PLACE IN TAIF, SAUDI ARABIA.....	154
APPENDIX B: QUESTIONNAIRE FOR THE SELLERS IN THE MARKET PLACE IN TAIF, SAUDI ARABIA.....	159
LITERATURE CITED.....	164

## LIST OF TABLES

Table		Page
1.	Population of the Taif region.....	44
2.	Main agricultural districts of Taif.....	45
3.	Population growth of Taif.....	50
4.	Population distribution by zone.....	52
5.	Origins of buyers.....	112
6.	Travel time to the central market.....	112
7.	Mode of transportation to the central market.....	115
8.	Relationship of buyer's home to market.....	115
9.	Frequency of attendance at the central market.....	117
10.	Percentage of buyers of goods at the central market.....	117
11.	Percentage of buyers who identified other markets.....	120
12.	Main reason for selecting the central market.....	120
13.	Consumers' reasons for planning to shop in other markets.....	123
14.	Consumer reason of those who did not shop in other markets.....	123
15.	Reasons why consumers choose to shop here....	123
16.	The best time for shopping--seasonal peaks...	125
17.	Consumers' monthly income.....	125

LIST OF TABLES -- Continued

Table		Page
18.	Type of community in which sellers reside.....	130
19.	Length of residence in area.....	130
20.	Mode of transportation.....	132
21.	Relationship of sellers' home to central market.....	135
22.	Range of goods sold and the range of sellers selling at the central market.....	135
23.	What are the best times for selling goods?...	139
24.	Which has the better income?.....	139
25.	Sellers working in stores.....	139
26.	Source of goods.....	142
27.	Sellers' reasons for selecting the central market.....	142
28.	Annual rent for business location.....	144
29.	How would you compare the market to other markets in Taif city?.....	144

## LIST OF ILLUSTRATIONS

Page		Page
1.	Taif city location and Amirate of Makkah district.....	9
2.	Topography map of Taif and vicinity.....	10
3.	Taif region.....	12
4.	Topography of Taif Amirate.....	15
5.	The site of pre-Islamic Taif.....	18
6.	Comparison of climates.....	21
7.	Field sketch of Taif city, drawn by Turkish artillery officers, September 25, 1916.....	28
8.	The growth of Taif city.....	32
9.	Taif hinterland in 1900.....	42
10.	Southwestern region of Saudi Arabia.....	47
11.	Regional context.....	48
12.	Existing socio-economic survey zones.....	55
13.	Taif residential quarter.....	56
14.	Existing land use in Taif.....	57
15.	Jewelry.....	83
16.	Foodstuffs.....	87
17.	Hardware and Appliances.....	91
18.	Personal Needs.....	94
19.	Clothing and Fabrics.....	97

LIST OF ILLUSTRATIONS -- Continued

Figure		Page
20.	Old and new markets' locations in Taif City..	108
21.	The market area of Taif showing the boundary between the new and the old markets.....	110

## ABSTRACT

This thesis focuses on the markets of Taif, a major city in southwestern Saudi Arabia. Despite the fact that Saudi Arabia is undergoing rapid modernization and "westernization," traditional values are still strong and they exert a powerful influence on the commercial life of Saudi Arabia. Whereas Saudi Arabia's largest cities have seen a shift toward Western-style shopping centers, Taif has thus far largely resisted this trend. The focus of commercial life in Taif is squarely on the traditional suq. Shops in the suq are arranged in a way that reflects the strong role of the mosque, the social functions that occur in the suq, and functional linkages that exist among establishments. This thesis describes the suq in great detail both in terms of its internal structure and in terms of the role that it plays in the economic and social life of the Taif region.

## CHAPTER 1

### INTRODUCTION

#### Focus of the Study

One of the prominent features of the human geography of Saudi Arabia is the system of markets or suqs. These regional trade centers have been the backbone of local economies. Geographers and economists have centered their attention on industrial development; local and inter-regional trade has been neglected in these studies (Bromley, 1971).

The tedious nature of the data collection process which is necessary to a study of these markets has in no doubt been part of the reason for the lack of research. Data on the evolution of the marketing system has been lacking.

Southwestern Saudi Arabia has been the most rural region in the country. Markets in this region are a very integral aspect of the economy. Here in this region, where economic patterns have evolved throughout the years, we will find classic examples of the urban growth patterns. Urban activity and urban economic patterns are evolving in this rural area, and the market place will serve as a study and as a prime example of the development of the market places.

This study will focus on the market place of the Taif. This market place is the central market place in the region of Taif, and therefore, the most important center of commerce in this area. The urbanization of the Taif region has increased considerably and has become a major factor for the development of the region. The recent development of this region as an urban area was important for the economic model for economic growth of the market places of the area.

We will base our analysis of interrelated functions in the market place on Rannells' theory of "classification of linkages." Rannells' classification is quite broad, and may be applied to any of the establishments within an urban area. For the present study, we will apply the four types of linkages to market establishments alone. Furthermore, we will adapt Rannell's discussion of Western cities to our discussion of Middle Eastern cities--Taif in particular.

The theoretical classification of linkages is as follows:

1. Competitive linkage: Each establishment attempts to maintain or increase its own portion of a common market for goods or services.
2. Complementary linkage: Each establishment supplies a common market with goods or services that are interrelated; the supplied products may be mutually independent, or may simply supplement each other.

3. Commensal linkage: Separate establishments with no direct business connection use the same facilities or depend on the same supplier.
4. Ancillary linkage: One establishment supplies goods or services to the members of another.

#### Purpose of the Study

This study has a two-fold purpose:

1. To study the structure and morphology of the central market of Taif.
2. To indicate the economic effects of the market on local residents and on the urban development of Taif.

Four main areas of the market aspects will be focused upon:

1. The inundation of the market.
2. The range of the market.
3. The socio-economic background of the population.
4. The functional changes over time.

An analysis of the products and services available at the market as well as the physical characteristics of the market has been done. In this way, I hope to provide useful information and recommendations for those who are concerned and involved with urban and rural planning in Taif and throughout Saudi Arabia.

One very important aspect of the study, and which is in itself a study is the role of the study as a model of economic development within the urban growth. The market place in Taif is a group of entities which are interdependent, and which are linked to one another. My study will point out the linkages which exist between the establishments, and will point out the types of linkages which have evolved and developed between the groups. The relationships between the establishments and the linkages which exist will be presented as part of this research.

This work also will provide useful information and recommendations for those who are concerned and involved with urban and rural planning in Taif and throughout Saudi Arabia.

#### Study and Methodology

The majority of this thesis is based upon extensive field work which was done at the actual market site. From personal observations and surveys, I have developed a complete set of maps to illustrate the physical characteristics of the market. Data available from the municipality and other government publications also provided valuable information for the study.

Questionnaires were handed out at the market place and a survey of consumers and of sellers was completed in the summer of 1984. I prepared two sets of questionnaires,

one for the sellers and one for the buyers. The sellers were asked questions about:

1. Types of communities from which the seller has come to the market.
2. Number of years as a seller.
3. Modes of transportation.
4. Names of the other markets visited by the sellers.
5. Individuals assisting the seller.
6. Work engaged in, other than selling.
7. Origin of the items sold.
8. Kind of goods sold.
9. Kind of facility at the market.

The other questionnaire was administered to the consumers who were shopping in the market place. This asked for information on:

1. The name and type of community in which the shopper resides.
2. Time spent en route to the market.
3. Mode of transportation used and reason for use.
4. Purpose for their presence in the market area.
5. People accompanying the consumer to the market.
6. Name of other markets frequented by the consumer and indications to preference and differences.
7. Measurement of the social functions of the market.

8. Kinds of facilities utilized at the market and a comparison of the usage of these facilities.

Once the data from these questionnaires were compiled and organized into tables, this information was compared with the rest of the field work data.

Chapter 2 will detail the topography and the physical characteristics of the area which surrounds Taif. I have detailed the geography through a series of maps in this chapter. Through descriptions of the physiographic aspects as well as the human geographic characteristics of the area I plan to give the reader a thorough familiarization with the Taif marketplace.

Chapter 3 introduces the reader to the market place itself. The physical organization, the physical topography, the analysis of the consumers and the buyers of the market are all described in this chapter. The services and the products which are available in the market place are also presented here in detail. The structure of the markets of Taif are very thoroughly analyzed in this chapter.

In Chapter 4 I have given the reader a detailed analysis of the consumers and users of the market. I have utilized the data which I compiled from the questionnaires which were handed out to the shoppers in the market place.

Chapter 5 will give details of the sellers' behavior. This chapter was detailed from the questionnaires which were handed out to the merchants at the market place.

Chapters 4 and 5 give the readers details of the characteristics of the buyers and sellers at the market place. These two chapters analyze the information from the interviews and questionnaires.

This thesis will give the reader an in-depth view of the main marketplace of the Taif region. The urban evolution of the Taif region is very recent, and very few research projects have been completed on this subject. This work also will present a history of the Taif region, including the role of the marketplace within that region. It will show that the market place in Taif is a most important provider of goods and services for the entire city and its hinterland.

## CHAPTER 2

### REGIONAL AND PHYSICAL SETTING

#### Location

Taif is a city located in the western part of Saudi Arabia in a region that has been known historically as Hijaz (Figure 1). It is the most important settlement of Taif Amirate; however, Taif Amirate is an administrative unit belonging to the Amirate of Mekkah district (Figure 2).

The city was built on the edge of the escarpment of the Hijaz mountains (Sarah) at an altitude of approximately 1,700 meters above sea level (Alobaidi, 1982). It is located at the junction of important routes which link the south, east and western regions of the country. For example, Speerplan and Koshak (1978) the distance between that city and Jeddah, Makkah and Riyadh is 160 km, 88 km and 901 km, respectively. The strategic nature of its location has increased recently due to the construction of the Jeddah, Makkah and Taif highways; and due to the construction of the Asir and Taif roads. The completion of these two major roads, as part of the government plan to improve communication in the Kingdom, has greatly enhanced

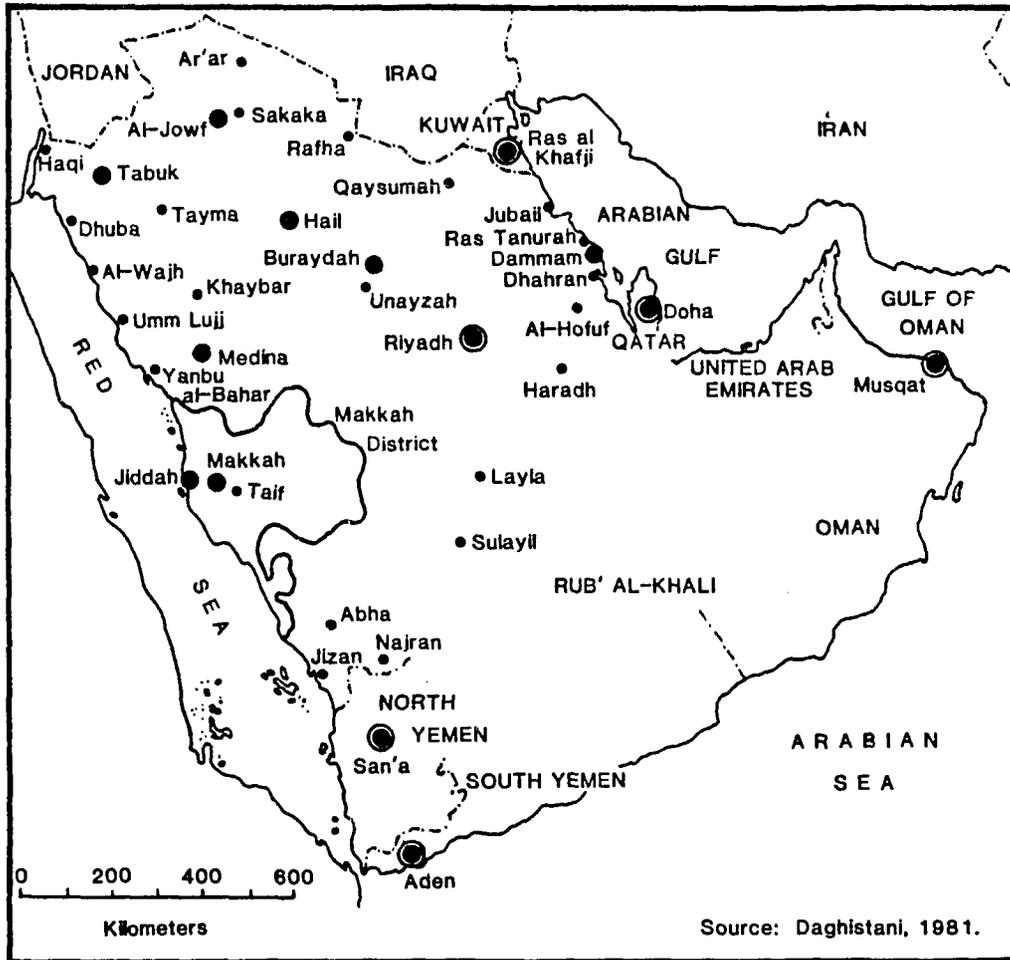


Figure 1. Taif city location and Amirate of Makkah district.

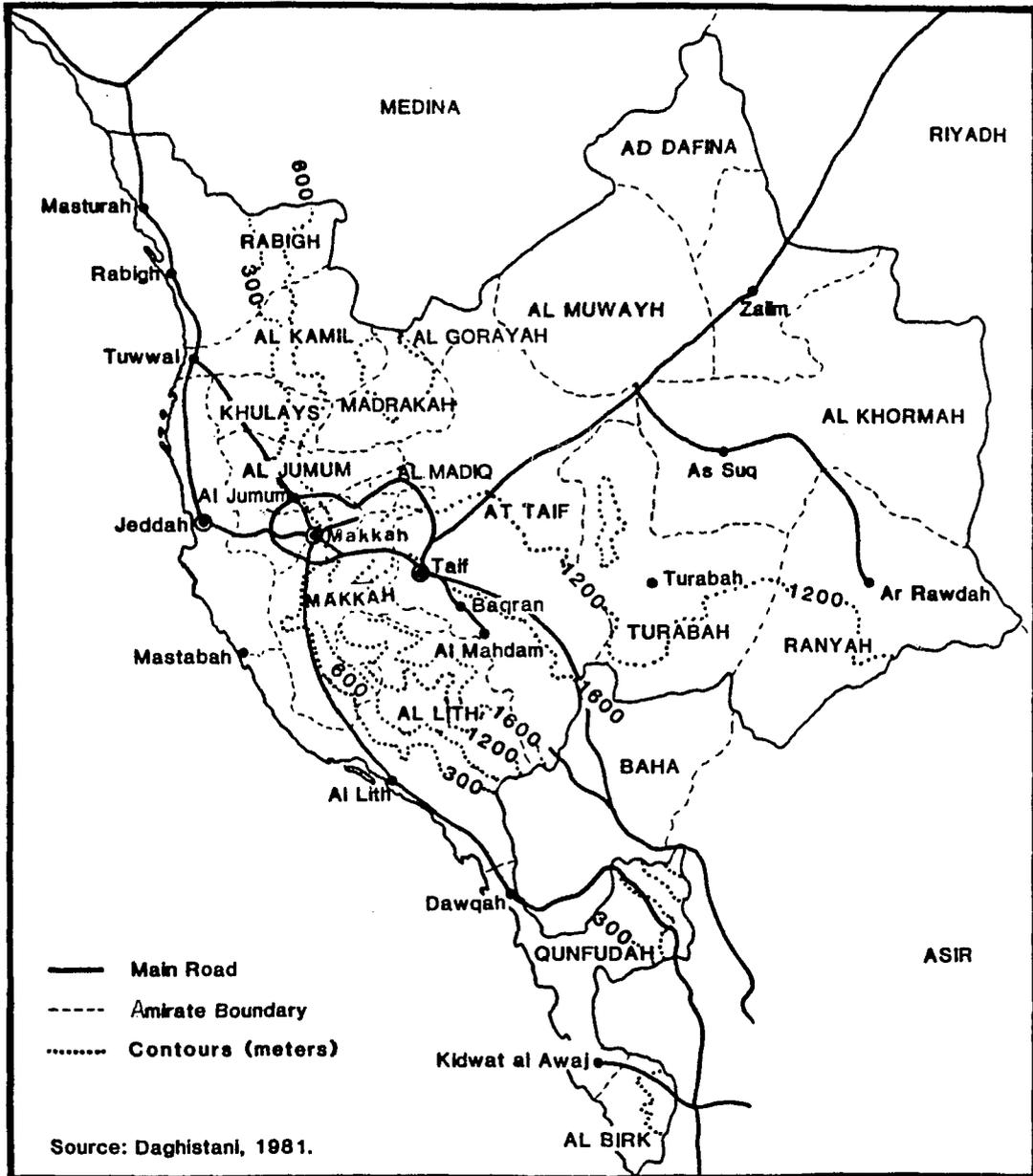


Figure 2. Topography map of Taif and vicinity

the accessibility of the city. This in turn has enhanced the city's functions as a summer resort and commercial and service center. The most important step in connecting Taif with the rest of the country was the improvement of the road that connects Jeddah and Makkah with Taif, which was completed in 1965.

### Topography

Taif is located between two different physical zones (Bindogji, 1974), the coastal plain of Tihama and the escarpment of the Hijaz mountains (Sarah). The escarpment was formed by the tilted Arabian shield (the land mass which is considered the western boundary of the Arabian peninsula) upon its separation from the African continent. The western raised edge of the Arabian shield now forms a succession of high plateaus, with dramatic steep scarps which dominate the coastal plain below. This coastal plain is located just beyond the Sarah escarpment, on which Taif is located (Figure 3).

The mountains surrounding Taif reach 2,500 meters, while the height of the city itself is only 1,700 meters above sea level. These mountains are rocky in nature, which gives them a distinctive landscape of outstanding beauty. The surrounding mountains also play an important role in enhancing the physical setting of Taif upon expanding in the future (Daghistani, 1976).

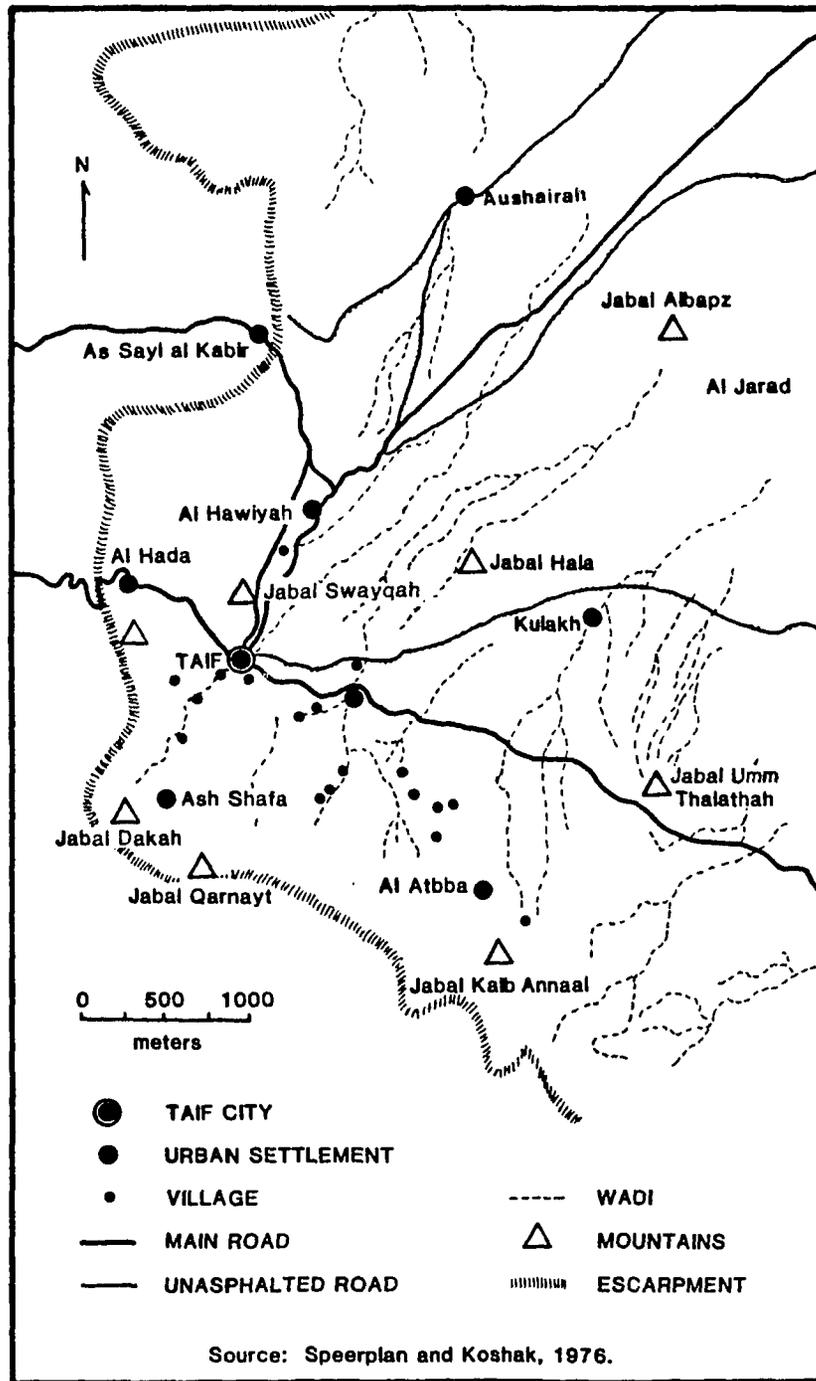


Figure 3. Taif region.

The surrounding mountains and the height at which the city is located cause Taif to have a very agreeable climate. This cooler climate causes such a green and cooler area that it has become very desirable to live in Taif. The Saudi Arabian people prefer to build in mountainous areas because of the hot desert climate in the lowlands. These mountains are an attraction, and people are very drawn to building their homes in them. Growth of the Taif area increased and is enhanced by the location of these mountains.

Approximately 10 years ago a master plan was devised for planned growth in this area. Through the master plan, financing for building was made available to the people. This financing was utilized in various ways. Some people wanted to live within the city, but there was no land available in the city for building. These people then went out into the mountains and small settlements, and subcities began to be built in the mountains. Expansion into the mountains has continued, and the fastest growth is now in the mountain areas which surround Taif.

The government uses the city of Taif as their summer headquarters. In order to make the city more accessible, the highway connecting Jeddah, Riyadh and the southwestern region was greatly improved. This

availability contributed greatly to the growth in the mountain areas.

The area around Taif can be divided into three zones, based on physical characteristics:

- a. an uplands zone, which is located 1,800 meters above sea level,
- b. a foothills zone, which is between 1,500 and 1,800 meters above sea level, and
- c. a plains zone, which is between 1,050 and 1,500 meters above sea level.

#### The Uplands Zone

The uplands zone is located in the west and south parts of Taif (see Figure 4). It was formed originally by the dissection of the west edge of the great uplifted break in the Arabian shield. After the tilting of the Arabian shield took place, continuous erosion by the action of wind and rain molded its present form. The highest point in this zone is Daka Mountain, which is 2,592 m above sea level. The topography of the zone essentially consists of isolated hills with gentle slopes and smooth summits. Continuous weathering and erosion have molded the land surface (Bindogji, 1974). However, according to the overall characteristics, the uplands can be considered relatively flat, with scattered higher points on the western and southern edges, and particularly in the south-

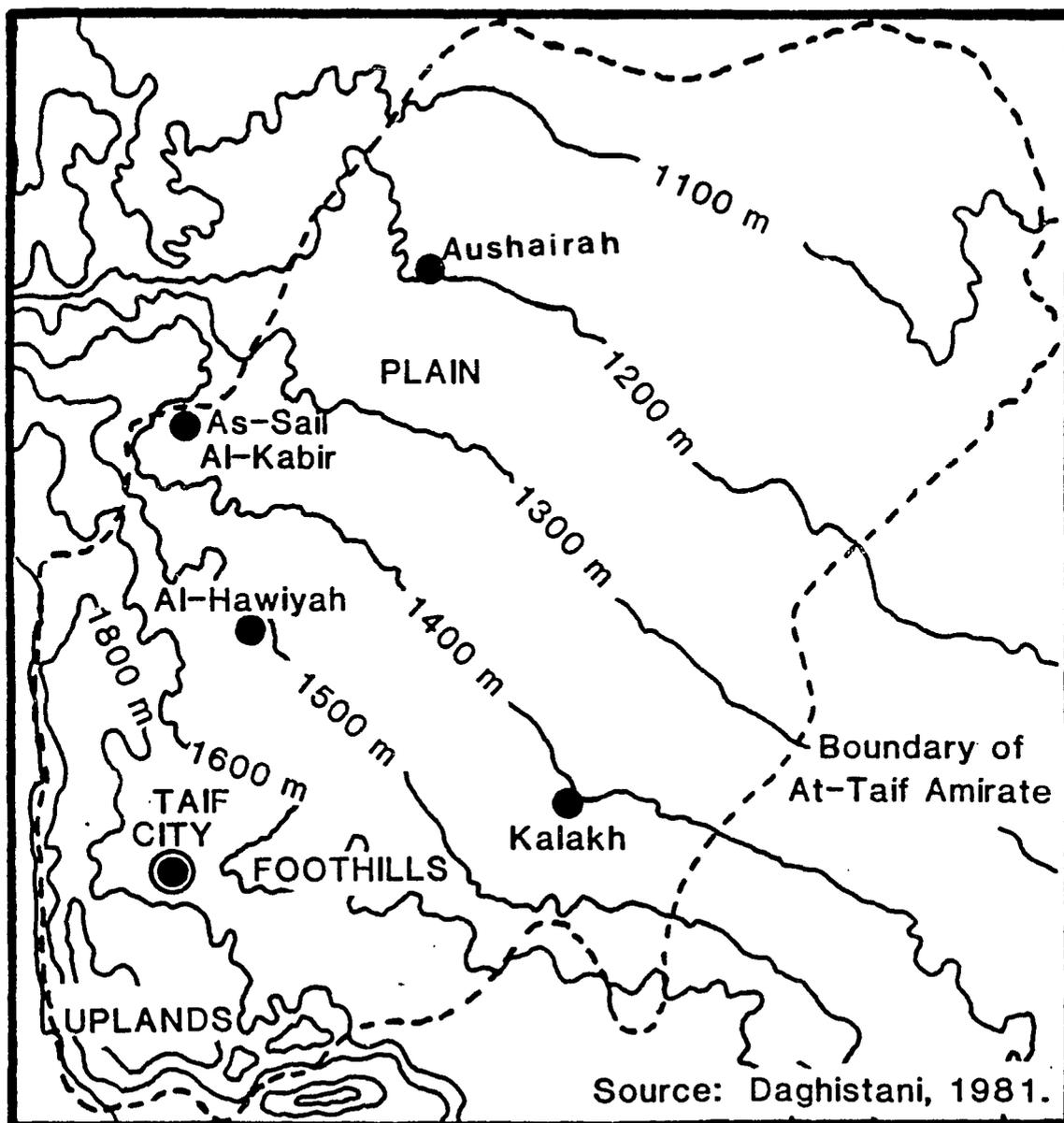


Figure 4. Topography of Taif Amirate.

west corner. The uplands descend very steeply down the face of the escarpment to the Tihama plain (Daghistani, 1976).

The uplands contain the source and tributaries of all major wadis in the area surrounding Taif. The wadis which head toward the Red Sea basin are very steep-sided and narrow-bottomed. On the other hand, the wadis heading toward the east and northeast are much less steep in their courses and sides, and they are flat-bottomed except the part that enter the foothills zone. Due to the height of the uplands, this area has a cooler and more humid climate than the surrounding area. This may be the reason for the development of agricultural activities in that zone.

#### The Foothills Zone

The height of this zone is between 1,500 and 1,800 meters. It separates the uplands zone to the west from the plains zone to the east (see Figure 4) (Sager, 1981). This zone has two principal features. The first is the upper region, which includes the steep boundary edge of the uplands, where there is an abrupt drop in the topography. The second feature is that the ruggedness declines in the northeast direction. At the same time the summits become lower and more isolated, forming an open flat area. The foothills zone in general, with the exception of the area close to the border of the uplands zone, is distinctly

attractive to settlers (Al-Rothy, 1979). Most of this land is suitable for grazing and cultivation. There are no major obstacles to communication in the area, since it is well connected with the rest of the country. In the area where the city of Taif is located is an open space at about 1700 meters altitude. The city itself is divided in two parts by Wadi Wijj (Figure 5). The wadi beds are the most likely locations for ground water, which has been the only source of water in this area for centuries, mainly through dams of advanced design and underground galleries known as ayan. Therefore, the area close to the wadi is the most valuable land, not only for agriculture but for settlement of any kind.

#### The Plains

This zone is the eastern-most of the three physical zones (see Figure 4). It is found around Taif City at an elevation between 1,050 and 1,500 meters (Speerplan and Kashik, 1978). The upper (western) point is slightly undulating while the lower point is almost flat. The wadis do not extend into the plain, as floods are not frequent enough to maintain wadi courses. The physical characteristics of the plains have closely affected human activities. Unlike the uplands and foothills, the plains offer no opportunities for cultivation.

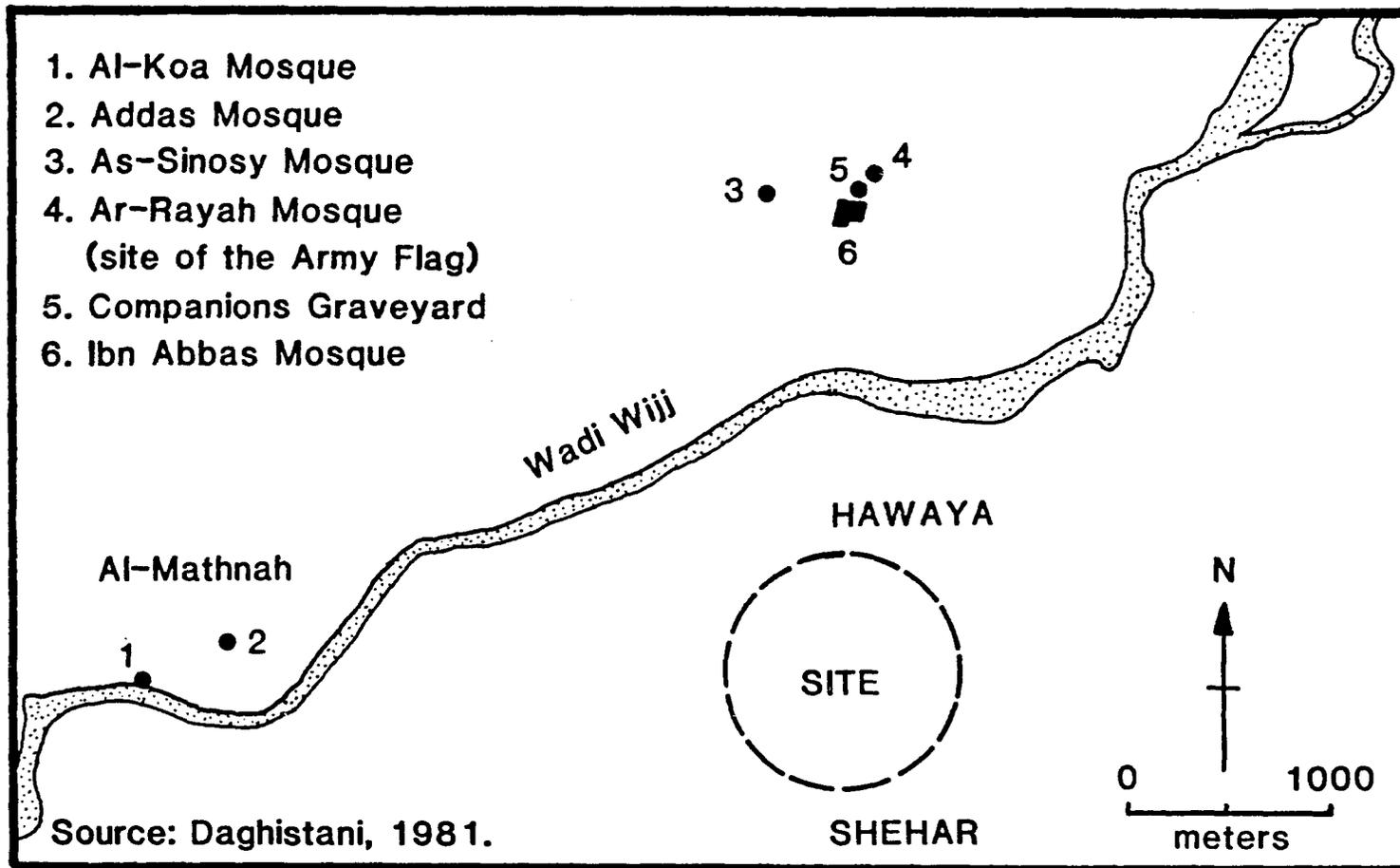


Figure 5. The site of pre-Islamic Taif.

## Climate

In addition to the location of the city and its attractive hilly surroundings, the climate is an important attribute of Taif. The climate of the city is influenced partly by the altitude and partly by its locality near the edge of the escarpment (Ibn Khamis, 1970). These factors make the climate of the city and its surrounding area much more comfortable than those of the nearby cities of Makkah, Jeddah and other settlements on the hot and humid coastal plain. It can also provide a pleasant contrast to the hot inland climate of the central province. Taif has a well-established reputation for having a favorable climate. For example, the city was known as a pleasant summer resort before the rise of Islam (Sager, 1981). Certain folklore attributes its good climate to God creating the territory of Taif from Syria (other legends tell the same story but mention Yemen instead of Syria).

There is a period of four months (June through September) without a marked peak in temperature. It is natural at such a latitude to have a long, pronounced hot season because of the double passage of the sun overhead in June and August. Maximum temperatures are 39°C, minimum temperatures are 15°C, and average temperature is 27°C. The first marked rise in temperature is always in June. However, the high temperature often lasts till the end of

September. Although data are not available about the climate of the uplands area, it is clear that the high altitude results in colder summer temperatures. The cooler temperature in summer accounts for the special attraction of the resort centers of Al-Hada and Ash-Shafa.

Winter is the second significant season in Taif. It starts in December with the mean maximum temperature in Taif being 23°C and the mean minimum temperature being 11.3°C. The record low temperature was recorded in January, with a mean maximum of 20.6°C and mean minimum of 7.5°C (Speerplan and Koshak, 1978). Temperatures start to rise quite rapidly toward the end of February.

Although summer and winter are the most noticeable and longest seasons in Taif, spring and autumn are still identifiable. Spring is accompanied by abundant rains, which make it a very pleasant season. An old Arab saying calls it the season when "weather is mild, greenery is seen everywhere, gifts are presented, and the poor stop wandering." On the other hand, autumn is very short and less noticeable (Figure 6).

When comparing the temperatures of Taif with that of other cities such as Jeddah and Riyadh, one sees differences in summer and winter. The Taif area also has lower humidity (30%) than Jeddah (60%) and Riyadh (35%) (Speerplan and Koshak, 1978) during the summer months of

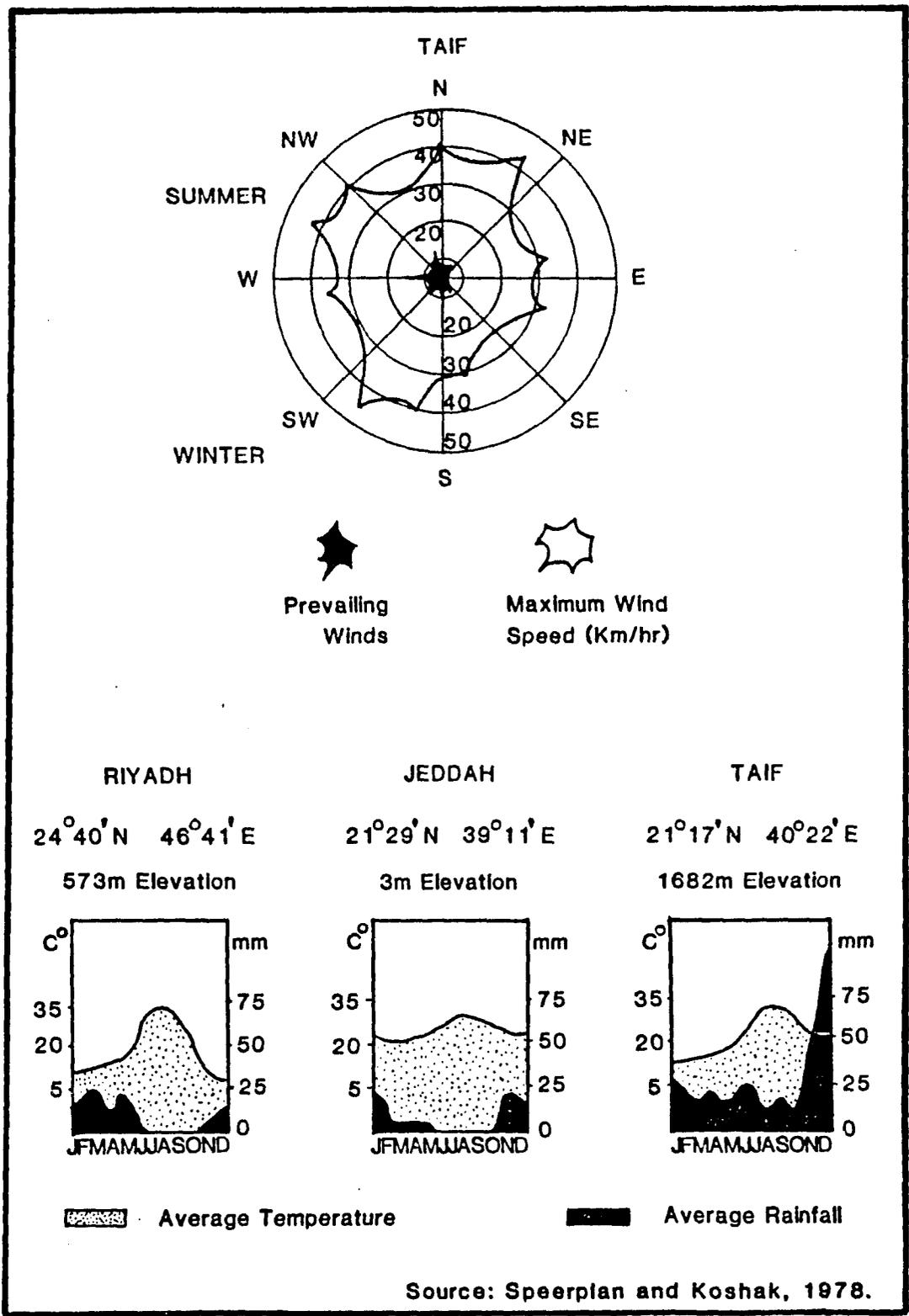


Figure 6. Comparison of climates.

June-August. Therefore, Taif is characterized as having mild humidity and dry weather. More than that, it has enjoyable breezes which blow northwest in summer and southwest in winter. The winter winds are sometimes cold. Maximum wind velocity is about 10-20 km/hour (Figure 6) (Mathew, 1973).

Taif is an important summer resort for the entire Kingdom. Not only is the city itself used as a resort but also the suburbs, such as Al-Hada, Ash-Shafa and Wadi Liyyah. For this reason the government of Saudi Arabia and all of its ministries move to Taif in the summer.

#### Rainfall

Generally rain can be found year round somewhere in the Kingdom. In the western region, rainfall varies every year from 100-200 mm (Mathew, 1983). The rainy season can be divided into two main periods. The first is spring, with the peak rainfall occurring mostly in April. The second main period of rainfall is in late autumn and the middle of winter (November and January). However, heavy downpours are not uncommon in summer. As a result, moist air is forced over the escarpment. This leads to supercooling and the creation of hail storms, which sometimes cause damage to crops.

### Urban Growth

#### Pre-Islamic Era

Taif was originally a walled settlement inhabited by the tribe of Thakif. It had two gates, Saab and Sahir. The first gate was used by the Yasar clan and the second gate was used by the Auf clan (Alobaidi, 1982). Many unsuccessful attempts had been made in the past to capture and occupy that settlement. Therefore, it was described by early Arab historians as a well-defended settlement. It was also the second most important settlement in western Arabia after Makkah. However, it had some advantages over Makkah because of its fertile land and moderate climate, which made it suitable for growing grapes and other crops. A single area in that region, called Al-Wahat, had over a million vines. Wahat was sold to Amro Ibn Al-Aas (the conqueror of Egypt). It was then used for cultivation of grapes and other crops which could not be grown in Makkah. These crops made Taif a rich city (Al-Sarkady, 1965). The ancient Arabian goddess Al-lat also had her principal temple here. Suq Ukaz was also located in Taif, which was the greatest social, cultural and business location in pre-Islamic Arabia. This unique situation made the Thakif tribe of Taif the only close competitor to the Koraish tribe of Makkah (Ibn Hisham, 1955). The principal traders in Arabia in general were members of the Koraish tribe.

The site of the original settlement was located on the southern side of Wadi Wijj (Figure 5) between Hawaya to the north and Shehar to the south (Daghistani, 1976). Evidence for this assumption lies in two observations. First, the prophet Mohammed, during his visit to the area, left Taif, which was known as Hawaya and Shehar, towards Al-Mathnah, the children of the city tried to follow him but they could not reach him. This indicated that there was a barrier between them. Second, it is reported that the prophet's army camp (now the Prophet's Followers Graveyard and the Ibn Abbas mosque) was at a "safe" distance from Taif's wall. Taif was situated at some, but not a great distance, from the south end of the Ibn Abbas mosque, and east of Almathnah (Mathew, 1978).

#### The Islamic Period

Taif, unlike Makkah, did not fall to the Islamic army, which besieged the city without success in 630 A.D. (Ibn Hisham, 1955). A year later Taif's people accepted Islam without fighting and became part of the new Islamic state. Then the Taif site inhabited by non-Muslims was abandoned by the Muslims, who chose the area next to the Prophet's Companion's Graveyard and Ibn Abbas Mosque for their settlement. This mosque has since become the nucleus of the city of Taif. However, this core was abandoned when people migrated to adjacent areas such as As-Salamah and

Karmah, the move occurring for two reasons. The first was that it became uninhabitable because it had been reduced to a ruinous state, for reasons which will not be explained here. The second reason is that part of it became a cemetery, and no prayers were held in Ibn Abbas Mosque which itself became part of the cemetery (Asmay, 1968).

By the year 630 A.D. Medina replaced Makkah as the seat of government (Al-Zarkaly, 1965). A few decades later the Islamic government headquarters were shifted to Damascus in Syria, which then became the focus of Islam's golden area. That movement weakened the importance of not only Taif but the entire area.

Taif had its own governor, who was directly appointed by the Caliph of Islam. The Taif area was abandoned by many people who had migrated there in order to propagate the faith and help advance the Muslim movement. The famous Suq Ukaz had closed down around 750 A.D. (Dagostani, 1976). In addition, the vineyards declined sharply as wine making was prohibited by Islamic law. However, the settlement persisted as a bulaidah (small town), but Yakut, an important Muslim writer of the Middle Ages, diminished it further by also adding the adjective "small" to the word bulaidah.

## The Ottoman Era

When the Ottoman Turks abolished the Mameluk Sultanate of Egypt in the early 16th century A.D., the Sharif of Makkah accepted their rule over his country, which included Taif. The reputation for general lawlessness within and outside of the settlement eventually caused Taif to be made a garrison. The price paid by Taif for being a highly strategic site has been considerable. J. L. Burckhardt, who visited Taif in 1814 A.D. described the town as being "in a state of ruin but few houses are in complete repair." He counted about 50 shops in this formerly "commercial town--where everything now denotes great misery" In 1879, C.M. Dougherty (Dagostani, 1976), though he admired Taif, also pointed out the run-down appearance of the town. A few years later, in May 1883, Mohammed Sadik Pasha (Dar Alshorog, 1964) gave a more optimistic and fuller picture of the town. He noted that there were 400 houses inhabited by 2000 people, 200 shops, 13 mosques, two slaughterhouses, a military hospital, a Turkish bath, a government building, and a castle. However, the pasha moved around freely and enjoyed special assistance because of his rank, and his visit coincided with the town's business and trade peak. All of that occurred in the summer, which in that particular year was the season of Ramadan. Also, during the summer months the

Sharif of Makkah, the Wali of Hijaz, the army command and headquarters, and all government offices moved to Taif from Makkah and Jeddah, thus contributing to the overall positive impression of the Pasha (Ibn-Khamis, 1978).

#### The Hashemite Era

Whatever progress Taif had achieved did not last very long, however. The outbreak of Arab hostilities against the Ottomans led to the siege of Taif, and to its surrender in September 1916 after gun battles that destroyed part of the city and its surroundings. The field sketch (Figure 7) of the town and its surroundings, which was made by Turkish artillery officers on September 25, 1916, clearly shows its military importance. Az-Zimikly, who visited Taif a few years later (Daghistani, 1976), indicated that almost half of its 10,000 inhabitants had left because of the war. The head of the town municipality informed him that there were around 1,500 houses left.

#### The Saudi Era, 1924-1944

Taif fell to the forces of King Abdulaziz in September of 1924. Eldon Rutledge, who visited that city in February 1926, gave an account of this event in his book The Holy Cities of Arabia. No noticeable growth and expansion was reported at that time and through the end of the Second World War, due to several reasons, of which the

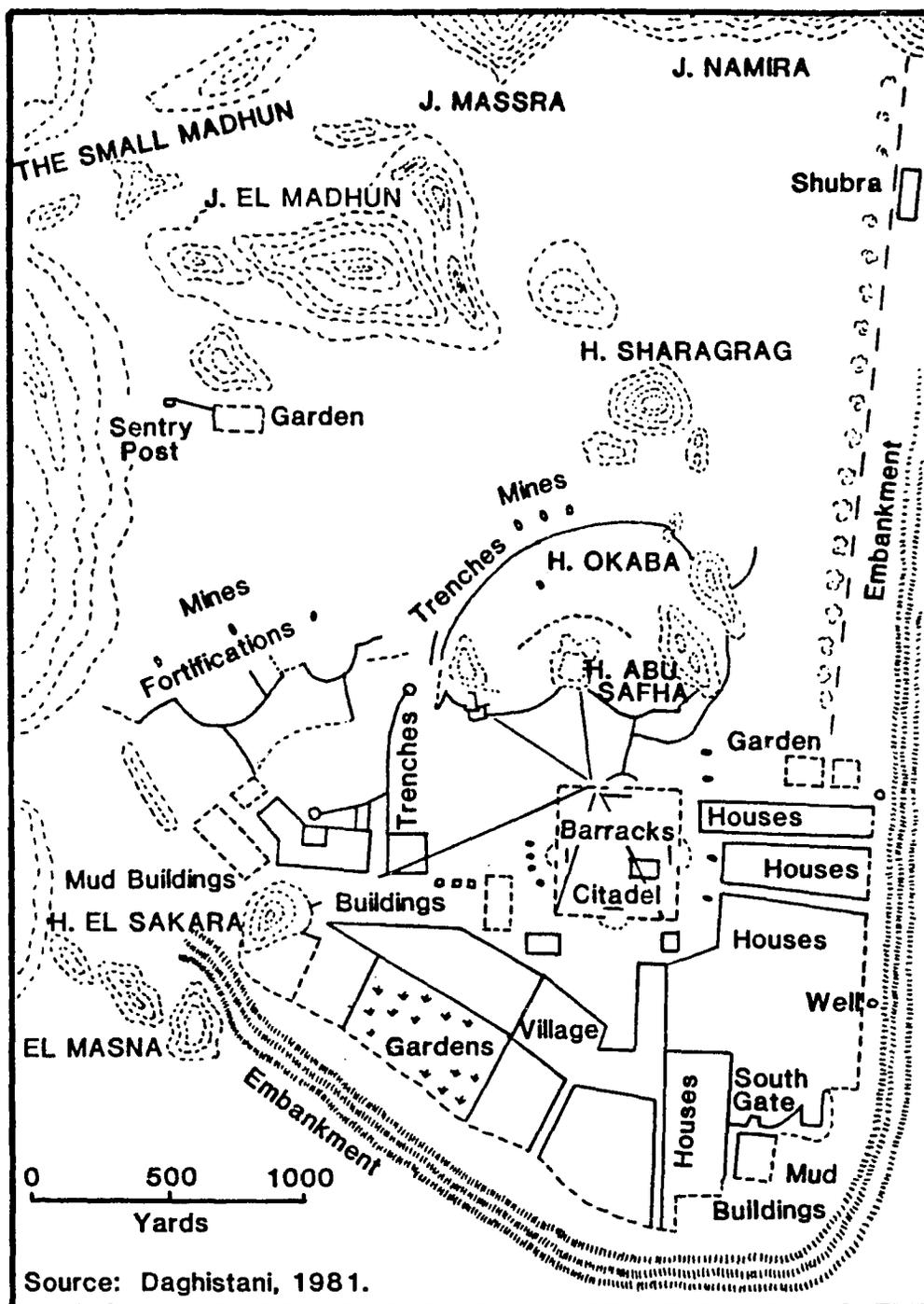


Figure 7. Field sketch of Taif, drawn by Turkish artillery officers, September 25, 1916.

following, according to Rutledge (Ibn Khamis, 1970), are the most important:

1. At this time, the government and the nation suffered tremendous financial difficulties. Taif, a small struggling village area, reflected the economy of the nation.

There was no industry, and King Abdulaziz was attempting to unite a group of very independent tribes and villages. The only revenues were from monies paid by pilgrims on religious visits to shrines in the area. The location of a major mosque in Taif brought revenues to the city.

2. The intensification of this state of affairs in the early 1930's by the world-wide economic crisis, which was accompanied by a drop in the number of foreign pilgrims (DeCrus, 1965). (Pilgrimage revenues from the Haj had always been the country's most stable source of income.)

Since foreign pilgrimages decreased, Taif felt the drop in revenues, as well as other cities.

This source of revenue had not been sufficient for the new government, and now with revenues cut, the country found itself in a serious financial situation.

3. Even when oil was discovered in commercially exploitable quantities in the 1930s and its revenue began to grow, these activities were restricted during World War II due to the shortage of shipping facilities and pipelines (Central Planning Organization, 1973).
4. By the end of the war, production had begun to rise rapidly. This made city development possible, especially the building of large estates outside the town wall. When growth began, advantage was gained from the ruinous state of the As-Salamah and Karwah quarters. Having been ruined and largely unoccupied since the First World War as most houses belonged to the departed Ottoman Turks, the sites could eventually be rebuilt after 1942.

#### The Period Between 1945-1959

When World War II ended, the situation started to look different since the real expansion started for certain reasons (Ibn Khamis, 1390):

1. Great attention was given to army facilities when the army located its headquarters and training camps in Taif.
2. The town's historic wall was pulled down in 1947 to allow for expansion.

3. The government-owned area which was located at the east border of the wall was distributed to the inhabitants by the local authorities in an attempt by the government to develop and improve the city.

The expansion had reached Wadi Wijj by 1951 and stopped there. Expansion in directions other than east of the city was very limited because the lands in those directions were owned by various families for generations. Owners were very attached to their land by strong traditions and customs and as a result were reluctant to open it for development.

The western part of the settlement saw another wave of mansion construction. Some of these mansions are almost palaces, and are inhabited only in the summertime. In contrast, the eastern area consists mainly of single-story and poorer neighborhoods, and there is no open space and greenery (Figure 8).

Figure 8 indicates that the urban area of 1951 had reached a total of  $2.5 \text{ km}^2$  (250 hectares). The growth and expansion that occurred after 1945 were expected due to the constant increase in oil revenues. In addition, the wide distribution of the new wealth increased the volume of business and then raised the standard of living. This influx of revenue encouraged building of residences and expansion of business. The city of Taif was favored as a

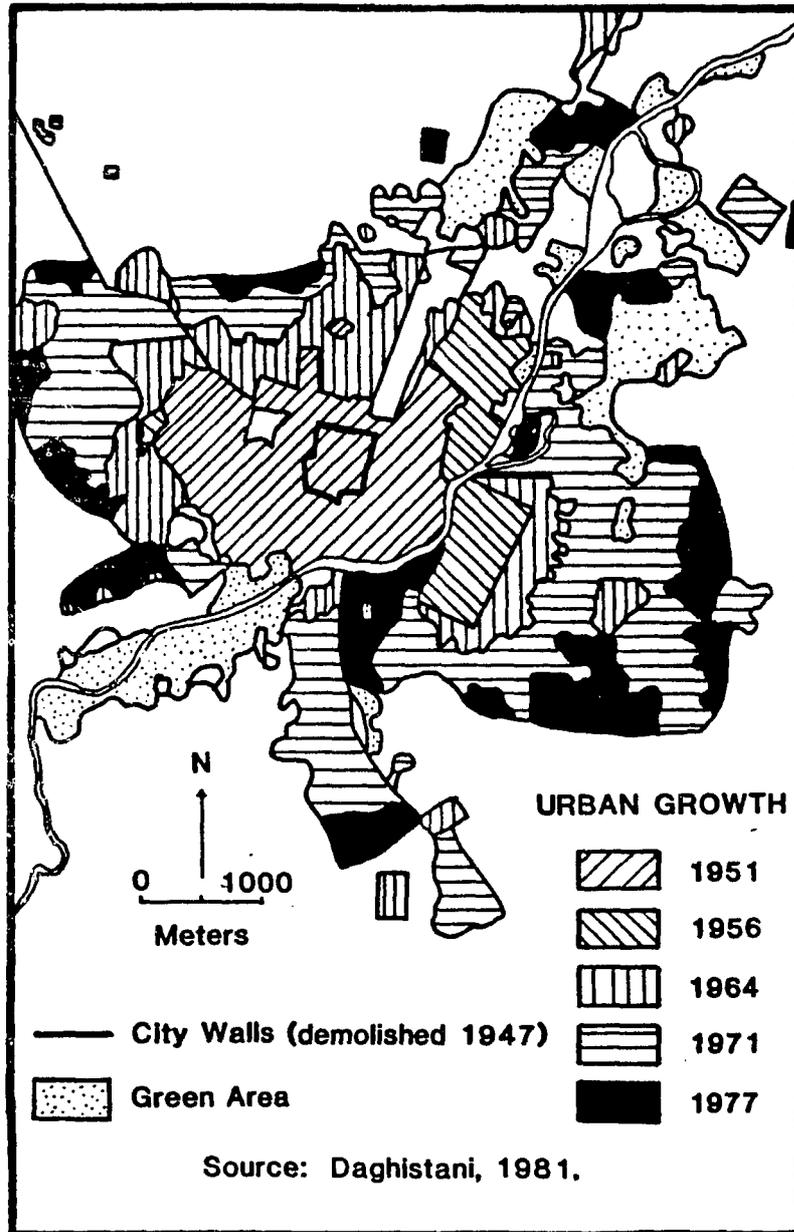


Figure 8. The growth of Taif city.

resort area by citizens of Saudi Arabia. Now, with more income and government subsidies made available to the people, business in Taif increased. The result was an increase in population in Taif. Most of these people were originally rural dwellers from Taif Amirate and other areas.

Taif's expansion toward the east was remarkable, as shown by the map of growth (Figure 8). The amount of expansion between 1951 and 1956, for example, was 1-4 km<sup>2</sup> (140 hectares), 95% of that being toward the east.

In 1945 Taif was relatively compact beyond its wall. Post-1945 growth radically altered its character and by 1959 the city was less compact. Even after expansion, the core of that city remained the functional center. However, the magnet center of the built-up area had shifted to the east.

#### The Period Between 1960-1973

Settlement in Taif increased considerably in the size and number of inhabitants through the early 1960s. Much of this growth was unplanned and most settlers constructed houses without permission from the municipality. However, permission was required by law. Therefore, most growth during that period did not follow proper planning principles.

Later on the city began expanding in other directions rather than just east and northeast, for several reasons:

1. Large areas in Karwah and As-Salamah finally became available to the public when their owners became more interested in selling. The government offices were built adjacent to Karwah and As Salamah. As the government expanded and needed more land, the value of land in Karwah and As Salamah increased.
2. As the newly constructed Trans-Arabia highway was planned to pass near Maashi, a building boom occurred in this quarter.

The 1971 (Figure 8) map illustrates the expansion of the city since 1964. Growth occurred in all directions and engulfed far-away villages such as Rayyan, Kamlah, Al-Jal and Jabrah. As a result, the urban area reached 9.7 sq. km. (970 hectares), an increase of 4.9 sq. km. (490 hectares) since 1964.

In 1973 a two-year contract was drawn up for just under S.R. 70 million to build the summer offices of the Royal Cabinet, Council of Ministers, and other ministry offices. By 1964 the urban area had reached 4.8 km<sup>2</sup> (480 hectares), an increase of only 0.9 km<sup>2</sup> (90 hectares) since 1956 (Speerplan, 1978). This slow urban growth was due to the fact that there was a large amount of unused land

within the urban area. In the early 1950s the price of land began to increase. As a result, people purchased large plots, walled them and left them to sit, unused, for a few years. When the suitable time arrived, these plots were developed. The growth rate seems to indicate a slowing or decline if we compare the rate in 1951-1956. Actually the growth rate reflects the usage and utilization of the undeveloped lands. Although there was a decline in the growth rate, we see a higher rate per capita usage of the land.

The usage of these empty lands caused a shift in the utilization of available buildings. Many government offices such as the Ministry of Defense and Aviation moved to the new areas. As these new areas (such as the Al Hada district, which grew to 20 km) sprang up, realtors opened their offices there. The town planning offices moved to Taif, for there were many realtors, who were the prime reasons for planning offices. This increased the municipality's effectiveness in controlling and guiding urban growth, by improving planning techniques and increasing financial aid. For example, municipal authorities have been able to broaden the scope of projects that have been planned to improve urban areas which have been carried out by various government ministries.

Besides the expansion of municipal services, there are other factors which attract people to Taif. The most important of these are the linking of Taif with Makkah and Jeddah by paved roads, and the later linking with Riyadh via the Trans-Arabian Highway. More recently, Taif has been connected to the fertile southwest part of the country by a southern highway.

#### The Period Between 1971-1977

Growth during this time has taken place in all areas; however, it was most noticeable in the area located east of Wadi Wijj. Much of the growth during this period was a consolidation of the urban framework, including the filling in of gaps in the urban development pattern. As a result of that development, the urban area increased by 3.1 km<sup>2</sup> (319 hectares) and reached a total of 12.8 km<sup>2</sup> (1280 hectares) (Speerplan, 1981).

#### The City's Main Functions

Taif has traditionally served as a garrison town and as a subregional center for the area of southwestern Saudi Arabia (the Asir and Al-Baha). Both elements are still of economic significance. But perhaps the city's most important functions today are as the summer seat of government, and as a seasonal refuge for many Saudis who live in the more humid parts of the country. The summer

population of Taif is 30% greater than the permanent population (Speerplan, 1978). Summer residents and visitors tend to be drawn from the wealthier segment of the population.

The major land use in Taif is residential/commercial activity centers. These centers are located around the old part of town and near the Turkish kishla, or barracks, which is now the central area of Taif. Since Jeddah is within fairly easy reach, Taif has more shopping facilities than would be expected for its size and level of prosperity. The location of Taif on the highway between Jeddah and the cities in the southwest, and Riyadh, causes Taif to become a major distribution point. Agricultural products come from the interior to Taif. Here, wholesalers purchase them and ship to their retail outlets in the other cities. Imported goods enter Jeddah, and the market places of Taif become the major trading stations for wholesalers of the Taif region.

The government sector is by far the most important source of employment. Excluding the education field, the public payroll accounts for more than thirty percent of all employment. Government employment covers a wide range of activities, from administration to hospital services (Town Planning, 1982).

Taif does not have any heavy industry. Its industrial activities are limited to service industries and handcrafts ranging from vehicle repair to jewelry-making. These industries are scattered throughout the city.

The transformation of Taif to the summer capital of Saudi Arabia is the most important influence in the growth and development of the city in recent years. It has influenced, and will continue to influence the growth and development of the city. These important activities can be directly traced to the relatively pleasant climate and strategic location of Taif, which make it easily accessible by road and air from all parts of the Kingdom. The location and surroundings of Taif have made for great accessibility by air. The master plan researchers recommended a major air terminal in Taif. In the summer, Taif becomes the major resort in Saudi Arabia. This causes a great increase and nearly doubles the volume of air travelers at Taif. Air travel is an industry that is heavily subsidized and encouraged by the government. In addition, Taif is the largest and most important city in a vast area to the south and east; therefore, it has attracted over 30 local and regional offices of government ministries and departments.

Due to its location in the center of a highly productive agricultural area, and also due to the national

and regional transport routes that link Taif with the rest of the country, it is a commercial service center for the towns and cities of the Tihama. On the basis of its market catchment area, the agricultural region of Taif extends for about 200 km to the northeast. It reaches Tarabah and Al-Khormah to the east and Al-Bahah to the south. In addition, there is a more compact sub-region which is heavily dependent on Taif. That sub-region comprises wadis within a radius of 40 km around the city (Mathew, 1978).

One of the other important functions of the city is as a transportation service center for people passing through the area. This role is most noticeable during the Haj season because many pilgrims going to Makkah pass through the Taif airport, and may arrive by car.

#### Structure of the City

The historical development of Taif clearly shows the city's traditional role as a military center. One of the most noticeable buildings is the Turkish kishla (fort), which is located adjacent to the line of the old wall, commanding a strategic view of the southern and eastern approaches to the city. The decision to make Taif the summer capital of the country increased its role as a summer resort. It also accelerated the population growth rate and expanded the boundaries of the city. The

development started first in the southern and eastern quarters, then moved toward the northern and western areas.

The commercial activities are located in and around the old town, which faces growing congestion during the summer months. Action to improve this situation has been taken by consultants as part of the master plan proposal.

The predominant land use in Taif is residential. The average building height is three stories in the central area and about two stories in the residential area. Therefore, the profile height of the city is low. In general, the buildings are well related to the landscape.

The agricultural area within the city is limited to parts of Wadi Wajj and Nuzah. However, agriculture still represents a considerable percentage of the land used outside of the city. Crops that require a mild climate can be cultivated in Taif. Melons of every kind, vegetables and grapes are major crops of the area. Fruits such as peaches, plums and apples are very abundant, as well as dates, citrus and cactus fruit. Vegetables are tremendously varied. Tomatoes, okra, cabbage, green beans, cucumbers and onions are very common. Taif's central location on major arteries encourages agricultural development as well as other industries.

The airport is located on the north side of the Riyadh highway, about 30 km northeast of the city.

### Taif as a Unit

One of the common themes in urban geography is the study of the external relationships between cities. The significance of any urban center lies in part in its impact on the surrounding areas and on other urban centers. The determinants of a city's influence on other settlements are its size, function, and role. These characteristics are, in turn, affected by the location of the city itself. In the literature on urban studies, terms and concepts such as city hinterland, city region, urban field and urban fringe have evolved. The underlying significance of such terms is the impact cities have on their surrounding areas and vice versa.

Taif has grown by virtue of its central location. In part, the city had functioned as a stronghold or garrison town. However, this function was not the city's entire purpose. Taif has always relied to a great extent upon its hinterland. The surrounding areas were primarily agricultural lands which provided the city with fruits, vegetables and grains (Figure 9). Historically, Taif functioned as a trade center since the relationship between Taif and its hinterland has always been very strong. The city was supplied not only with food but with migrants as well. Unfortunately, as a result Taif has grown at the expense of the surrounding agricultural areas since several

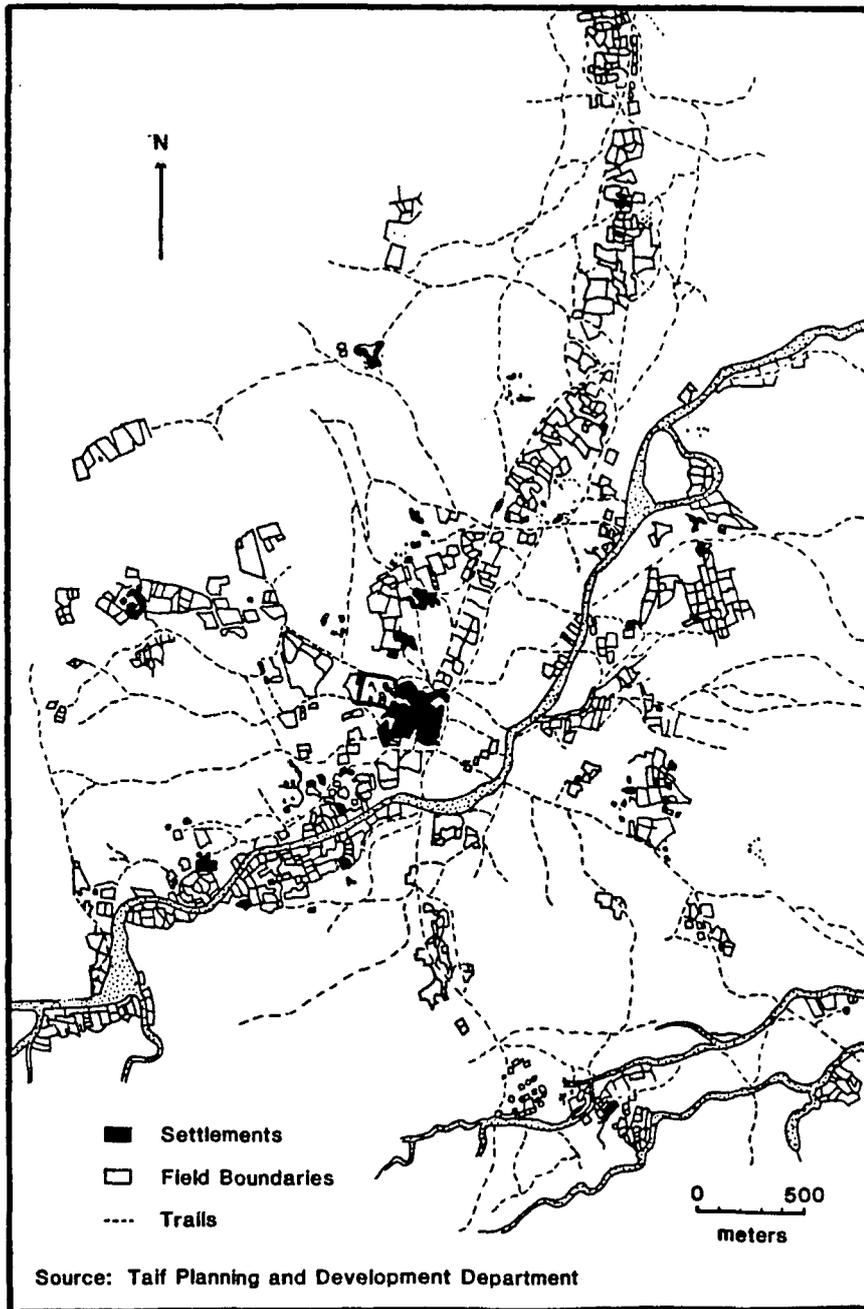


Figure 9. Taif hinterland in 1900.

agricultural villages have been absorbed by the expanding city. These villages include Unkhubs, Sabmah, Mathnah and Rayan.

At the present time, Taif is important as a trade center for the immediate rural areas, but more importantly, it functions as an administrative and summer resort area. Taif is the administrative center of a large region, the Amirate of Taif (Figure 2), having more than 470,000 inhabitants (Table 1) (Population Census, 1974).

This region, known as the Taif region, is significant for its agricultural potential and human resources. There are about 174,000 dunams (about 156,600 km) of arable land in this region, 32 percent of which is found in the city hinterland (Table 2).

Taif is the only urban center within the region, and consequently most of the agricultural yield is marketed there. Four major markets in Taif specialize in the sale of agricultural products. They are located in different parts of the urban area. The fruit and vegetable market, or Al-Halagah, is located in the southeast area of Taif. Another market, for sheep and livestock (Al-Maqafah), is located in the east side of Taif. Another market, known as Al-Hajlah, handles the grain trade and is located in the center of the old city. And the fourth market, known as Bar-hat Al-Gzaz, which accommodates jewelers, bookstores,

Table 1. Population of the Taif region.

Name of Locality	Sedentary	Nomadic	Total
Taif city	203,981	876	204,857
City hinterland*	44,692	33,360	78,052
Al-Hada	7,135	273	4,708
Al-Saif	2,076	2,598	4,674
Aushairah	2,268	5,796	8,064
As-shafa	5,804	144	5,948
Gheia	516	9,831	10,347
Abunakar	121	13,026	13,147
Banisaad	12,797	1,197	13,994
Maison	13,909	2,082	15,991
Thagheef	4,745	--	15,991
Haddad Ben Malik	10,604	12	10,616
Al-Ghanea	12,198	--	12,198
Torabah	9,522	30,576	40,098
Al-Khurmah	11,983	10,776	22,759
Total	342,351	128,547	470,898

Source: 1974 Population Census, Saudi Arabia.

\* Small villages within 10 kilometers of Taif.

Table 2. Main agricultural districts of Taif.

Districts	Areas of Arable Lands	Areas of Permanent Crops	Other Lands Areas	Total Lands Areas
Taif	56,199	30,346	2,042	88,589
Hada	6,294	2,432	85	8,811
Shafa	10,928	1,280	122	12,330
Bani Shaad	13,434	1,746	186	15,366
Balharith	20,760	2,788	422	23,970
Haddad (Bani Malik)	20,918	1,265	102	22,285
Thaqeef	7,431	523	37	7,991
Tarabah	11,444	15,267	192	26,903
Khurmah	26,855	26,504	326	53,684
Total	174,262	82,151	3,514	259,929

Source: Compiled from the Results of the General Agricultural Enumeration of Mecca, Madinah and Al-Baha, Ministry of Agriculture and Water, Bureau of Agricultural Statistics, Part IV, 1973-74, Riyadh (in Arabic).

and cloth and kitchen merchants and others, is in the central part of Taif. There are several other small markets located in different parts of the city which specialize in different trades.

There is no city in the area that has as direct an effect on the region as Taif. However, there are other small towns including Al-Bahm, Bal-gurashi, and Abha, which are located south of Taif. The populations of these small towns are at least 30,000 people (Figure 10).

The high elevation of Taif is its most important characteristic, moderating its climate, especially during the hot season. It is estimated that about 30,000 visitors spend their summers there each year (Mathew, 1971). The majority is drawn from the central part of the country (e.g., Riyadh) as well as from the major cities of Makkah, Jeddah and Riyadh (Figure 11). In addition to being a summer resort, Taif functions as a temporary stopping place for visitors from the eastern, central and southern parts of Arabia on their pilgrimage to Makkah.

Due to the fact that jobs, opportunities and modern amenities are more plentiful than in any other place in the area, Taif has attracted many seasonal migrants from different areas, and, subsequently, growth is rapid. The spatial expansion of Taif, discussed earlier, although a good indicator of city growth, does not serve to fully



Figure 10. Southwestern region of Saudi Arabia.

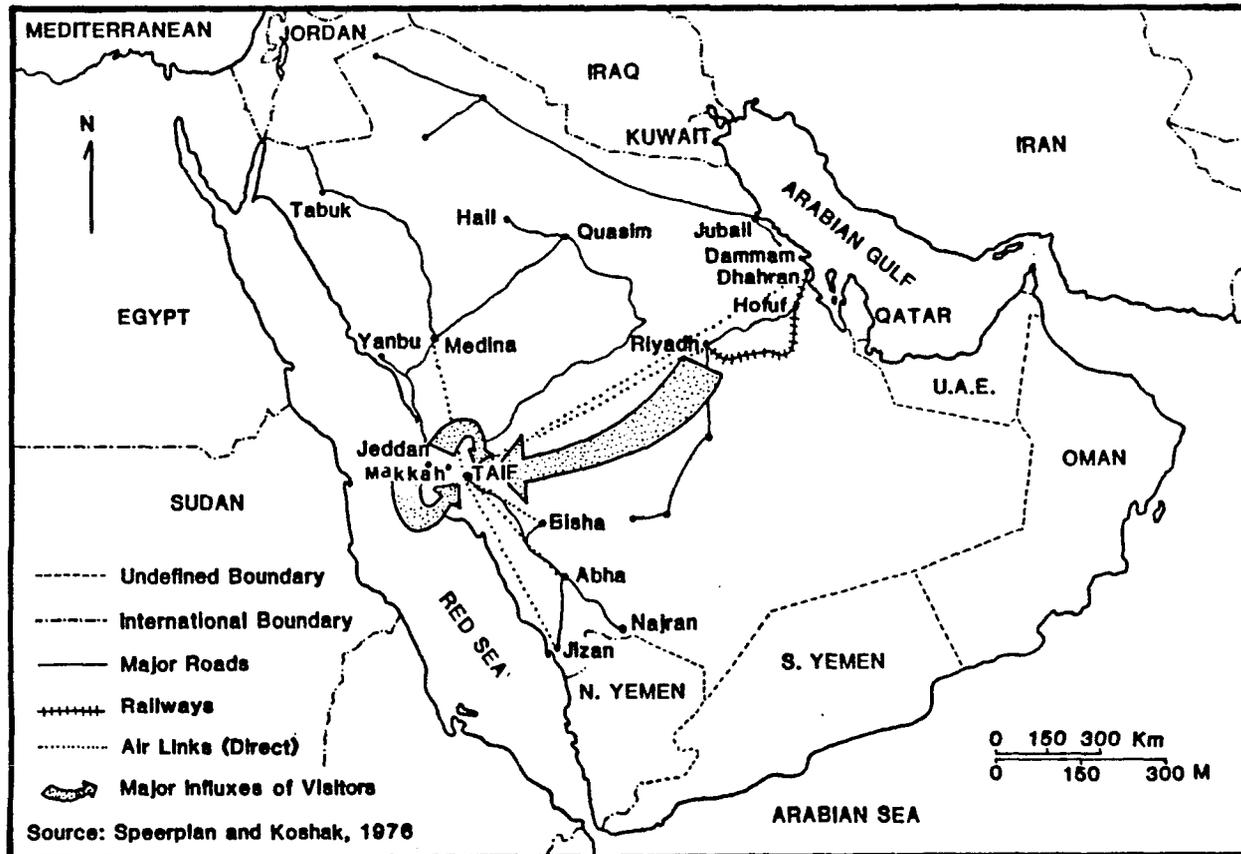


Figure 11. Regional context.

illustrate the impact of Taif's growth on the entire region. Population trends present a better picture of such relationships.

From Table 3, one can observe the increase in growth, by percent, for the years 1964 and 1978. The annual increases are good measures of how the city grows annually in terms of area and population. It can be seen that the percent rate of increase in the population of Taif tripled between 1964 and 1978. The reason is the mass migration into the city.

The growth in Taif's area and population reflect the city's expanding sphere of influence over the surrounding agricultural lands and populations. There are also some factors that enhanced urban sprawl such as the recent improvement in inter-urban communication and development of better motor transport. Both factors have permitted closer contact with the surrounding villages as well as other urban centers. Any future development in communications and roads will undoubtedly help the city grow even more.

#### Population Growth and Distribution in Taif

According to the 1974 Saudi Arabian census, Taif had 204,857 inhabitants. Based on Speerplan and Koshak's 100 percent house-to-house survey of Taif in 1978, the population was 217,779.

Table 3. Population growth of Taif.

Years	City Population	Percent of Increase	Percent Rate of Increase	City Area (hectares)	Percent of Increase	Percent Rate of Increase	Population Density
1951	37,500	--	--	250	--	--	150
1956	50,500	34.60	6.90	390	56.00	11.20	130
1964	57,500	13.80	1.70	480	23.00	2.80	120
1978	217,779	278.70	19.90	1,402	192.00	13.70	155

Source: Figures for 1951, 1956 and 1964 are taken from Italconsult 1971.  
 Figures for 1978 were taken from Speerplan and Koshale, 1978.

The population distribution in the city is uneven (Table 4). There is a high population density in zone one, which holds 332 persons/ha, and in zone two, which holds 431/ha. Zone one represents the core of Taif while zone two is Yamanih, Bukhaniah, and Sharqiah quarters. All the quarters in zone two are located to the east of the old town. The high densities within these two major districts may be due to the concentration of multiple family dwellings and may also be due to the lack of open space. Zones six and seven represent the largest area of the urbanized district, and they contain relatively high population density. In contrast, zones four and eight have a low population density. These two districts have modern residential quarters with larger houses and smaller families. The average population density in the city is 155/ha.

#### Summer Population

The importance of Taif as a summer resort has been mentioned frequently. Each summer the population of Taif is swollen by an influx of visitors. For example, in 1971 the number of visitors exceeded 33,000. In 1978, the number was only 16,000 according to the 5-year plan and Koshak census. This apparent reduction in visitors is misleading because of the growth of summer resort areas outside of Taif, such as Al-Hada and Ash-Shafa. These

Table 4. Population distribution of Taif by zone.

	Zones <sup>1</sup>									Total
	1	2	3	4	5	6	7	8	9	
Population	12,599	36,174	23,717	1,277	21,653	43,644	61,204	13,711	3,799	217,779
Percent Population	5.78	16.61	10.89	.58	9.94	20.04	28.11	6.29	1.74	100.00
Area in Hectares	38	84	166	21	178	252	392	238	33	1,402
Population Density	332	431	143	61	122	173	156	58	115	155

1. See Figure 12 for zone locations.

Source: Compiled from Speerplan and Koshak, 1978.

resorts' services are dependent on Taif's resources and manpower, while their populations are not counted in Taif.

Taif's recorded history shows that the city was used as a summer resort since Mohammed's time, but on a smaller scale due to the lack of good transportation. In the old days the visitors were mainly from Makkah, while nowadays hundreds of thousands of Saudi citizens and others from the Arabian Gulf enjoy the cooler climate of Taif. And although the opportunities for foreign travel increase as the Kingdom continues to benefit from the development policies of the government, many people still take advantage of the pleasant climate, beautiful surroundings, and superb facilities of Taif and spend at least part of their summer vacation in that city. Some visitors own houses in Taif and use them only in the summer. The other visitors either rent houses or apartments, live for free with friends, or camp in the hills around the city during their visit. Recently the number of high-quality hotels has increased. However, the number of visitors staying in hotels is relatively small.

Many Saudi residents make holiday trips away from home during the summer months. But the population movement toward Taif appears to be much more than just a regular trip. It has many characteristics of a seasonal migration. There are two principal factors which lead to this

conclusion. First, the typical summer resident of Taif lives in the city for a long period and, moreover, lives in a private household rather than as a hotel guest. Second, most people carry on work during their stay in Taif. Almost all of those who do work are employed in government, thus demonstrating once again the significance of tourism and the summer migration of government to Taif.

#### The City of Taif Today

Today Taif includes several districts and neighborhoods that have different characteristics and appearances. These are illustrated in Figures 12 and 13, which also dramatically show that a small part of the total urban area comprises the old town of Taif. Other aspects of the present city structure are shown in Figure 14.

Originally the old city of Taif was predominantly a residential area. Commercial uses developed only gradually as the old city became the central area of the present-day city. As the city grew, commercial functions of the central area increased in scope and intensity. After that it became almost entirely an area of mixed uses, since the ground floors of buildings were being used for commercial activities, such as shops, restaurants and offices, while the upper stories were used for residential purposes. With the continued expansion in the urban area, some commercial enterprises were attracted to areas along the major

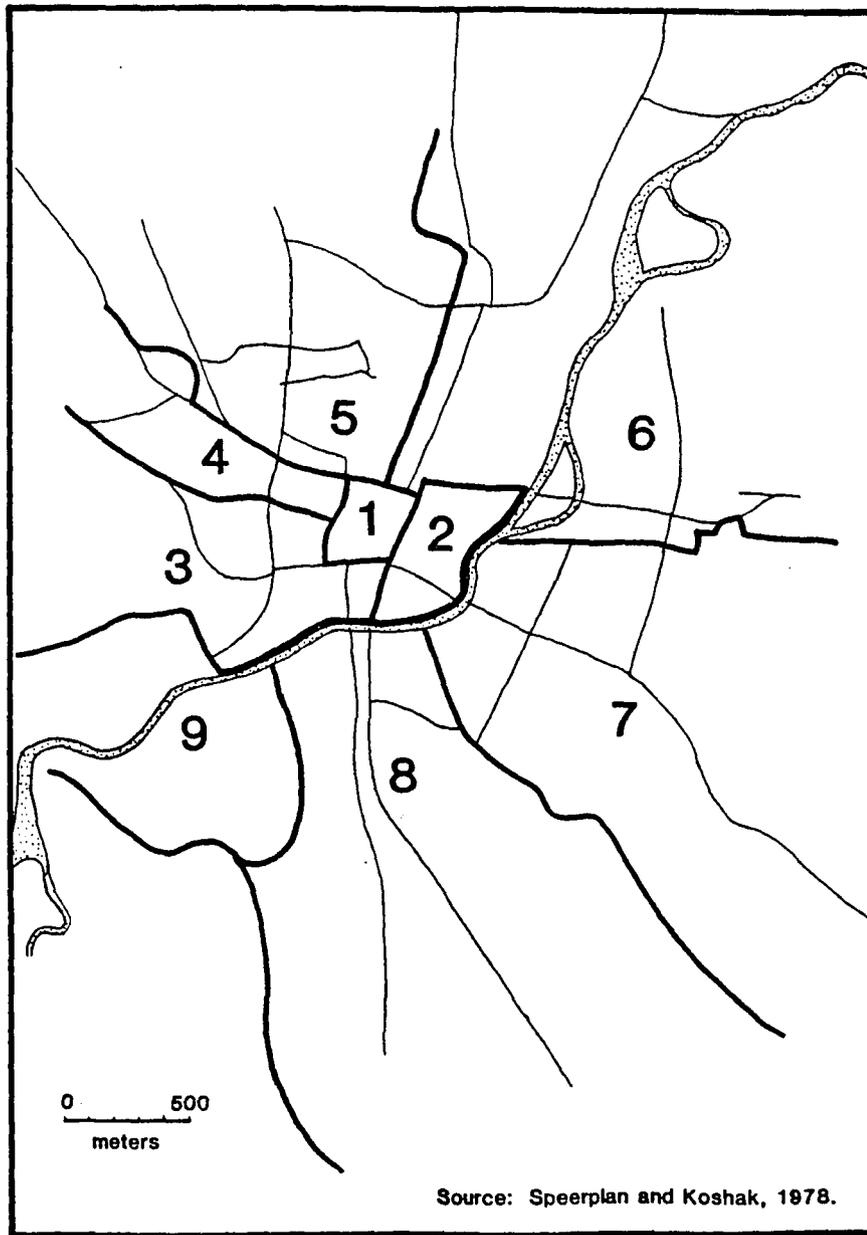


Figure 12. Existing socio-economic survey zones.

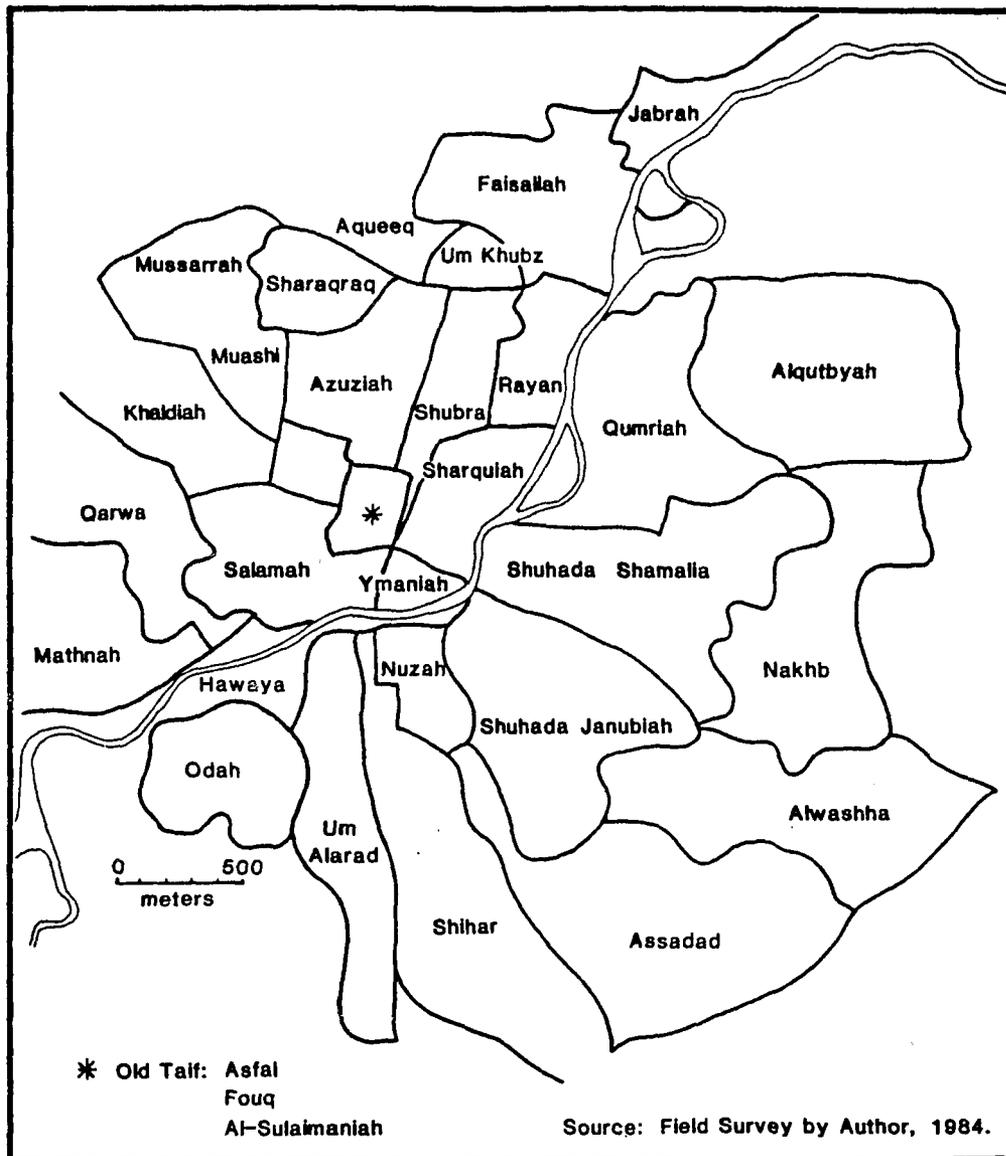


Figure 13. Taif residential quarter.

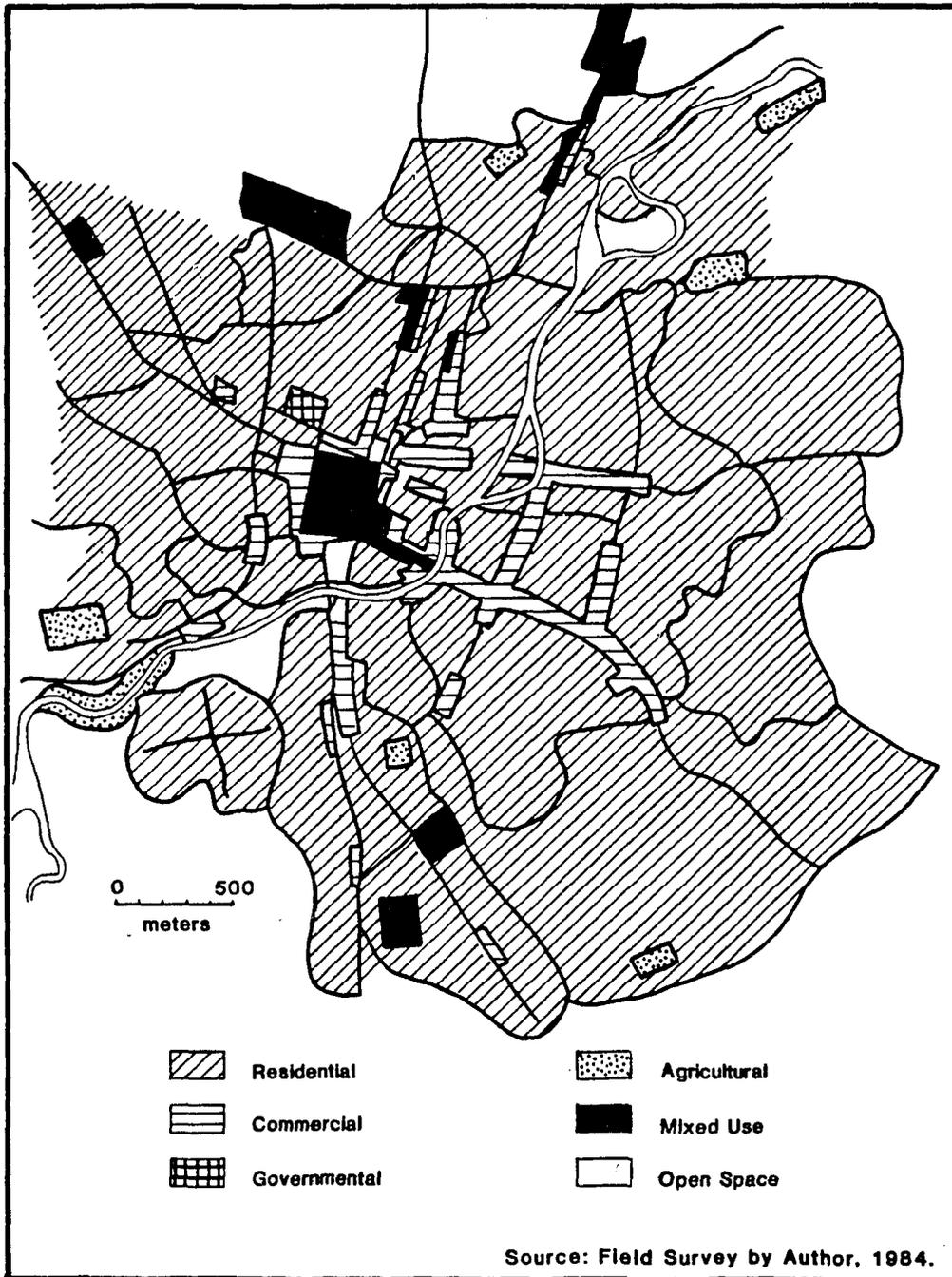


Figure 14. Existing land use in Taif.

avenues. However, the old town remains the undisputed commercial center of Taif.

The As-Sharqiyah, Al-Yamaniyah, and Ash-Shohada districts are located in the east side of the old city. These areas have small buildings and narrow roads; however, their present growth is rapid due to their central position and good access. On the other hand, the new Ash-Shohada, Qumriah, Al-Qutbyah, Nakhab, Zunha, Odah and Um Alarad districts are located east of Wadi Wijj. All are subject to substantial redevelopment, in an attempt to increase their density.

As-Salamah, Qariua, Al-Khalidiyah, Azuziah, Sharaqaq, Mussarraah, Aqeeq, Um Khubz, Faisahah and Jabraah districts lie west and northwest of the old city. They are basically well-developed and exhibit good standards of urban planning. They all have wide roads and many nice villas with gardens. A complex has been built on the site of the former kishlah, or Turkish barracks. These districts contain many summer palaces and some of them are superb examples of traditional architecture and historic preservation. The shubra palace, in particular, is an outstanding example of traditional Hijaz design principles.

South of the old city, beyond Wadi Wijj, are the Shihar and Al-Mathnas districts. They are well-developed,

with wide, tree-lined streets and open spaces containing gardens and parks.

Much of the development which has taken place in recent years is more spacious, reflecting the increase in prosperity which resulted from the government's successful efforts to distribute oil revenues as widely as possible and improve the standard of living. Many people built large homes with big open yards, in harmony with Saudi Arabian traditions and the precepts of Islam. This, in turn, reduced the average density of development.

#### Al-Hada

Al-Hada is located in the upland portion of the Taif metropolitan area at the top of the Hijaz escarpment (Sarah), 15 km from Taif proper on a major national highway. This position has led to its growth as a summer resort. The area also has great natural beauty and an increasing number of recreational facilities, which make it an attractive vacation spot for many thousands of visitors. It boasts a modern street network which not only serves the new residential area but tourism and support facilities, such as the Sheraton Hotel and the Al-Hada General Hospital. The road between Al-Hada and Taif has recently been improved, thus expediting communication between the two settlements.

### Ash-Shafa

Ash-Shafa is an important agricultural area. But because of its attractive surroundings, Ash-shafa has begun to develop as an important outdoor recreational area. Although it is not as strategically located as Al-Hada, the road connecting it to Taif has been improved recently. Now it is much more accessible, enhancing its attractiveness, particularly as a weekend resort.

### Al-Hawiyyah

Al-Hawiyyah is the second most important settlement in the Taif area, after the city of Taif itself. In 1978 its population was almost 14,000. It is a residential area and service center for traffic heading toward Riyadh and Jeddah and the Taif airport. It is located between the airport and Taif, which ensures its continued growth and increasing importance.

## CHAPTER 3

### MARKET STRUCTURE

The city of Taif is one of the largest marketing centers in southwestern Saudi Arabia. This chapter will discuss the actual structure of these markets in Taif. Discussions in this chapter are based upon the work of several researchers, as well as personal observations in summer 1984 at the markets. This discussion will attempt to present the appearance and the physical description of the markets. In addition, the actual physical activity of the markets will be described. From this discussion, I will attempt to acquaint the reader with the structure and daily role of the markets in the city of Taif.

The market place, or suq, is the traditional business district of the Middle Eastern cities. This business district is generally located in the center of the city. There is a characteristic building pattern that is traced back to a period before the 19th century. The market place is a totally independent entity, not aligned with any larger system.

The suq is the center of economic and financial activities, as well as retail and wholesale activities.

Extremely diverse business activities center on the suq of the Middle Eastern cities. "The bazaar is therefore a complex interaction system with a well-articulated spatial structure which is determined by functional interdependencies" (Gormsen, 1976).

Islamic culture has affected the design of the Middle Eastern cities, and is the main influence in the economic design and function. The suq has grown surrounding the place of prayer. The mosque is of utmost importance in the daily life of the Islamic population. The structures which will provide the necessities for households' daily life develop around the mosque, which is the core of the town. The mosque forms the central focus, and then the market place develops adjacent to the mosque, and as the market grows, so grows the need for residences and then office buildings and other commercial structures which are built on adjacent land (Thompson and Hues, 1968).

In Taif there is the original mosque, where the worshippers come on Fridays, and there is a market place which surrounds this old "Friday Mosque." Within the same area there has been built a new mosque, and again a market area has sprung up adjacent to it. Each of these market areas reflects the character of the mosque which forms the core of its existence. As we study these separate markets, we will examine the individual characteristics and the

specialized traits of the markets in a more detailed manner. These markets are integral to the villages in the immediate area, for the geographic location of Taif is one which lends itself very easily to a steady flow of traffic. The central place theory in retail geography states "The theory assumes that an optimal location decisions made by the suppliers of services and that every consumer undertakes an economically rational journey to consume" (Davison, 1980).

Taif is located along the road tying Jeddah-Makkah and Riyadh. The agricultural area which surrounds the city is one in which a ready market is created for any products which are made available (Mathew, 1973). During the week the suq is quiet, but on Friday tribal leaders and the men of the villages travel to prayer. They travel by automobile, if they own one, and if they do not, they travel by foot. They arrive early in the morning and go directly to the mosque to pray. After prayer they will enter the market to complete the business required by their households, and they will be free to relax and enjoy a meal or coffee with their friends.

Once the business of the day is completed they will socialize and relax before they head home. The market place is the commercial center of their lives, and social contacts are made there too. If the heads of the tribes

arrange a meeting, most times they will elect to meet at the old market, at one of the coffee shops in the area. Thus the old market becomes not only the commercial center, but also a very important meeting place and social center for the men of the villages.

#### The Role of the Old Market

As one enters Taif, you follow the broad streets to the old mosque. Here, in the center of town, the old mosque stands. The mosque, like most of the buildings in the older part of town, is built of native stone. The buildings are in the Arabic style of architecture, and are built very solidly. They have survived many years, and the native stone has aged very gracefully.

The shops are located on both sides of the street, and it is apparent that they have been there for generations. One can sense continuity from the greetings and attitudes of the sellers. The street ahead is not straight, but curves and makes turns.

The shops on either side are two-story buildings built of native stone. The upper story in most of the buildings is used as a residence, and the smell of cooking and the sounds of everyday households waft through the air. There are vendors sitting in the street in front of the shops, many of whom are women. The shops display the handicrafts which have been produced by local artisans. These

shops display an array of leather goods, shoes and belts, as well as the wooden carvings and crafts; animal fat (ghee), dates and wholesale groceries are also for sale.

These shops provide not only commercial opportunities, but for the tribal and village leaders they are a place where advice can be sought and given, as well as an outlet for the products of the village. After prayer the village leaders and men go to the shops in this old market. As they enter they are greeted cordially by the merchants. These shops are very familiar to them. A particular leader or tribesman chooses a shop, to which his family has been going for a while or one which has been fair and equitable to him. In this shop he will make his main purchases when he comes to market on Fridays. If the shop is a specialty shop he will ask the owner to advise him about the other purchases he must make. The tribal leader will have a list with him which contains everything his family needs. There will be many different items on it, for all the shopping is done on this weekly trip into the suq. The women of the villages and tribes do not come into the market as a rule.

As soon as the tribal leaders enter the store, many of the merchants order refreshments for their guests. This habit of treating their customers as honored guests is what has caused the establishment of coffee shops and restaurants in the area. The merchants will send someone

to bring the customers their refreshments, and they sit and talk of business. The system of barter is very strong in the old marketplace. The future crops or future products of the tribe or village are often used as an exchange item. The purchases are charged to the future income, and when the crops are brought to the merchants they then pay themselves for past purchases. A commercial relationship between these leaders and the merchants builds up, and the trust that is established is a bond that will last a long time.

These leaders and tribesmen become fast friends as well as business associates. The guidance of their business is very important to these leaders, and the business generated from the villages and tribes is absolutely integral to the survival of the old market. There is a mutually workable agreement which is fulfilled between the two parties.

As one walks down the streets of the suq, he is impressed by the number of foreign visitors. Taif is a popular resort and therefore has a great number of visitors. In the summer the government of the Kingdom of Saudi Arabia moves to summer headquarters in Taif. These two influxes will cause the population of the area to increase by 30% in the summer. This large influx has caused a number of hotels to be built adjacent to the suq.

Thus visitors to the city of Taif are close to the shopping facilities, the coffee shops of the old market, and the many social amenities of the city (Mathew, 1973).

Attracted by the native handicrafts, these visitors flock to the old market. They walk down the narrow, crowded streets, looking at the various wares displayed in the shop windows. They will stop for refreshments at one of the many coffee shops. At the end of the streets, the shops spill into an open plaza. Here, on weekdays, we will see many parked vehicles. This open space is rare in the heart of the city. On Friday the open space becomes a very busy part of the market.

In this area local women and other vendors will come and sit on their tapestries to sell the herbs and spices that are such necessities to the Arab way of life. Here there is a special place to introduce new products and to show off standard handicrafts. This open area becomes a tremendously busy addition to the established shops. It is an added attraction for the visitors, for on Friday the open areas teem with activity.

Auctions are held in these open areas as well. Friday is the day on which these auctions are held, and they are a great attraction to any visitor to the suq. Here is where bargaining is honed to a fine art. The best

prices and the best bargains are reserved for those who are willing to battle for them.

The old market is a traditional, wonderful and fascinating place to visit. Here we travel hundreds of years back to a slower, more enjoyable period of time. A very reverent atmosphere exists, for the center of this market is the old mosque. The old market is thus the center of social and commercial life for the local people as well as their visiting friends. The market is a multi-faceted area which provides a myriad of services. Social and financial as well as commercial needs are all met here.

#### The Role of the New Market

As the old market surrounds the old Friday Mosque, so has the market sprung up in the shadow of the new mosque. The walls of the new mosque gleam in the sunshine. These walls are of a modern building material and they reflect the new and progressive attitude which pervades the new market place.

The very walls of the new mosque have been utilized for shops. The walls facing the old market place are clear, clean walls, but those that face the new market place are specially built, and there are shops which are located all along these walls. The walls of the new mosque face a series of grocery shops in the old market, but the

shops which are in the wall facing the new market reflect the modern shops of the new market place. These shops which are located in the wall of the mosque contribute to the monetary support of the mosque. The rents which are paid goes directly to the mosque for its maintenance.

The shops in the new market reflect the modern growth of the country. Here are long sleek buildings, concrete storefronts which sport the modern glass windows, and the accoutrements of modern architecture. This modern look could be a shopping center in any modern city of the world. The shops here abound with the conveniences necessary for modern living. The city of Taif has a large and international population, and they require different clothing, and different lifestyles than that of the villagers and tribesmen.

The clothing stores reflect the changing trends and keep pace with the current fashions. Women's shops abound, and the cosmetics, beauty products and other contemporary necessities are available to the women of the city. There are very special booths where women may try on new and different veils. Here in this new market we find a great number of shopping opportunities for women. At the old market, the men are the predominant figures, for most of the shopping has been the responsibility of the men traditionally. In the old market there are women vendors,

selling herbs and spices, but in the new market we see a more modern woman shopping for her own needs.

These modern shops cater to the changing tastes of the people. They are not "shops" in the sense of the word, but small stores. Designed very efficiently, these shops utilize every inch of space which is available to them. These shops are very different from the comfortable shops of the old market, which invite the shopper to be leisurely and even to socialize. There is a modern, fast-paced way of life here. Traffic is fast, and these shops are established right along the walkways to attract the buyer in a more efficient manner.

The busy pace which is set in these stores does not invite one to sit and enjoy a cup of coffee. One senses that this is a fast-paced, bustling city, and one steps up the tempo of life as one goes into this new market. The new market is louder and faster than the old market. Here people do not bargain loudly nor does one hear conversations. The traffic from the adjacent avenues is far more noticeable than are human voices. Parking facilities and traffic flow are more abundant, for in this area the pace of life speeds up much faster.

We see in this area a heavy influence from the high tech industries. Here are many electronic shops, catering to every whim of the contemporary family. There is a

completely different feeling about this new market. It is a reflection of the contemporary tastes of the people. A strictly utilitarian modern shopping area has sprung up, and the function is very clear--the primary function is to provide a commercial outlet, both retail and wholesale.

#### Other Taif Markets

The rapid expansion of the Taif area has given rise to many neighborhood areas, or suburbs. These areas, much like the suburbs of any large American or European city, have brought forth new requirements for market places. Since the onset of the modern convenient lifestyle, people prefer a more convenient method of shopping for the daily necessities. This has given rise to neighborhood market places, where the homemakers may shop and buy necessities.

These shops are not a single type, but provide everyday goods and necessities. There is still the need to go to the central market places for most of the shopping, but many everyday needs are more conveniently met now. As the city has spread out towards the former agricultural areas which surround it, there have been more and more residences and neighborhoods established away from the central part of the town. These new residential areas each have a small shopping area located within its boundaries for the convenience of the residents. These modern shopping areas (usually grocery stores) are extremely

desirable to the new residents of Taif, who are not as attuned to the rhythms and patterns of worship and shopping as are Taif natives.

The newer shopping areas are more prominent, located conveniently along the main avenues leading into the city of Taif (Mathew, 1973). There are about ten of these avenues containing shopping areas.

In addition to retail grocery sales, these main avenue shops offer a number of specialty goods and services. Auto parts, photographic equipment, appliances, hardware, carpeting, and books are sold. There are also pharmacies, doctor's offices, tailor shops for men, real estate offices, and offices of small building contractors.

Although these shops along the main avenues are newer and bigger than shops in the central market, the convenience of the facilities is lessened because of limited parking space. Lack of adequate parking is perhaps the main reason why neighborhood residents will choose the central market over the more conveniently located main avenue shops.

One interesting phenomenon occurring in the shopping districts along Taif's main avenues is the sug alomal. This term refers to the day laborer who works illegally while in Saudi Arabia on a special visa to visit Makkah. The holy city is located only about one hour from

Taif. These workers are Muslims who come from other Islamic countries such as Egypt, Pakistan and Sudan. They make up much of the work force in these shopping districts.

On the east side of Taif is a large wholesale vegetable market. Sales here are transacted by auction. Lettuce, tomatoes, okra, beans and other vegetables sold in this market come from rural areas surrounding Taif and from other agricultural regions of the country. Fruits imported from other countries, such as oranges, apples, bananas and grapefruit, are also sold in this market.

There is also a wholesale livestock market located on the city's east side, near the highway that goes to the south of Saudi Arabia. There are no retail shops here; these establishments for meat and vegetables are located as separate shops throughout the city.

#### Internal Structure of the Old and New Markets

Entrepreneurship has been the key to success of the old market in Taif. This individual trait has, perhaps, been the deciding factor which has affected and influenced the success of most of the shops in the old market. Most of the shops in the old market are shops that were established generations ago. These shops were originally housed in a two-story structure where the upper level was home of the owner's family. The children of the shopkeeper grew up and were apprenticed in the shop, being trained to take

over in the footsteps of their father. The relationship which the shopkeeper established with the tribal and village leaders became a foundation for business in the shop.

The merchants are cautious people. They are not willing to gamble their business on untried methods, but they rely heavily on the proven methods and improve upon them in a variety of ways. The traditional entrepreneur is not usually willing to compromise his success and security for possible increases in business. Tradition dictates an established pattern which has brought success in dealing with the village and tribal leaders. These patterns form the backbone of the old market trade.

Within recent years, Taif has increased in popularity as a resort town. This popularity has increased the growth of hotels in and near the center of the city. A large number of hotels has been built adjacent to the old market place. Visitors patronizing these hotels prefer to seek out the traditional Arab market or suq. The utilization of Taif as a resort influences the markets, proven by the fact that summer is the busiest season in the markets. The traveling pilgrims and vacationers find their way very easily to the old market to buy (Mathew, 1973).

Here in the two markets we see the diverse and functional interdependence of the markets in action. The two markets are central for wholesaling and retailing of

the local industries, and we see that financial activities are also decided here.

The agriculturists will bring their produce to wholesale or retail at the markets. Once they have sold their commodities they will turn around and purchase the products needed in their homes and farms. If expansion requires further financial aid or banking services, they are available within the market also. A complex interaction system has developed within the market also. We see the two markets interacting very closely for the mutual benefit of both buyer and seller.

The new market shops are owned by local businessmen also. Here they are much more prone to experiment with the new modern concepts of retailing. The new market place provides for a more contemporary outlook. Here in the new shops there is competition of a different nature. There are owners from outside the perimeters of Taif, and there are concepts which are the opposite of the marketing patterns which succeed with the local leaders. Modern attitudes require changes in marketing concepts (Agergard, Olson and Allpass, 1970).

Bringing forth modern ideas and conveniences and selling these necessities to the modern populace is a major industry. There are numerically more shops in the new market, with a greater rate of efficiency. The competition

would be of more intense nature here, for the success of the store would depend on the inventories and the goods which the store can make available to the public. This area thus is not as dependent on the villagers' needs, but is catering more to the needs of the contemporary household (Rotblat, 1972).

#### Products/Services Available

The old market specializes in the basic demands and needs of the local populace in the immediate vicinity of Taif. Here at the old market we can find the clothing and materials that are favored by the older, more traditional women in Taif, the outlying villages, and the tribes. Clothing and cloth sales are the largest volume sales at the old market. The people of the villages surrounding Taif and the tribesmen who also live in this area are very traditional in their habits. Even though Jeddah is just three hours down the road and very convenient, when most of the villagers travel by foot, the city of Taif must be the place where they will do their major portion of shopping. For this reason, the vendors of the old market maintain an inventory that will appeal to the villagers and tribesmen. The old market has the wholesale groceries that these tribesmen need, as well as wood and leather goods. Animal fat, dates, honey and those food stuffs which are the basis

of their diet are available here. The gold and metal shops also provide the raw materials for their local handicrafts.

A very important function of the old market is one of being an outlet for locally produced handicrafts. The handicrafts that are produced in the villages--weavings, blankets, leather goods, etc. can be sold here. These goods are traded for other necessities, and thus the producers keep the economy of the old market moving. The produce which the local farmer provides is a major and proven product. Then, the merchants can turn around and retail these goods in the market. Since credit arrangements can be worked out with the local merchants, the financial center of the villagers and the tribes is here in the old market also.

Financially the old market, with its credit policies and with the close relationships between the tribes and the merchants, forms the cornerstone and the main support for the local economy. These merchants then may send the local products out of the local markets to larger markets elsewhere. They may retail the products locally in their stores; the old market, unlike the new market, is both a wholesale and a retail center.

Foreign visitors to Taif are attracted to the old market for several reasons. The tourist will come seeking the traditional handicrafts, but another type of visitor is

the investor in precious metals. Gold and other precious metals are sold in the gold shops and can be purchased readily by investors, as well as craftsmen who will use it to produce jewelry.

The markets are a complete business center which provide total financial and social services to the populace of Taif. Here within this market or suq, the citizens and visitors may buy all the requirements of their household. As a financial center, all basic services are available to them also. From a social standpoint, the suq becomes the preferable meeting place, and as such the social center for the people of the area. Although the services available are those of the retail merchants, the main function is one of total service to the populace (Dawson, 1980).

#### Spatial Groupings and Patterns

The old and new markets vary in atmosphere and appearance. The buildings of stone in which the old market places are housed are two-story buildings. The second story of these buildings is generally a residence for the owner of the shop. The stores at the old market are established, generally, in an unplanned pattern. There are no preplanned streets or walkways, but seem to have been built over a period of many years, where they are needed. The streets take abrupt turns, and they lead to open courtyards which serve as multipurpose areas.

The shops and stalls are not very efficiently organized, for the years have dictated the method of display; i.e., unlike the new market, the old market has evolved to accommodate more than just retail activities. Although the old market has more space than the new market, there are more shops in the new market. The old shops are larger, but do not have the modern convenience for the storage and display of goods that is available in the new market.

Generally, the back of the shops is an office and a warehouse. In the new market the shops are very carefully planned with an eye towards the maximum utilization of space. The buildings in the new market are planned efficiently and very close attention is paid to the detail of the shop. At the old market the shop has evolved, and the needs of the merchants have been met as they were perceived. This means that in many instances these shops do not utilize the space and the facilities available in the best fashion (Gormsen, 1976).

The grouping in the two markets is a good indicator of the difference in the scope of the markets. At the old market, as one starts to walk north from the old Friday Mosque, one first finds the shops selling hardware and kitchenware. There is a very large section of the market devoted to this kind of household ware. Across from the kitchenware area, there is an area which sells groceries,

followed by areas of handicrafts and native foods. Continuing north, one runs into the shops which sell older style women's clothing. A long area of this clothing for the native women is followed by a section which sells watches and jewelry. A very large part of this northeastern section of the market is devoted to this type of personal items for men and women. Across from this section of the suq we find the date sellers at the beginning, which are bordered to the north by the sellers of gold. The gold shops in the old market are directly across the street from the jewelry and watch merchants, which are to the west side. The rest of the clothing shops are on the northeast side of the market, and these are located to the northwest side of the new Friday Mosque.

If one would start from the same point, the southwest side of the old Friday Mosque, one would head towards the northwest to go to the new market. First one would run into a very large area which is devoted to kitchenware and hardware shops. This area is approximately one-third of the entire new market area, and is vast and varied in selection. Continuing north, one would begin to enter a section which caters to the personal needs. On the southeast corner of this section, the first area is that devoted to men's clothing. On the northwest side of the men's area there is a section which is totally devoted to

men's tailors. This section is thus devoted to the care of the male outfitters. On the northeast side of this section we see the beginning of the women's area, for the first section of stores we see are those selling beauty products. The beauty products are bordered by women's shoe stores to the west. Across the street from the women's shoes are the clothes and dressmakers for women. A very large section is devoted to women's clothing, and the gold and jewelry sellers are located next to and directly north of the clothing stores. In this manner, the women may come and choose gold and jewelry which will match and be worn with the new clothing which they have purchased. The location of the shoe shops and the beauty supply areas are also very close in proximity to the clothing store. Women may come and do their shopping for a total "outfit." In this way the planning and spacing of the shops has been utilized to the maximum point.

East of the clothing stores in the new market, we find the stores which carry children's or baby needs. This is a small area which is surrounded by the women's watch shops to the southeast and the electronics shops to the northeast. These electronic shops are located directly across from the bookstores, which are located in the wall of the new mosque.

To further analyze the groupings of the products, I have devised a series of maps for the area. Each map has focused on one group of products. The major groups are described as follows:

1. Jewelry, including gold, silver and watch.
2. Foodstuffs, including grocery, date, honey and animal fat, spice, and candy shops.
3. Hardware, including hardware, kitchenware and electric appliance shops.
4. Personal needs, including handicrafts, luggage, coffee, book, pharmacy, and beauty shops.
4. Clothing, including women's cloth, men's clothing, men's tailor, women and men's shoe shops. Also baby item, old women's cloth, women's face cover, and women's tailor shops.

#### Jewelry

The map (Figure 15) indicates where the jewelry-type products are sold. A prominent feature of this type of shop is shown by the location of the stores. The gold stores in the new market are adjacent to the parking lot. This is the most high-rent area of the marketplace because of high visibility and ease of access.

Taking the entire northwest and north corner of the new market, these gold shops sell a great variety of gold jewelry. There are twenty-three shops where investors can

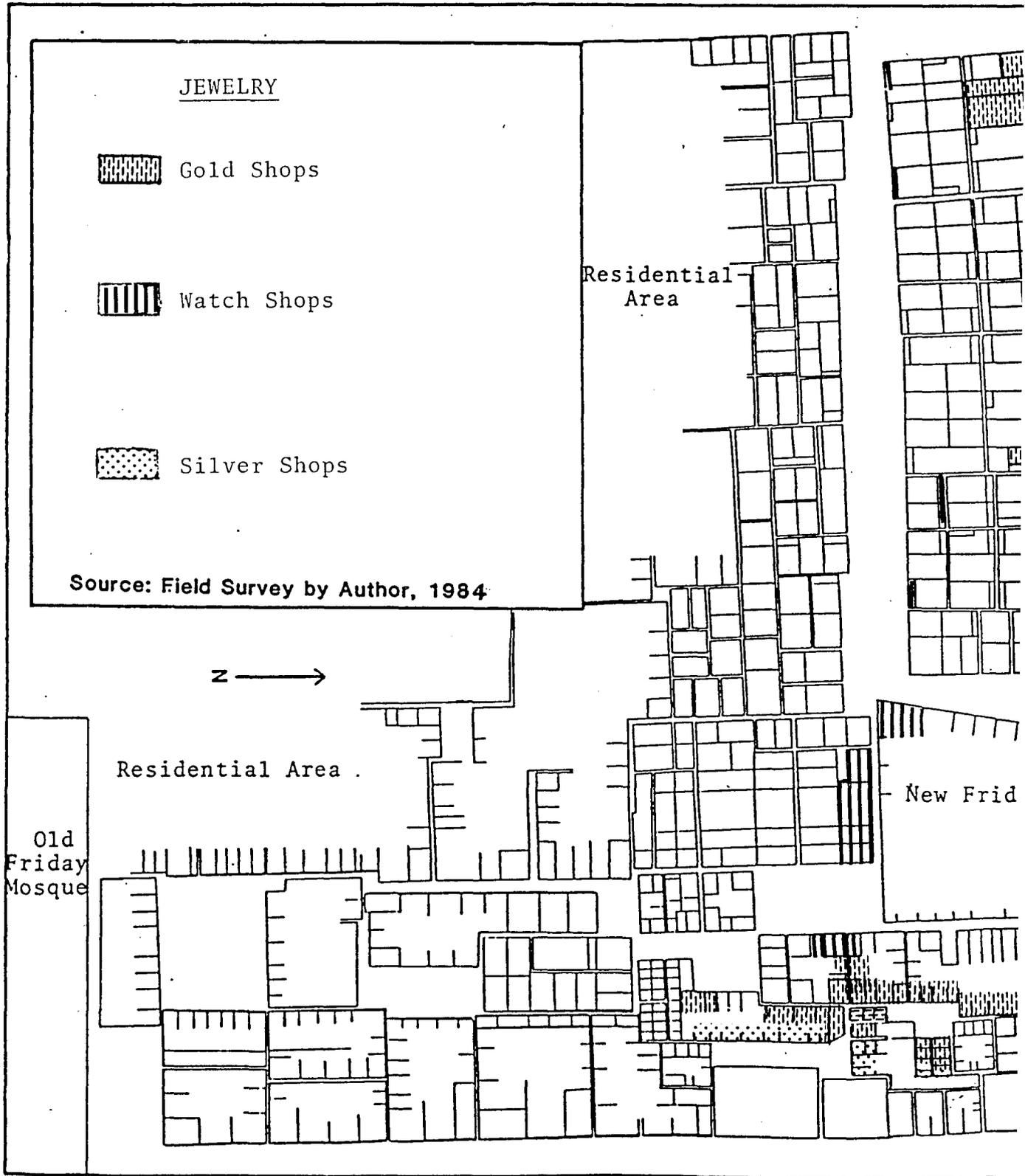
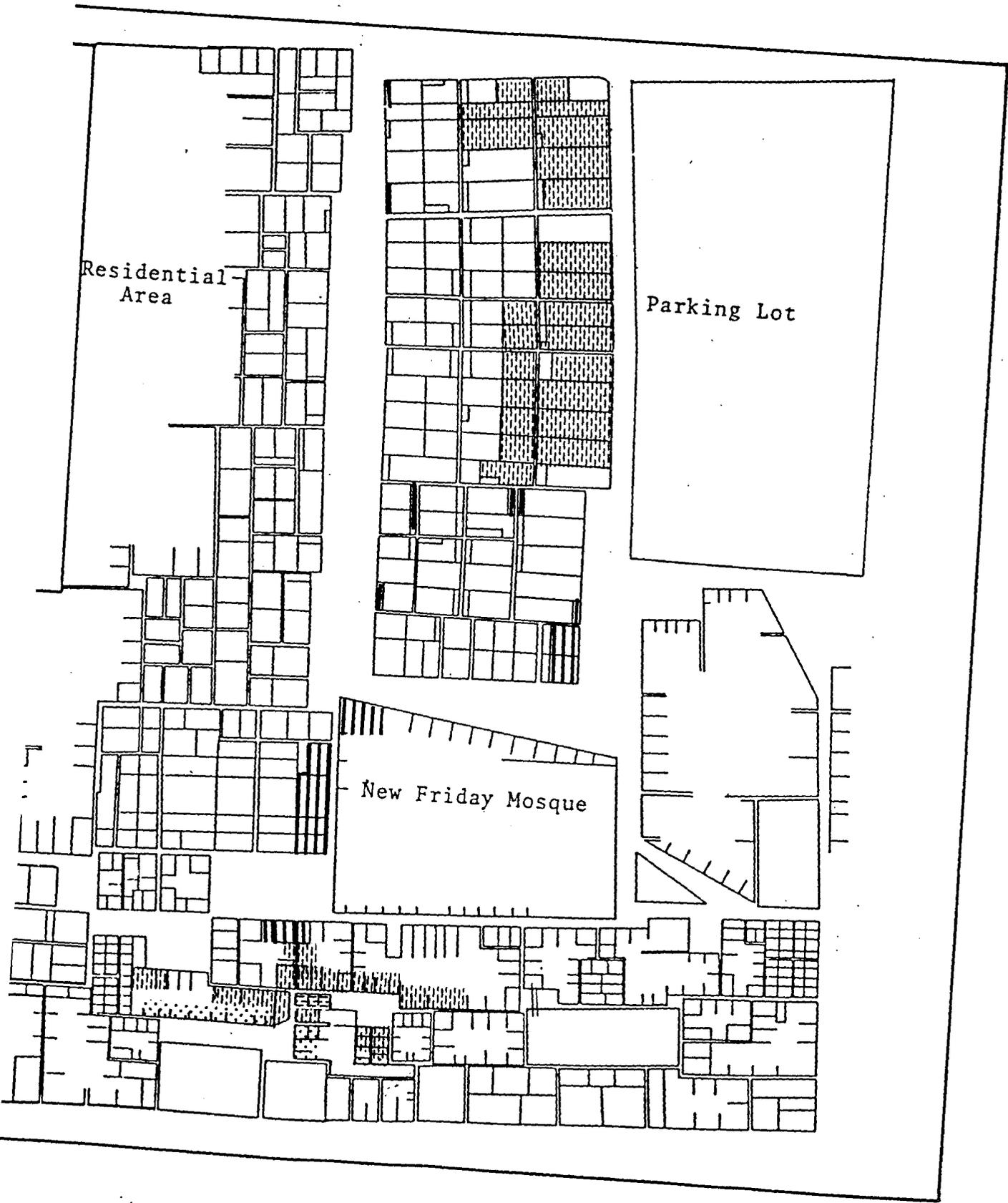


Figure 15. Jewelry.







buy the gold unworked (e.g., bullion form) or in the form of finished jewelry. There is a great variety of gold jewelry. Some items are custom designed and made by hand by the jewelers. Machine-made jewelry is also available and sales are brisk. The stores in the new market are only retail outlets for the jewelry; no jewelry making occurs on the premises.

The jewelry is actually worked away from the stores, often in small factories or in homes located elsewhere in Taif and then the finished product is brought to the store to be sold. The stores are clustered together to enable the buyers to compare price, quality and style.

Comparison is very important to the shoppers because since quality and style are highly available; there is relatively little standardization of products sold here. Friendly competition between shops apparently leads to improved products and better prices for consumers.

At the old market place we find thirty gold shops in the center of the marketplace. The shops at the old market are relatively small and typically measure 2-1/2 x 4 meters. In the old market there are more shops than in the new market. The shops in the new market, however, are larger, averaging 4 x 6 meters each.

The gold products available differ in the two market places. In the old market shops we find cheaper

pieces. The designs available in the old market tend to be more traditional, but less imaginative and intricate, and the pieces usually contain less gold than those available at the new market.

In the old market we find silver shops as well. Fourteen silver shops are located just east of the gold shops. There are no silver shops in the new market. This might seem to indicate a reduced demand for silver products. Prices are lower for silver products than on gold jewelry, and as a result, these products carry less status. These shops are small and appear to be less heavily patronized than the gold shops. This probably accounts for the fact that when compared to gold shops, silver shops are clearly in a lower-rent area. At the silver shops the artists work right at the shops; unlike the gold stores, the silver craftsmen work right in view of the buyers. The silver work is all handcrafted and very individualized and imaginative. Each craftsman produces distinctive pieces that reflect his own style.

The opportunities to compare price and quality are an advantage to the buyer at the silver market also. But clustering the shops together it is easier to compare price, quality, and style.

Within the jewelry shops we find quite a few watch shops. These shops total eighteen, and they are

interspersed throughout the market area. However, the largest watch shops tend to be closely associated with the new Friday mosque. The ten shops which surround the mosque are very large and the other eight which are in the new market are very small. The small shops are about 1 x 3 meters in size.

The watch shops sell a variety of imported watches. Japanese and Swiss watches are the best represented. All types, for men and women, are available. A repairman is usually found at the larger shops. Interestingly, watch shops are relatively well integrated by Saudi standards--most sell both men's and women's watches.

#### Foodstuffs

A very large segment of the suq is devoted to the sales of foodstuffs. Figure 16 shows where these shops are found in the suq. Located primarily in the old market are the shops which sell both imported and local foodstuffs. Stretching from south to north along the main streets, the shops which sell groceries are thirty-eight in number; they are exclusively found in the old market. Only one very large store is found in the new market.

These grocery stores are both wholesale and retail establishments. A very great variety of goods is sold in the stores. The open areas of the market place are used to auction both wares of local merchants and itinerant

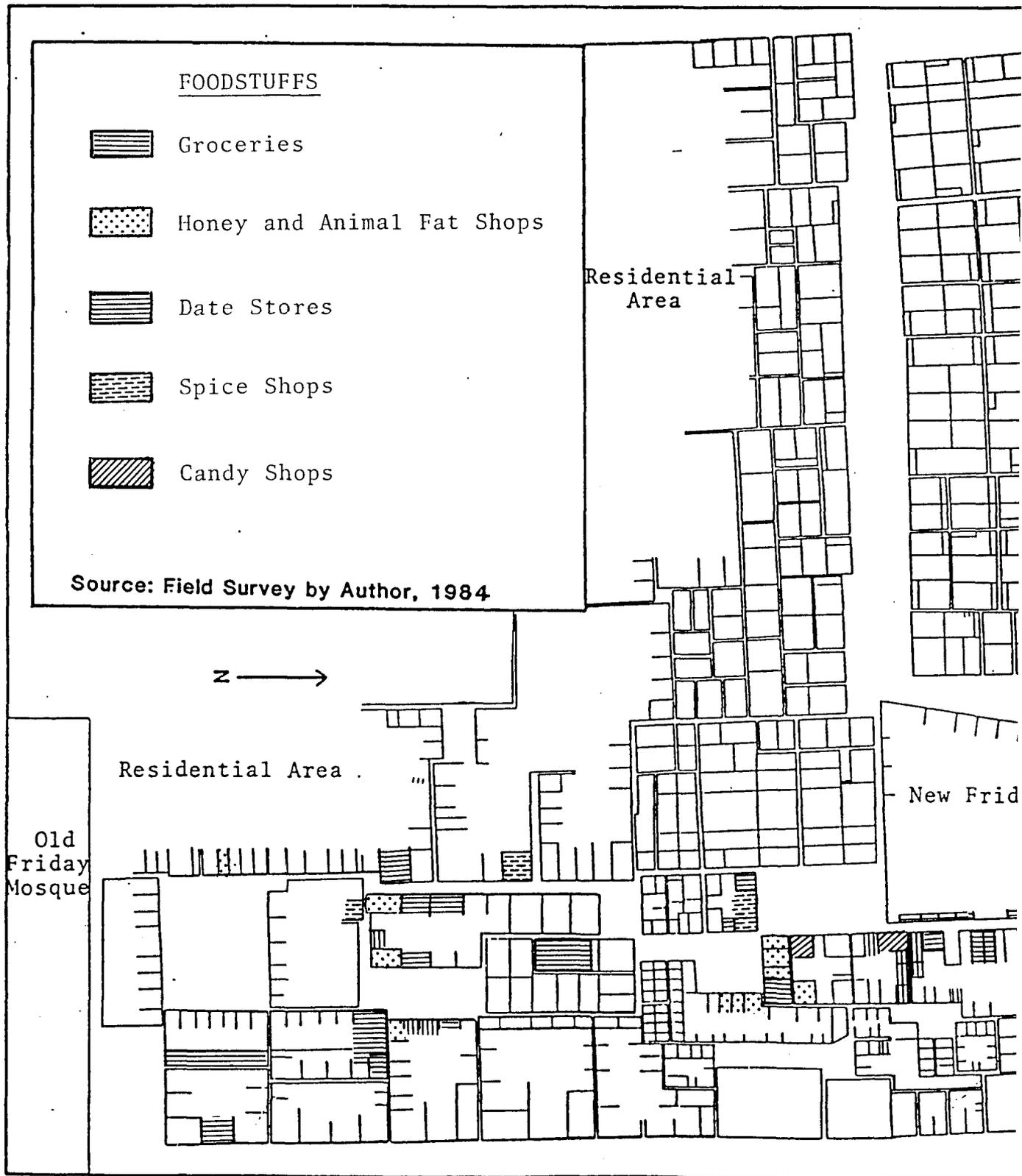
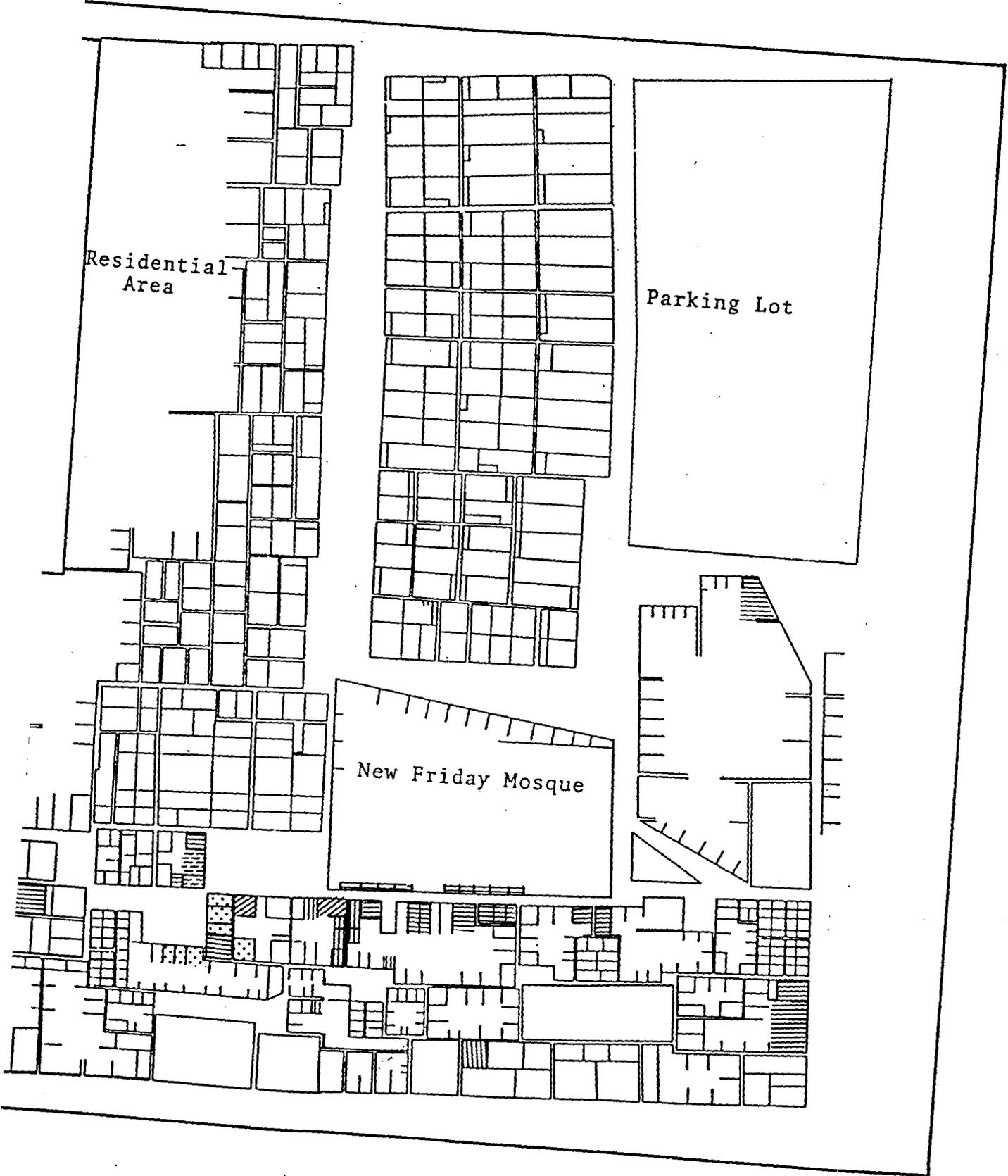


Figure 16. Foodstuffs.







merchants on Friday. These stores are located close to the open spaces for this reason. Around the new mosque there are a great number of grocery stores. In the wall of the mosque itself we find many as well. The one store in the new market is located very prominently in the northwest corner, next to the parking lot. The tribespeople will shop for groceries after praying so they have encouraged the location of grocery stores near the mosque.

Animal fat and honey are shipped from outlying areas in the Taif region to the old market. These goods are sold in Taif at special retail establishments. Shops selling honey and animal fat number twelve and are scattered throughout the old market area, but are usually closely associated with grocery stores. We do not find any stores selling honey and animal fat in the new market.

These stores depend heavily on the Bedouin producers. Price fluctuations from season to season are substantial: rainfall greatly affects production, bees will produce more honey and cause prices to fall during wet periods, etc.

These shops sell high-value items and their volume of sales (by weight and bulk) is substantial.

Dates are also sold in specialized stores. There are twelve date stores which are both retail and wholesale. Most of the date stores are located east of the new mosque.

There are only three date stores close to the old mosque. Generally these shops are 2-1/2 x 3-1/2 meters in size and tend to group together.

Once more, shoppers are able to compare prices and quality due to the grouping and placement of these shops. Dates are shipped from all over Saudi Arabia and from the immediate area.

Dates, honey and animal fat (ghee) are the mainstay of the Bedouin diet. The grocery stores and the date, honey and animal fat stores are all located in close proximity to one another within the market.

Spices are very important in Arabic cooking. There are four shops in the old market which sell spices. The majority of these spices is imported from India and Pakistan. Candy, like spices, is imported from foreign countries. In the old market there are two stores which sell candy. Many shoppers will buy the candy to give as gifts. This candy is sold in bulk as well as in prepackaged form.

Specialty shops, such as spice and candy stores, are located southeast of the new mosque and in the old market--not in the new market. They are found along the main walkways and are in close proximity to open areas where people congregate.

### Appliances and Hardware

In the growth of the economy of Saudi Arabia we see a tremendous trend toward modernization. The shops which sell appliances and hardware are a result of this modernization. These shops are shown in Figure 17.

Twenty-five stores in the old market sell hardware of various types. There are no hardware shops in the new market. Hardware shops are immediately northeast of the old mosque. Tools and supplies for tradesmen and farmers are found here; hand tools for farming and construction are a big part of the business. Many shops also sell "person consumption-type" hardware items.

Shops typically are about 3 x 3 meters and tend to be located in clusters. The closeness to the old mosque is an indication of the importance placed on these items. These merchants use the front of the shops to display their wares.

Kitchenware and appliances are sold in 26 stores in the old market. Two stores located in the west wall of the new mosque also sell kitchenware. All kitchen supplies are imported from foreign countries. Eleven stores sell pots and pans, mixers, toasters, dishes, knives, flatware, and kitchen utensils. These items are relatively low in value and as a result, shops cannot compete for the highest value locations within the market. The stores range in size from

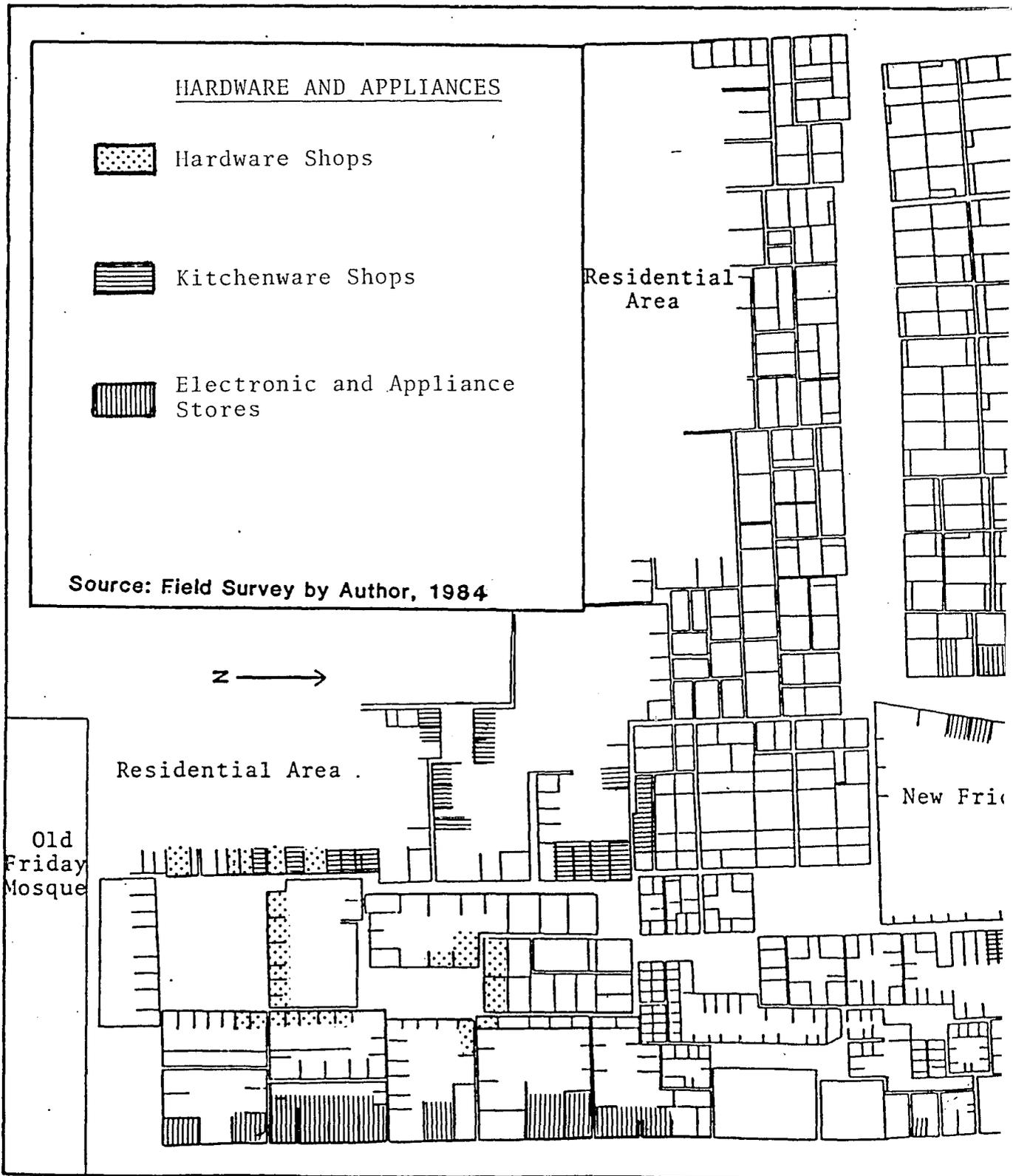
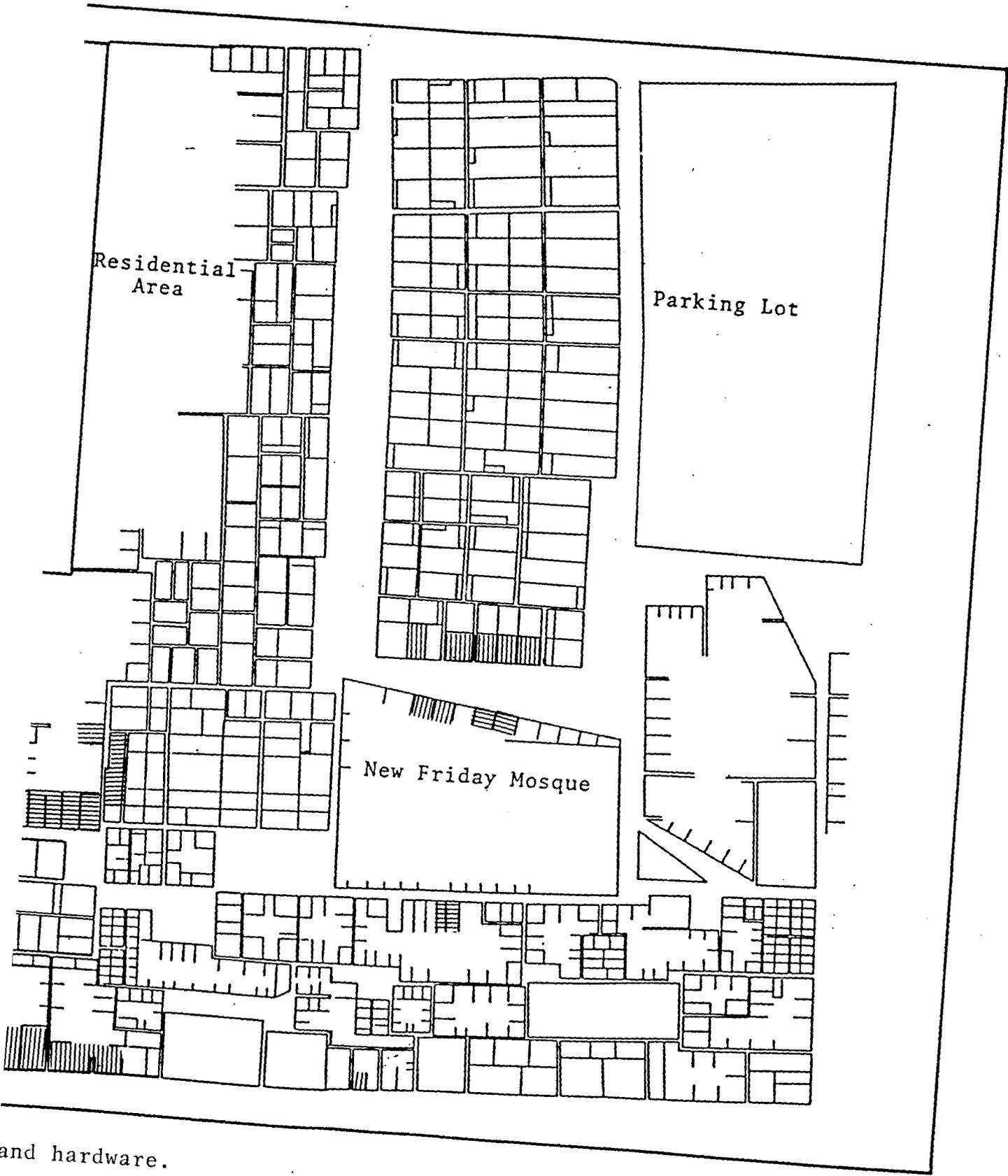


Figure 17. Appliances and hardware.





and hardware.



2 x 3 meters to 3 x 4 meters. People selling kitchenware use the front of their stores for display also, but not as extensively as the hardware dealers.

The south part of the old market is the primary location for these stores. Indications are that traditionally the people of Taif shopped for their tools here. A popular time for men to shop for tools was the period following prayer in the mosque. At present, this may not be nearly as important a factor as it once was, but the stores remain in proximity to the mosque.

At the old market there are twelve stores selling electronic appliances. These stores, in the southeastern part of the market place, are located in a newly modernized building. The modern setting matches the goods, which are displayed. Televisions, stereos, radios and large appliances like stoves and refrigerators are all found here.

Seven shops at the new market sell electronics and appliances. New market shops, however do not not sell the large appliances such as washers, dryers and stoves, etc. They specialize, instead, in stereos, televisions, radios, and other small appliances; like other new market shops, they tend to focus on luxury goods--not basics.

All the appliances are imported from overseas. These shops are typically 2 x 2 meters to 4 x 6 meters. They vary in size and appearance. The shops in the new

market are very modern and well decorated. The appliances in the new market shops are all "carry out" items. In the old market shops usually display items and then deliver from inventory at the warehouse.

The customer traffic in appliance stores tends to be heavy. People in Saudi Arabia tend to buy their appliances and replace them frequently--many as often as every two years. After the Ramadan holiday the entire household inventory may be replaced.

#### Personal Goods

Personal goods are very important. At the market place we have a very large portion which sells goods of a personal nature. In Figure 18 we see where these shops are located.

Beauty supplies, lotions, perfumes, hair supplies, etc. are mostly sold in thirty stores in the new market. These beauty supply stores are located in the same area as the women's clothing stores, which is not surprising given the fact that most are oriented towards women's supplies.

Beauty supply stores are a very recent addition to the market. They are modern shops and they are well decorated. There is a large number of these shops. New market stores reflect the progressive growth of Saudi Arabia. Women's shops are now becoming acceptable and necessary. These shops are very popular and are

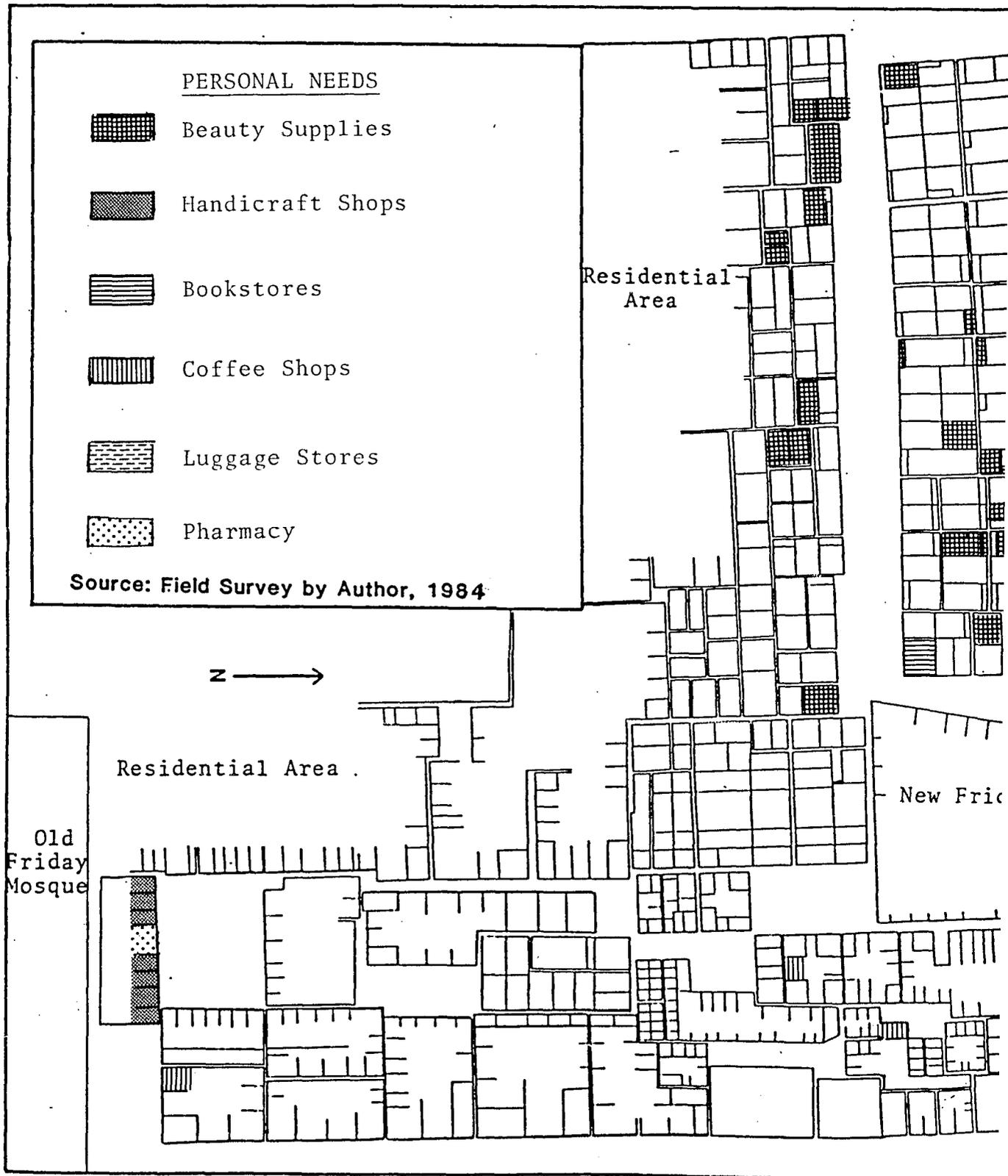
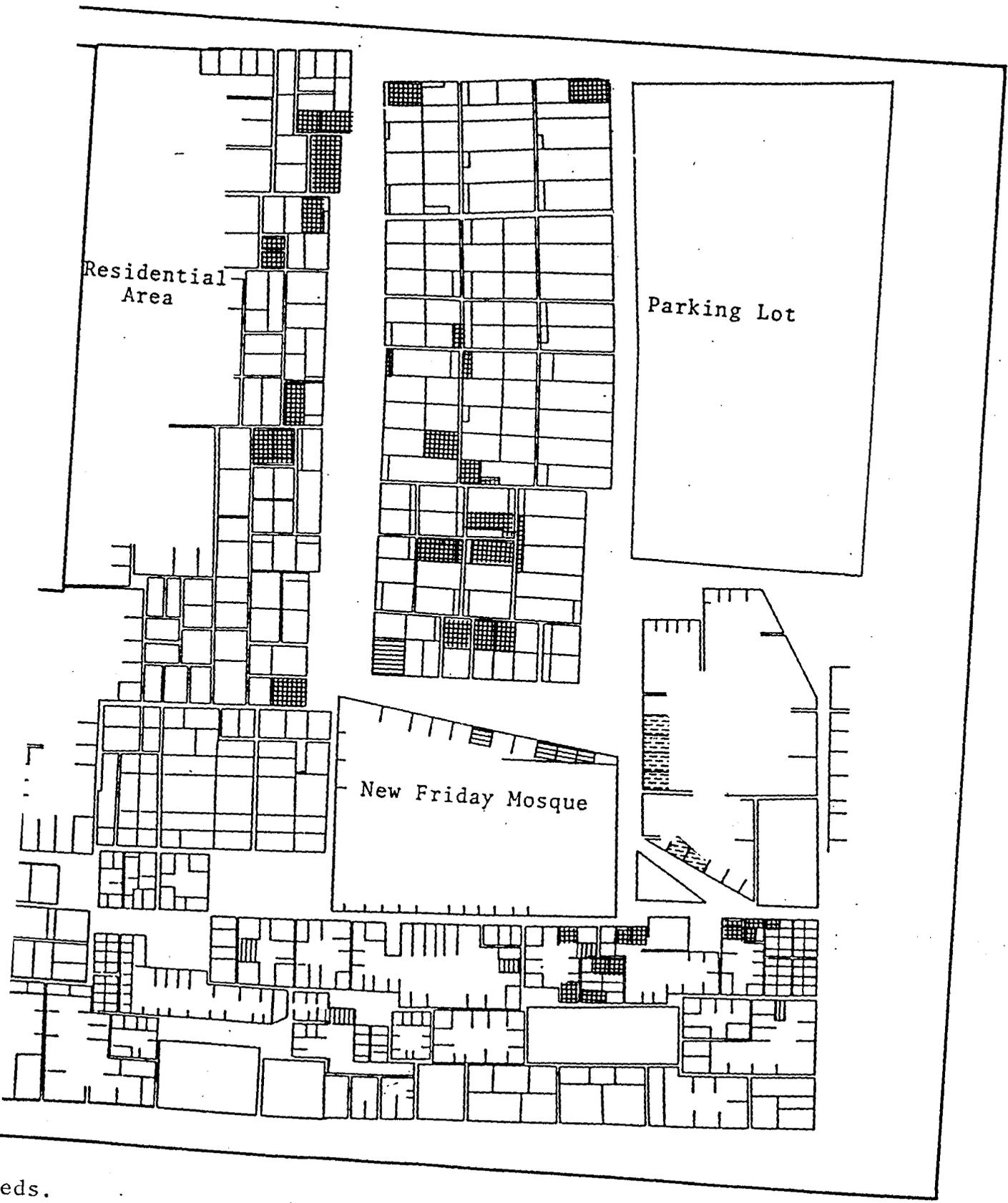


Figure 18. Personal needs.





eds.



interspersed throughout the market. Shops in the new market tend to be very small, 1 x 3 meters, but several are extremely large. In the old market beauty supply shops are large. The small shops in the new market are subleased from the larger clothing stores and complement the sales of the larger stores. This subleasing draws customers to different shopping areas.

Surrounding the old mosque on the southeast area of the old market, beside the hardware stores, are fourteen handicrafts shops. All of these shops sell handmade wooden boxes to farmers.

These handmade boxes are the reason for the location of such shops along the old mosque. Farmers in the area used these boxes for the wares that they traditionally brought to the mosque area on market day. Similarly, replacement boxes were typically purchased after a visit to the mosque on holy days.

Shoes and sandals which are handmade from leather are sold here also. Leather belts which are very wide and have inside pockets are sold. Wooden and rubber buckets to be used at the wells are made here also. Like the items noted above, these commodities tend to be mosque oriented-- a pattern which dates back to the period when market days were truly periodic when a visit to the mosque was an essential part of any selling or buying trip to market.

Coffee shops are very inviting social places where businessmen meet. In the new market there are no coffee shops, for business moves at a much faster and more "modern" pace, and does not provide time for leisurely meetings. Coffee shops vary in size but are generally large. They cater to the businessmen in the area and make their foods available by delivery, i.e., they serve a catering function. Coffee shops are also very attractive to the tribal people who come to pray and stay to shop. They can stop and eat, and then meet their friends before returning home.

At the old market place in the midst of the handicraft shops, there is one pharmacy. This is located immediately north of the old mosque on the south side of the old market. It is a very modern drug store which serves the many residents in the old market area. The old market is all two-story buildings which contain housing on the second story. The southwest area out of the old market is entirely residential.

### Clothing

The most numerous type of shop in the new market sells clothing and fabrics. There are forty-six women's fabric shops in the new market and twenty-three women's fabric stores in the old market (Figure 19). Clothing shops are very important on the list of priorities in

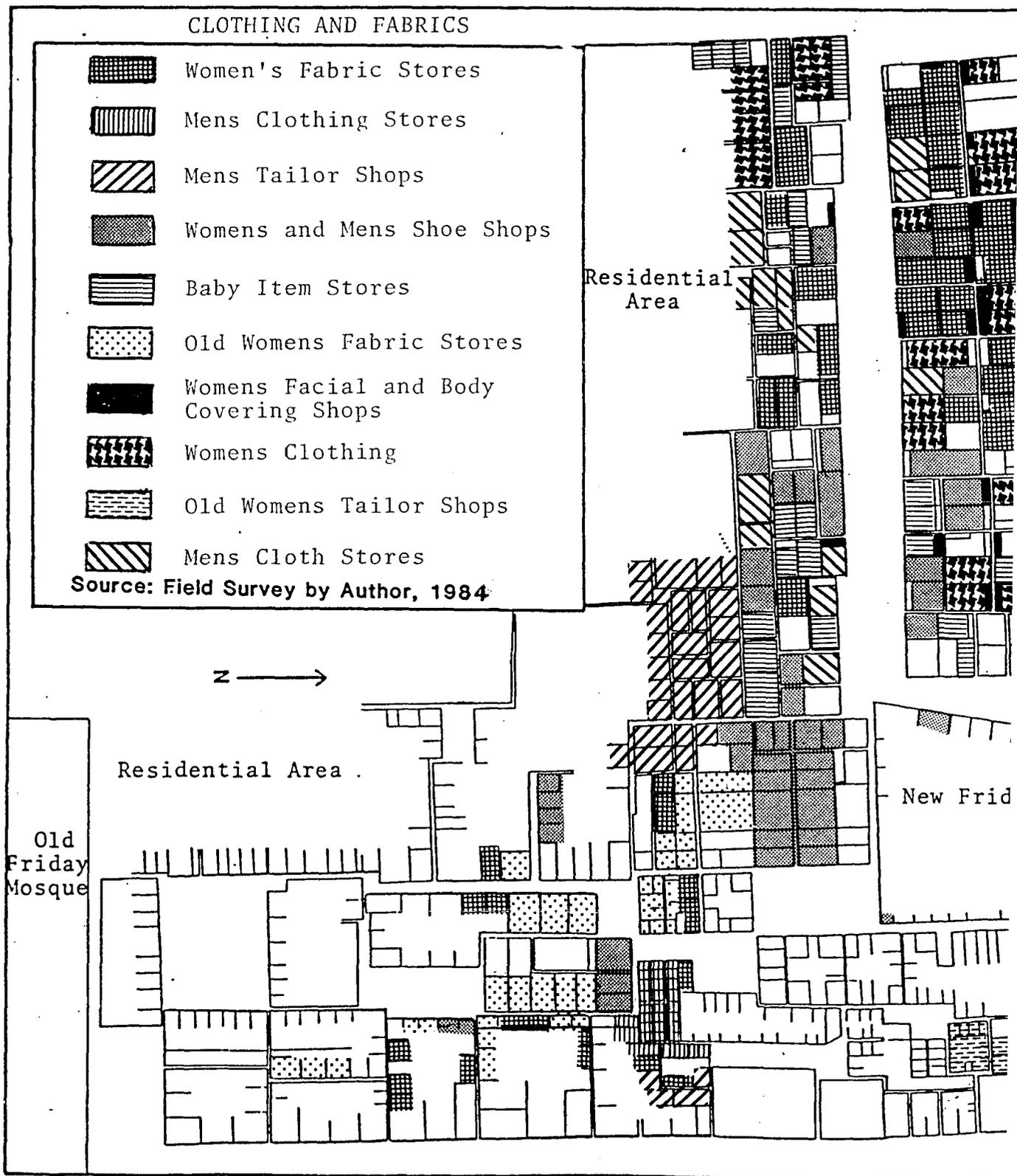
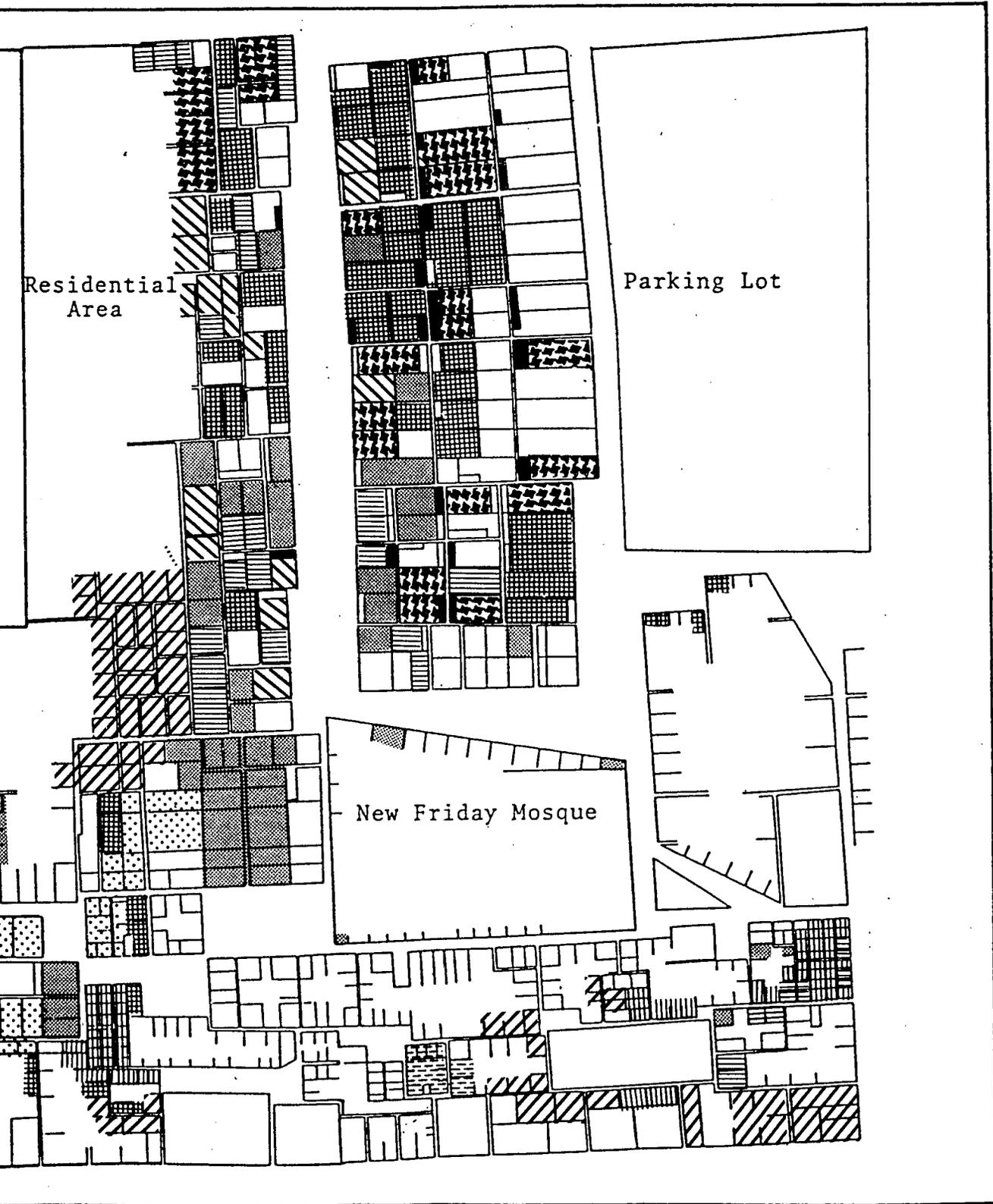


Figure 19. Clothing and fabrics.





d fabrics..



Arabic life. The traditions of dress are very strict, and special clothing, especially for women, is found to be sold in the women's fabric shops in the new market are clustered together, encouraging competition and comparison shopping.

The quality of the fabric and the price are very similar since the shops are so close together. In the old market the shops are not clustered together as in the new market. This is likely due to the fact that these old market shops are the remnants of a former cluster that was largely dismantled when the new market was built. Women's fabric shops at the new market are clustered with and beauty shops and shops which serve women's needs. At the old market there are two different types of fabrics available. The more modern fabric stores (twenty-three, which we mentioned before) are located next to the twenty-six women's fabric stores that specialize in the older style fabrics for women. These old style fabrics are heavier, traditionally styled materials that village people prefer. These fabric stores occupy a very large area between the two mosques and are located right in the intersection of the old and new markets.

The new market caters largely to the needs of women. We find that all types of women's needs are filled here at the new market--beauty supplies, facial veils and clothing are very heavily represented. In the new market

shops there are more women's clothing stores and the shops are larger than in the old market. However, the old style fabric stores are totally confined to the old market.

Men's clothing stores are found exclusively in the old market. There are sixty-seven shops which sell men's clothing, and they are all grouped primarily in two sections. One group is north of the new mosque and the other group is south, towards the center of the old market. Owners of these men's stores are primarily of Asian origins. The central groups are in a khan-style building. This means that there are main entrances (formerly with gates) into an area where there are many shops. The Asian owners sell the fabric at the stores although their workshops where the clothing is manufactured is at a different building--probably some distance away, perhaps in their homes. There are no men's clothing shops in the new market (which caters to the women). The men's shops are generally 2 x 2-1/2 meters to 3-1/2 to 3 meters in size. There are many men's tailors in the market. A total of 56 shops is found and 30 of them are clustered together in 3 sections at the old market. Twenty-six shops in the new market are located in one corner, which is the southwest area of the new market.

The new market tailor shops are usually 3 x 3 meters to 4 x 6 meters. At the old market they are 3 x 3

and 4 x 3 meters. These tailors custom make men's clothing at the customer's order.

Tailor shops are mainly found in the new market. There are forty-nine in all, with thirty-six in the new and thirteen at the old market place. Mainly clustered beside the new mosque, these shops are south of the mosque. The others are distributed throughout the new market.

Baby items are primarily found at the new market. There are thirty-nine shops, with twenty-six at the new and thirteen at the old market place. In the new market they are on the south side, interspersed between the women's and the men's shops. In the old market we see them clustered in the north corner beside the men's clothing. These shops are 2 x 3 meters to 3 x 4 in size. In the old market the shops are not as well decorated as at the new. In most cases, and especially in the new market, baby items are closely associated with shops carrying female-oriented goods. Interestingly, there is a small group of baby-oriented shops in the old market, which is highly associated with men's clothing.

In the new market we find shops which sell veils to cover women, the traditional covering required by Muslim custom. There are twenty-four women's covering shops and most are located beside the women's clothing and fabrics. These are small shops, about 1 x 3 meters. These shop

areas are highly segregated by sex--most buyers at the new market are female and veil stores are clearly found in those parts of the market which cater to women.

Women's ready-to-wear clothing is sold in twenty-two stores at the new market. Modern ideas have brought forth women's fashions into the life of the Arabic woman. At the old market there are still no ready-to-wear shops. All the ready-to-wear clothing is imported from overseas. These shops are all located in the same northwest area where the gold shops are. They are typically 3 x 3 meters to 3-1/2 x 6 meters; they often sublease small areas to the veil shops.

There are twelve women's tailors who make older style clothing for women. These are located east of the new mosque near the men's tailors, but they are clustered together in one separate grouping. They are small shops, about 2 x 3 meters and all work is done here in their shops (unlike the men's tailors, which do the sewing off the premises). Only in the old market do we find these tailors.

Men's fabrics are sold in fifteen shops at the new market--especially on the south side. These stores are often found alongside the women's fabric stores.

The comparison and competition which the new market has encouraged will become more and more attractive.

Consumer behavior will draw more buyers to an area in which competition is available, for they will feel that pricing will be more equitable. In this way, as the market places continue to provide the availability of comparison and competitive shopping, they will continue to attract more and more clientele.

The market is still the center of the city. The mosque is still the center of life for the loyal worshipper. The establishment of the mosque gave rise to the growth of the suq surrounding it. Once the tradition of doing business and the convenience of completing social and governmental transactions all in the same area and during the same time frame is very attractive. These are efficient concepts that are now being incorporated into the modern lifestyle (Blake and Lawlee, 1980).

Although there are modern shops springing up along the major avenues, the major business area is still the center of the city.

#### Urban Evolution and Changing Patterns

The advent of modern communications and transportation has made the shopping of the modern facilities much more expansive. It is very simple to go to the larger cities for shopping. To counteract that mobility, the market must continue to evolve and to grow in the future. The vital services and attractions for the visitors as well

as for the local populace must be provided within the market place to attract consumers.

The central market in Taif has grown according to the principles theorized by Rannels in his "classification of linkages." Both the old and new markets have been established and have grown in response to consumer demand. The location of the markets is a direct result of the location of the mosques: people who come to pray are able to shop for all their basic needs in the same area.

As urban activity increased in Taif, new relationships between market establishments developed. These working relationships, or linkages, encouraged in their turn the opening of more and more shops. Thus the market as a whole has grown, not according to a preconceived plan, but according to the laws of supply and demand and the principles of economic linkage.

The first of these linkages that Rannels outlines is the competitive. In the Taif market, this linkage can be seen in the food stores that originally sprang up in response to demand created by the proximity of the Old Friday Mosque. More and more food shops were built next to each other, bringing competitive prices for the same goods. Subsequently, further demand was created for fabric and clothing shops, tool and hardware shops, and others.

Competition assured the consumer greater choice in quality and price of goods offered.

In the new market in particular, the competitive relationships between shops selling similar goods has been enhanced by the clustering of such shops in the same general area. Jewelry stores, women's clothing stores and food stores are prime examples of such clustering. This of course is an advantage to the consumer, who can do comparison shopping without going far.

The complementary linkage refers to a relationship between products sold by different establishments. In the Taif market, food stores provide a complementary linkage to honey and animal fat (ghee) stores. Fabric and clothing shops complement each other; men's fabric shops are complemented by men's tailor shops, and so on. The new market shows a strong trend toward complementary linkages between shops. Here, almost all products--jewelry, fabric, baby items, and so forth--are geared toward the female consumer, who provides the basis for all complementary linkages.

The commensal linkage occurs when two or more establishments use the same facilities, or depend upon the same supplier. One application of this principle can be seen in the new market, where sellers leasing large shops will sublet a small portion of the space. The smaller shop-within-a-shop makes the rent more affordable for the seller.

The fact that some sellers in the new market get their goods from large suppliers in Jeddah also illustrates the commensal linkage. These dealers transport the goods in large trucks to the new market, where shopkeepers purchase the items they desire. The goods most often supplied in this fashion are men's and women's fabrics and clothing, and baby items.

Lastly, the ancillary linkage occurs when products are supplied by one establishment to members of another. This is seen on a fundamental level in Taif, where the market supplies goods and services to worshippers visiting both the Old Friday and the New Friday mosques. But ancillary linkages are strong within the market as well. The restaurants and coffee shops of the old market serve not only the shoppers, but also the workers and owners of the shops.

Thus, it is clear that the growth of the old market in particular was contingent upon the establishment of these linkages between shops. The old market was unplanned in concept, its growth taking place in response to a growing demand.

As we have seen, the new market place with its structured approach and with its spatial grouping and clustering of shops is providing a total shopping area. Here in the new market place we see the evolution of the

suq, and an indication of the future pattern. The new market is providing a place where convenience and efficient shopping are the keys. The groupings of the shops is designed to complement the buyers' choices. There is a tremendous opportunity to compare. Thus the many choices which have been opened up to the shoppers who are now given opportunities to compare are more beneficial to the consumers. Competition and comparison are the two great assets to retailers, and the planning which has gone into the spatial and grouping designs of the new market encourage the comparison of the shoppers (Rannels, 1976).

## CHAPTER 4

### THE MARKETS OF TAIF

There are two main markets in Taif at the present time, the old and new markets (Figure 20). Since the Kingdom of Saudi Arabia is a very religious society, businessmen always try to have their shopping centers close to the mosques. Therefore, the old market center is beside the old Jumma (Friday) Prayer mosque. Also, when the population of Taif grew, a new and larger Jumma prayer mosque was built a number of years ago. Business, of course, increased with the increased population; therefore, a new market center was recently built just beside the new Jumma prayer mosque. Another reason for having the market centers beside the Jumma prayer mosque is that in Saudi Arabia, a large percentage of the population is Bedouins who live in the villages, and villagers who do not have markets in the areas where they live. Almost all of the men who live close to a large city like Taif go to that city on Friday to pray at Jumma prayer, since that prayer has to be done in a group. These people then try to do their weekly shopping, and sometimes shop for a longer time, depending on their wealth.

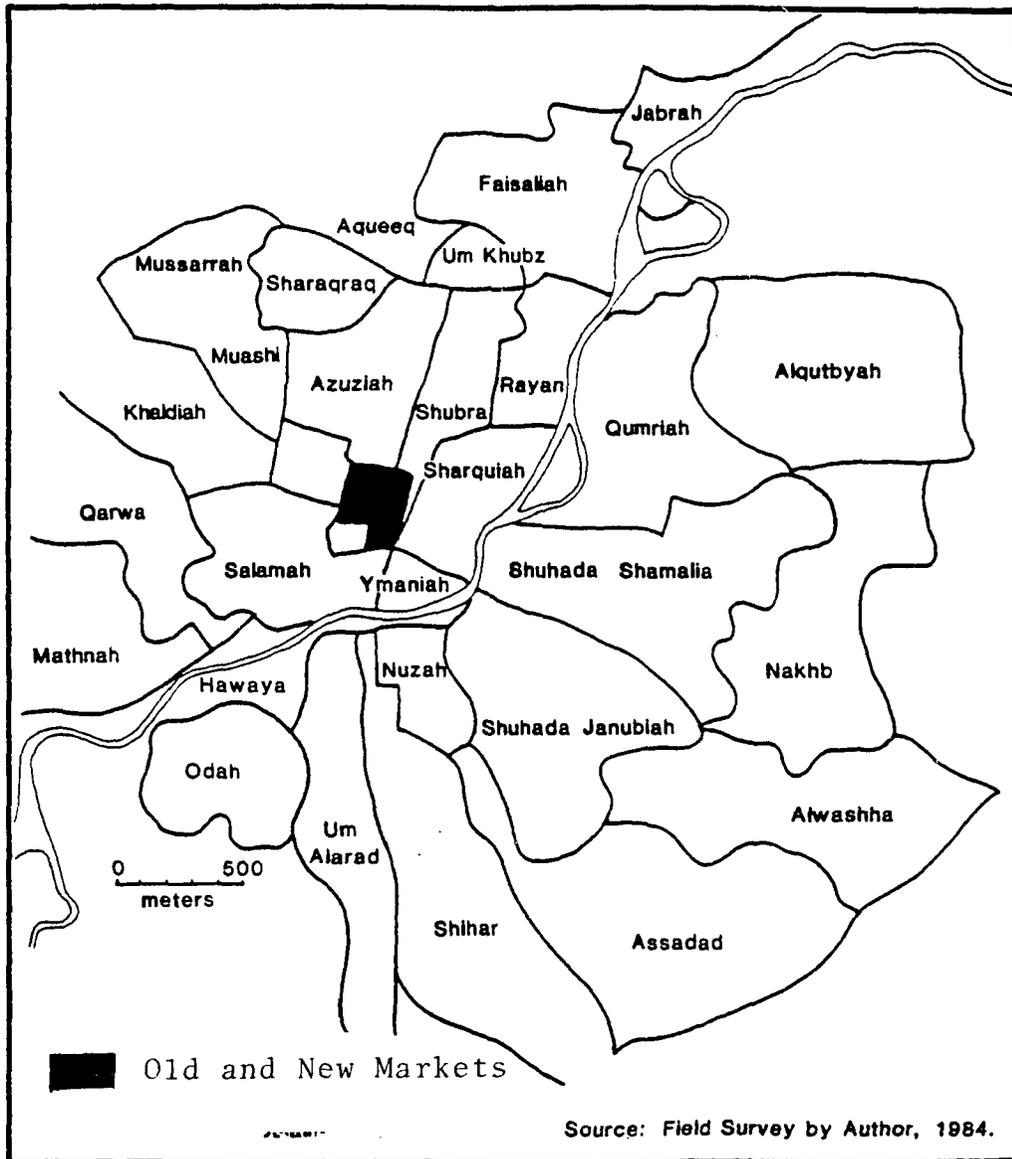


Figure 20. Old and new markets' locations in Taif City.

The old market (Figure 21) is located at the north side of the old Jumma prayer mosque. Its building is three to four stories; however, only the first floor is used as a market, while the other floors are used as apartments. Several things have been sold in this market, such as gold, groceries (wholesale), and used clothing. In addition, a good part of the old market is used for the manufacture and sales of handcrafts, such as shoes and wood boxes. There is an open space in front of the old market which is handled by the same management. That open space is used for selling wheat and honey. Wheat and honey are sold at auctions on Fridays only.

The new market is located on the west side of the new Jumma prayer mosque. It is rectangular and has no open area. The stores are located on the sides. The size of the stores varies between 3 x 3, 3 x 4 and 4 x 5 meters. In addition, there are many smaller stores of 1/2 x 3 or 1/2 x 4 meters, which sell veils (face coverings for women). The new market buildings are two stories high, and both of them are used for business. The main reason for building the new market is the expansion of Taif city. This expansion is due to several reasons:

1. Its good climate.
2. Linking of the city with the other important parts of the country.

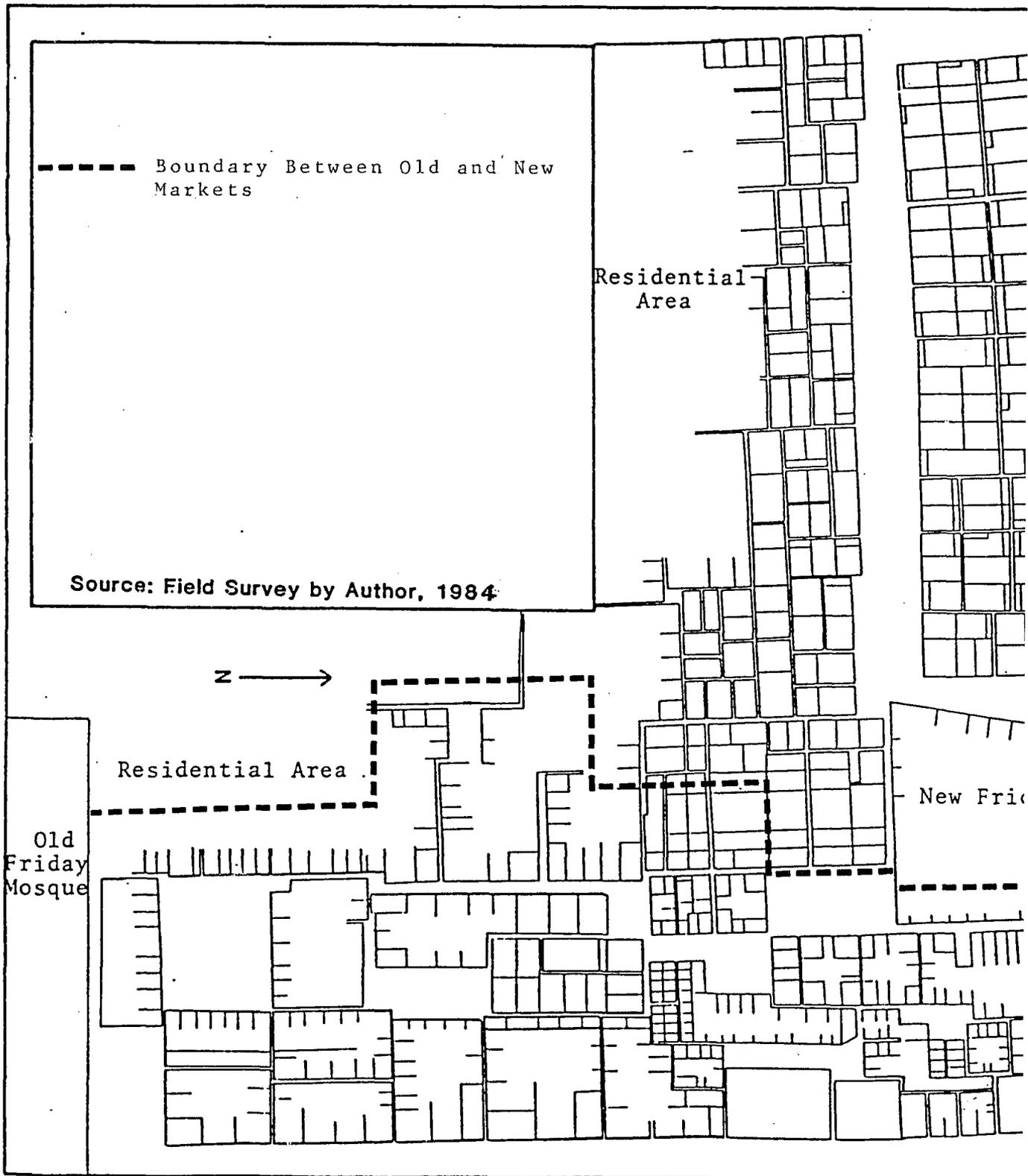
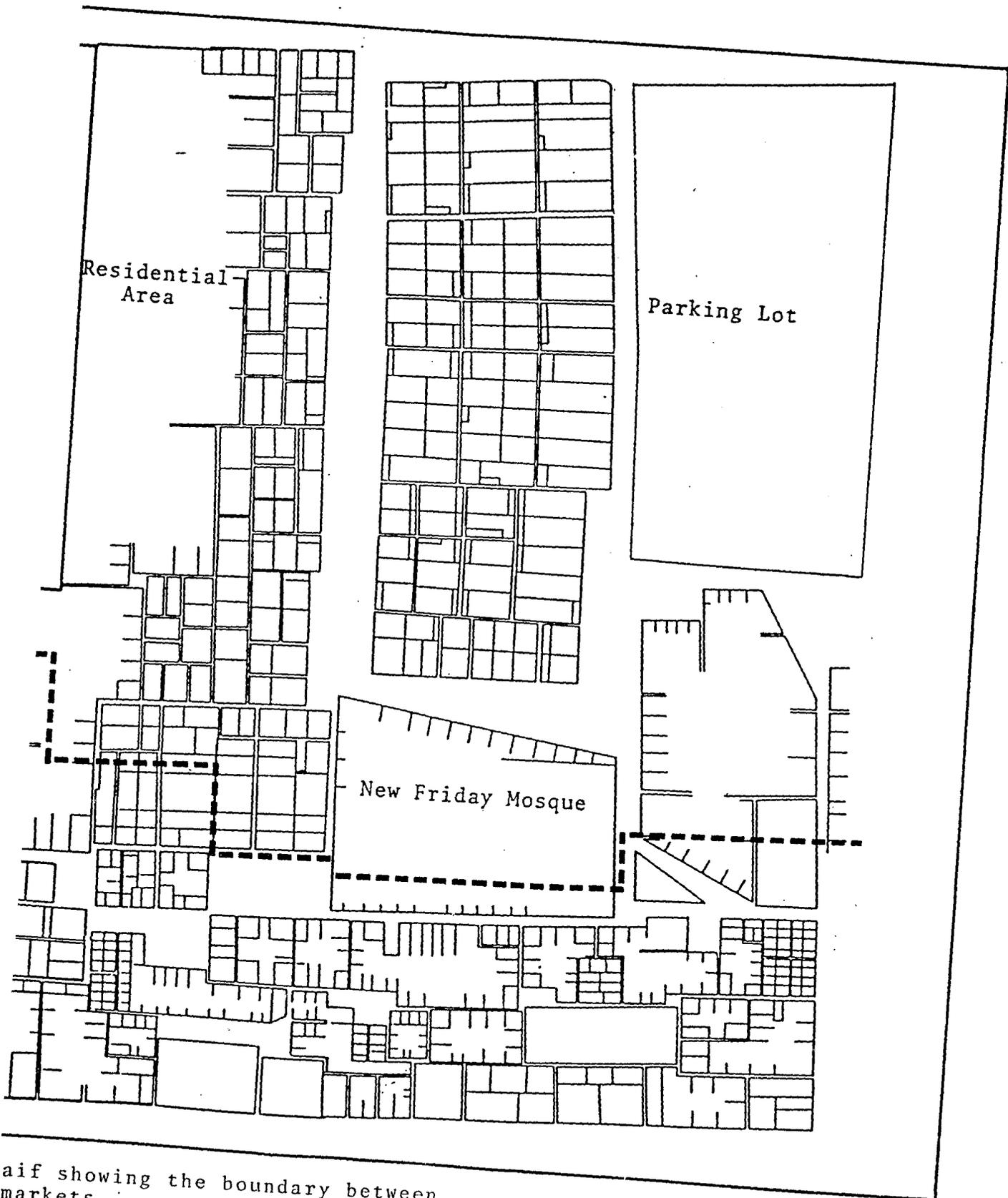


Figure 21. The market area of Taif showing the boundary between the new and the old markets.





aif showing the boundary between markets.



3. Increase in all the service facilities in the city, since it is used as a summer resort by thousands of people.
4. Being a summer seat of government of the Saudi Kingdom and its ministries has improved its economic and social standing.
5. The fact that Taif is located in the middle of a very fertile agricultural area also helped increase the population.
6. Population increases associated with the importation of large numbers of foreign service workers.

#### Buyer Questionnaire

In order to determine the demographics of the consumers who are at the suq, a questionnaire was prepared. This questionnaire was prepared to ask specific questions and was distributed to shoppers in the market place. Approximately 150 questionnaires were returned and completed by the consumers. The results are analyzed in this chapter and examined to determine the consumer behavior. The consumers were a mixture of native residents and residents of foreign origin; therefore, a good cross-section was polled.

Table 5 presents the percentage of the buyers according to their geographic distribution. The majority of the customers (59 percent) live within Taif (35 percent)

Table 5. Origins of buyers.

Type	Number	Percent
Taif	N = 52	35%
Taif region	36	24%
Out of the region (in Saudi Arabia)	40	27%
Out of Saudi Arabia	22	14%
Total	150	100%

Table 6. Travel time to the central market.

Time	Number	Percent	Cumulative
Less than 5 minutes	25	17%	17%
5-15 minutes	30	20%	37%
15-30 minutes	32	21%	58%
30-45 minutes	31	21%	79%
45-60 minutes	27	18%	97%
More than 1 hour	5	3%	100%
Total	150	100%	

and its region (24 percent). In the Taif region are four main villages, Al-Hada, As-Shafa, Al-Hawyyah and Bony-Malk. A relatively high percentage (41 percent) of total buyers come from outside the region, from the major cities in the country and from outside of the country. That segment which comes from major cities, such as Makkah, Jeddah, Riyadh and Dammam forms 27 percent of the total buyers. This high percentage may be due to the good communication between Taif and these other cities. The buyers from these major cities are known to have more income than buyers from Taif. On the other hand, 14 percent of the total buyers come from outside Saudi Arabia. They came from Kuwait, Yemen, Bahrain, Qatar and Egypt. Those who come from Kuwait, Bahrain and Qatar are either in Taif city to spend their summer vacation or to visit Makkah (the holy city), and they stop in Taif on their way to or from Makkah. The people from Yemen and Egypt are in Taif city primarily to work and thus have become Taif residents. The conclusion from this table is that the percentage of buyers who are from outside of Taif and its region (4 percent) is very high. This indicates that Taif is a tourist city which can be reached easily due to the good communication between it and the rest of the country, and with other countries as well.

### Time Required to Travel Between Buyer's House and This Market

Table 6 show that more than half of the consumers (58 percent) spend less than thirty minutes traveling to the market. However, 17 percent spend less than five minutes, 20 percent between 5-15 minutes, and 21 percent between 15-30 minutes. Twenty-one percent spend between 30-45 minutes and 81% between 45-60 minutes. Only a small percentage (3 percent) spend more than one hour (approximately two hours) to come to the market; however, this percentage is relatively very small. These results indicate that the suq is still very attractive to the consumers. Although many shopping centers are springing up, the main shopping area is still the old market place.

Travel time is governed by the mode of transportation (see Table 7). Forty-three percent traveled by private car. Although most people own cars, about 22 percent still walk to the market due to their close proximity or the problem of finding a parking place. Most consumers, however, use cars to go to the market. About 78 percent ride in private cars, public transportation or with friends, and the percentages of these are 43, 19 and 15, respectively. Those who drive with friends are mostly family members who cannot drive.

Table 8 indicated that over one-third of the consumers live less than 1 km from the market. About 21%

Table 7. Mode of transportation to the central market.

Mode	Number	Percent	Cumulative
Private car (personal car)	65	43%	43%
Walking	33	22%	65%
Parking problems	27		
My home is near	6		
Public transportation	29		84%
Parking	13		
I don't know how to drive	16		
With friends	23	15%	99%
Total	150	100%	

Table 8. Relationship of buyer's home to market.

Distance from Home Percent	Percent	Cumulative
Less than 1 km	38%	38%
1-5 km	21%	59%
6-10 km	2.5%	61.5%
10-15 km	0	61.5%
16-20 km	12%	73.5%
21-30 km	0	
31-50 km	48.5%	82%
Less than 51 km	3%	85%
More than 51 km	15%	15%

of the total live within 5 km. This indicates that most consumers live in Taif and its rural area. About 12% appeared to be from the villages around the city, since they live between 6-20 km from the market. About 48.5 percent live within a range of 31-50 km. Approximately 15% of the buyers are from over 51 km away from the region. This indicates that many villagers in the region depend on Taif city and its markets to satisfy their consumer needs.

#### Frequency of Attendance

Since the times required to travel to the market are not the same, customers were asked how often they come to the market (Table 9). The results reveal that 27 percent come at least once a week. This is not a high percentage, since more than half can travel to the market in less than 30 minutes. In addition, 36, 22 and 15 percent twice a month, three times a month, and once a month, respectively. These indicate that most of the customers do not come unless they have particular errands, such as buying certain goods or meeting a friend. The results in Table 10 explain the less frequently visits to the market. It is very difficult to measure noneconomic activities in the markets. Consumers were asked if they come to market when they don't need to buy anything, and if so, why. The reliability of the information obtained by these questions is weak since they were skipped by most

Table 9. Frequency of attendance at the central market.

Frequency	Number	Percent
At least once a week	40	27%
Twice a month	54	36%
Three times a month	33	22%
Once a month	23	15%
Total	150	100%

Table 10. Percentage of buyers of goods at the central market.\*

Goods	Percent
Cloth and clothing	75%
Gold and silver	48%
Kitchenware	29%
Foodstuffs	24%
Electronics	16%
Handcrafts	14%
Beauty supplies	14%
Stationery supplies	12%

\* Most informants respond more than once.

customers, for unknown reasons. Eight percent of the people in the market said they were waiting for prayer time, because the markets are located beside the two main mosques in the city. For example, only 68% of the customers come to shop in the market and 24 percent come to meet friends. Those who come to see friends are mostly villagers, and they come to the market to see members of their tribe, especially the elders.

The new and old markets in Taif are multipurpose markets, since one can find everything that one needs. The items and percentage of customers who are buying them are shown in Table 10. It appears that 48 percent who enter the market are looking for gold and silver. There are two reasons for this; first, the income of the Saudi people has increased tremendously in the last fifteen years; and second, Saudi women have been competing to see who can wear the most gold jewelry. In addition, the cosmetic appearance of people in Saudi Arabia is considered to be very important at this time; therefore, we find from Table 10 that 75 percent of the customers buy cloth and clothing. Also, home furnishing is important since questionnaire results show that 28 percent of the people buy handcraft items and other decorative furnishings. Twenty-nine and ten percent buy kitchenware and rugs, respectively. The customers who buy groceries are only 24 percent. This low

number is expected among high-income populations, since it is known that when income increases, the percentage that is spent on food and other groceries decreases.

#### Does the Buyer Visit Markets Other Than This Market?

Despite the fact that there are many other small markets in town, the majority of the customers (55 percent) do not visit them, while only 45 percent do. These small markets include Ashargih, Nozha, Sharba and Al-Hawiyah (Table 11), which sell goods that are necessary for people's everyday lives, such as groceries and clothing. The reasons that people come to this market are shown in Table 12. It has been found that prices of goods in that market are not an important feature in drawing people to that market since only 8 percent believed that the market has low prices. The prices in the market are competitive, but not lower than others in the area. People are familiar with prices in the area, but price is the lowest consideration for shopping here. Convenience and social, religious reasons offset the price issue. Although "the consumer will normally travel to the nearest centre within whose range he happens to live, in order to minimize the time-cost budget of the journey" (Davison, 1980). This does not occur here. This may indicate that customers have high incomes so they do not care about the prices, or the

Table 11. Percentage of buyers who identified other markets.

Yes	Number	Percent
As-sharqih	35	23%
Nozha	9	6%
Shabra	10	7%
Al-Hawiyah	13	9%
Total	67	45%

Table 12. Main reason for selecting the central market.

Reason	Percent
All my needs are met here	39%
It is near the Friday Mosque	24%
It is near my home	19%
It is near my job	10%
Low prices	8%

prices in the big market are higher than prices in the small markets distributed around the city. On the other hand, the majority of the customers (39 percent) selected that market for the reason that they can find all of their needs there, from goods to services, since, as was mentioned before, this is a multipurpose market. In addition, Saudi Arabia is a very religious country and the people are very devout Muslims. One of the main conditions of being a Muslim is that one has to pray five times a day. Prayer is more satisfying and is more richly rewarded by Allah (God) if done in a mosque with a group, according to Al-Hadeeth (the sayings of the Prophet Mohammed). Therefore, a relatively high percentage (24 percent) of the customers are "killing time" while waiting for prayer time. The highest percent (29 percent), however, select that market because it is either close to their work or their home.

After finding that the majority of customers (55 percent) do not visit any market other than this market, I tried to find why they selected it. The majority of the customers (71 percent) said they selected this market because it is the best, not only in Taif but also in the whole western region of the country. In addition, 23 percent said it is better than most markets in the area, and very small percentage said it is either the same as the

others (3 percent) or worse (3 percent). According to these results, one can see, in the importance of this market, the advantages of Taif city among the other major cities in the region.

Among the people who liked this market but still shop in other markets, a high percentage of them (41 percent) (Table 13) said they were trying to find lower prices. On the other hand, not one among the questioned customers said that he or she was trying to find better quality. This is an indication that this market is the best in the region. In addition, the majority (52 percent) said they shop in other places due to better proximity to their home or their work. This is understandable, especially at the present time, since most shoppers are men or women who are accompanied by a close relative. The reasons for this are: first, women cannot drive, according to Saudi law; and second, they have to be taken by a close relative, either their husband, brother or son. Only a small percentage (7 percent) said that they tried to shop in other markets because they could not find what they needed in this market.

Table 14 shows the reasons that customers shop in this market even though they are not satisfied with it. The majority (37 percent) said they selected this market due to its good quality and good facilities. Thirty-one

Table 13. Consumers' reasons for planning to shop in other markets.

Reason	Number	Percent
Looking for market closer to home and work		52%
Looking for better prices		41%
Looking for goods that were not at this market		7%

Table 14. Consumer reasons of those who did not shop in other markets.

Reason	Number	Percent
The facilities are good		37%
My home and work are in this area		31%
I do not have a car		26%

Table 15. Reasons why consumers choose to shop here.

Reason	Number	Percent
Friends influenced decision	63	43%
Relatives influenced decision	49	33%
I decided myself	38	24%

percent said that this market is close to their work or their homes; therefore, they chose this market to save time. The importance of saving time has been mentioned before. On the other hand, 26 percent said that they cannot come to this market all the time because they do not have cars; this can be considered a high percentage, considering the wealth and standard of living in Saudi Arabia.

The tight-knit social life in Saudi Arabia has a great influence on the daily activities of people. Therefore, the respondents have been asked about the persons who had the greatest effect on their decision to select that market for shopping (see Table 15). Customers' decisions were influenced by friends (43 percent) and relatives (33 percent). On the other hand, only 24 percent said they made the decision by themselves. This does not mean that the majority cannot make decisions for themselves, but that people have very close relationships with their relatives and friends; therefore, they have a high level of confidence and trust in each other. The feeling of helping, trying to accommodate their friends is very strong. This friendship is a great asset to the business relationship.

Table 16 shows the percentage distribution of the best season for shopping. The results indicated that the

Table 16. The best time for shopping--seasonal peaks.

Season	Number	Percent
Fall (includes the Hajj)	22	22%
Winter	45	30%
Spring	30	20%
Summer (includes Ramadan)	42	28%
Total	150	100%

Table 17. Consumers' monthly income.

Saudi Riyals	Number	Percent
Less than 2000 riyals	4	3%
Between 2000 and 4999 riyals	26	19.1%
Between 5000 and 7999 riyals	41	30.1%
Between 8000 and 9000 riyals	48	35.3%
More than 10,000 riyals	17	12.5%
Total	140	100%

distribution is between 20 and 30 percent. Among the four seasons, however, these variations are not large. There are two major events that repeat themselves every year in Saudi Arabia as well as in every other Muslim country. These two events are Haj (pilgrimage) and Ramadan (the fasting month), times which are followed by large celebrations. Ramadan is a religious observation, after which there is a great celebration. This celebration is a period of renewal, and many families renew by buying all new furnishings or wardrobes. On these occasions, people buy new clothing as gifts for their family members and friends. People also buy clothing to be given to poor people. (Sometimes rich people give money to the poor as zaka, the Islamic tax, and as saddaga, money given voluntarily to the poor for the sake of Allah in order to help them celebrate these important events.) At Haj time, many people from the Islamic world visit Makkah for the pilgrimage. A large percent stop in Taif on their way home to buy gifts for their family and friends. Therefore, the markets become very active after these events. Due to an increase in activity in the markets during these times, they are very crowded and expensive. Therefore, some people avoid these problems by shopping all year round. For these reasons the best times to shop are well distributed among the four seasons, since I found that 22

percent preferred the fall, 30 percent the winter, 20 percent the spring, and 28 percent summer.

Table 17 show the distribution of the buyers according to their income. Only 3 percent make less than 2,000 riyals per year (3.5 Saudi riyals equal one American dollar). In Saudi Arabia, these people are considered to be very poor. Almost all of them are foreign workers. It is also found that 19.1 percent make between 2,000-5,000 riyals. Most of these people are also foreign workers; however, a very small percentage of Saudi citizens make less than 5,000 riyals yearly. About 30.1 percent of the buyers make between 5,000-7,999 riyals. This percentage represents the average middle class in Saudi Arabia. In general, a person who has just finished a bachelor's degree can make this much money every year. The highest percentage among buyers (35.3 percent) represent those people who are above the average, in the middle class; however, these people make between 8,000-9,999 riyals a year. In addition, those who make more than 10,000 riyals a year represent only 12.5 percent of the total buyers. These people are in the upper level of the middle class. It is important to mention that these people take home their gross income since they do not pay taxes. More than that, people get several benefits from the government such as free medical care and free education. People also can

get interest-free loans to build homes, and they can pay them back on a long-term basis. Those who make around 7,000 riyals a year represent the average middle class. One important fact deserves to be mentioned from looking at Table 17, and that is that the percentage of buyers increased in the market with the increase of yearly income up to a point that the percentage decreased. This may be due to the fact that poor people do not go to the market very often, and those people who are wealthy travel overseas very year and do much of their shopping in other countries.

## CHAPTER 5

### SELLERS

To determine the qualities of the different sellers at the suq, a questionnaire was prepared. This questionnaire was a poll to determine the demographics of the sellers. 140 questionnaires were returned and completed by the sellers. This chapter will analyze the results of our poll.

For purposes of clarification, when we refer to the Taif region we will refer to a specific area around Taif. This area is bounded by the village of Aushairah on the north side, 110 kilometers away; on the south side, Ash-Shafa, which is 25 km; on the east side is Hadad Banny Malak, 125 km away; and on the west is Al Hada, 20 km away (Mathew, 1973).

#### Type of Communities in which Sellers Reside

Almost 90 percent of the sellers in Taif's markets live within the city, and 7 percent of them live outside the city but within the region, particularly in Al-Hada and Ash-Shafa villages (see Table 18). Only 3.5 percent come in every day from outside the Taif region. The latter may be called seasonal sellers.

Table 18. Type of community in which sellers reside.

Type	Numbers	Percent
Taif	125	89.5%
Taif region	10	7%
Out of the region	5	3.5%
Out of the country	0	0%
Total	140	100%

Table 19. Length of residence in area.

Kind	Number	Percent
Summer only	5	3.5%
Less than one year	25	18%
1-3 years	20	14%
1-6 years	50	36%
More than 7 years	40	28.5%
Total	140	100%

The recent development in Taif increased the population and commercial trade and business. In addition, Taif became the main supplier of goods and services to the southwest region of Saudi Arabia in general. That encouraged more business to move to the city, especially within the last three years. The data in Table 19 explain the recent movement to Taif. For example, 18 percent of the sellers left their original home towns and villages to come to Taif less than one year ago. About 14 percent of the sellers moved to Taif in the last one through three years. On the other hand, only 28.5 percent of the sellers moved to Taif more than seven years ago. Within the last 1 to 6 years is the time period during which 36% of the sellers came to the market. Also, 3.5 percent of the sellers work only in the summer, due to the seasonal increase in population. Usually those sellers come from other cities.

#### Mode of Transportation to the Market

Less than half of the sellers (45 percent) come to the market by foot (Table 20). This indicates that a large number of sellers live close to their businesses. The data in Table 21 show that 56 percent of the sellers live in an area less than 1 km away from the market. In fact, most of these sellers live on the second, third and fourth floors of the old market. (It was mentioned before that the old

Table 20. Mode of transportation.

Method	Number	Percent
Walking	63	45%
Private car	77	55%
Public transportation	--	--
With friends	--	--
Total	140	100%

Table 21. Relationship of seller's home to central market.

Distance	Number	Percent
Less than 1 km	78	56%
1-5 km	25	37%
6-10 km	0	0
11-15 km	0	0
16-20 km	10	7%
21-30 km	0	0
31-50 km	0	0
More than 51 km	0	0
Total	140	100%

market buildings are 3-4 floors high and only the first floor is used for commercial activities, the other floors being residential.) In addition, the majority of the sellers live inside the city since 93 percent of them are living within 5 km of their businesses and only 7 percent live 16-20 km away from the market.

#### Market Trade and Activities

The sellers at the markets have changed the items which they bring to market. The trade activities at the market have been affected by these changes. In this chapter we will try to analyze the data accumulated regarding the changes in this activity.

Recently the trade in Taif markets has changed a great deal. In the past all trading activities were located in the old market, the new market being built about 15 years ago. Activities in the old market were limited to sales by local farmers and Bedouins. For example, a good deal of the activities included the sales of milk fat (ghee), hardware, honey, and handcrafts. Groceries produced by local farmers were also sold in the old market. In addition, used women's clothes, antique and costly jewelry made of gold and silver, and grains (especially local wheat) were sold there.

In the last few years, Taif has faced tremendous change and growth. For example, the population has

increased, for several reasons which were discussed in Chapter 2. Incomes and standards of living in Saudi Arabia have seen great improvement in the last ten years. As a natural result, the old market expanded and the new market was built. When the new market was built, modern goods began to be sold, whether they were imported or produced locally; most goods are imported.

Table 22 shows the general kind of goods which are sold at the present time in both the old and new markets. It has been found that clothing and cloth products are the major items sold in the market (23 percent), the fabric sellers contributing 12 percent while clothing sales are 11 percent. These two percentages are number one and two, respectively, over the whole range of activities in the market.

The third major group of sellers (9 percent of the total) are those who deal in gold. Since gold is not a necessity of life but a luxury, the percentage of people who sell it is an indication of the buying power of the Saudi people. Another reason for the high percentage of gold sellers is that the gold price in is the lowest in the Middle East, if not in the entire world; therefore, almost all visitors to Saudi Arabia buy gold and gold products during their visit.

Table 22. Range of goods sold and the range of sellers selling at the central market.

Function	New Market	Old Market		Total
Women's cloth shops	46	23	(1)	69
Men's clothing shops	0	67	(2)	67
Men's tailor shops	26	30	(3)	56
Gold shops	23	30	(4)	53
Women's and men's shoe shops	37	13	(5)	49
Beauty shops	30	12	(6)	42
Baby item shops	26	13	(7)	39
Grocery shops	1	38	(7)	39
Old women's cloth shops	0	37	(9)	37
Hardware shops	0	25	(10)	25
Kitchenware shops	2	23	(10)	25
Women's face/body care shops	24	0	(12)	24
Women's clothing shops	22	0	(13)	22
Electronic shops	7	12	(14)	19
Women and men's watch shops	13	3	(15)	16
Men's cloth shops	15	0	(16)	15
Silver shops	0	14	(17)	14
Handicraft shops	0	14	(17)	14
Date shops	0	12	(9)	12
Old women's cloth tailor shops	0	12	(9)	12
Honey and animal fat shops	0	12	(9)	12

Table 22 -- Continued

Function	New Market	Old Market		Total
Luggage shops	6	0	(22)	6
Coffee shops	0	6	(22)	6
Book store	6	0	22	6
Spice shops	0	4	(25)	4
Candy shops	0	2	(26)	2
Pharmacies	0	1	27	1

The fourth major group in the market, comprising 8 percent of the total sellers, are those selling kitchen wares and tailors. The reason for the high percentage of kitchenware sellers, mentioned in Chapter 4, is believed to be the competition between people to furnish and decorate their large homes which have been built recently. In addition, the high percentage of tailors is a good indication of the good standard of living and high income.

The percentage of grocery sellers (7 percent) is another indication of the good standard of living, since by percentage, when the income of the people increased the percent which was spent on groceries decreased. However, the percentage of any goods sellers depends on its market and how much the people buy of that good. Almost all groceries, some fruits, vegetables, and juices are imported from outside the country. Silver, books, honey and animal fat (ghee) sellers make up 6 percent of the total sellers. The handicraft sellers still form 5 percent of the total sellers in both markets, despite their presence in the old market only. Shoes and beauty product sellers comprise only 3 percent each. However, 3 percent for beauty sellers is considered to be low. In addition, furniture and rug sellers comprise 2 percent and 1 percent, respectively. These percentages are considered to be low if compared with

the percentage of people who enter the market looking for furniture and rugs, according to the buyers' questionnaire.

Both markets specialize in terms of the goods that they sell. For example, the sellers that deal in gold do not sell other items. In addition, all merchants who sell the same item are clustered in one certain part of the market.

As was mentioned in Chapter 4, there are two main holidays in Saudi Arabia. These are Haj (pilgrimage) time and Ramadan (the month of fasting), and both change from year to year. An entire yearly cycle is completed every 36 years, because the Arabic year is based on a lunar calendar; this is 10 days shorter than the solar calendar. During 1984 Ramadan came in the middle of summer, and Haj was during the middle of fall. Sales increased tremendously during these occasions despite the seasons. Therefore, I found that the majority of the sellers (61 percent) said that the best time to sell goods is during the summer (see Table 23). The reasons are believed to be due mainly to Ramadan and, to a certain extent, to the visitors who come to Taif every summer because of the good weather. About 28 percent of the sellers said the best time for selling is during the Haj season. This percentage is less than one-half of the percentage which said their best season is the Ramadan season. The reason for this is

Table 23. What are the best times for selling goods?

The best time for selling		Percent
Fall (includes the Haj)	40	28%
Winter	7	5%
Spring	8	6%
Summer (includes Ramadan)	85	61%

Table 24. Which has the better income?

Location	Number	Percent
Here	26	58%
Elsewhere	19	42%
Total	45	100%

Table 25. Sellers working in stores

Number of workers	Number	Percent
One worker	57	41%
Two workers	31	22%
Three workers	29	21%
Four workers or more	23	16%

that the customers during Haj are mostly from outside the country, and they cannot buy all the kinds of items offered in the market, but instead buy light items which can be carried without taking up much room in their car. In contrast, the customers during Ramadan are mostly Saudis, who can buy every item despite its weight or size. In addition, part of the higher percentage during Ramadan this year may be due to the summer season, since certain businesses become active in summer, like home building and tourism. The majority of tourists are Muslims, and if they are celebrating Ramadan they will purchase something small and easy to carry in their luggage for the return trip home. A small percentage of the sellers said that the best season for work is winter and spring (5 and 6 percent, respectively).

The sellers were also asked whether they owned store(s) in other markets, and if yes, which had a better income. The results in Table 24 show that the majority of sellers (58 percent) do not have another store and 42 percent said they do, in places other than this market. Fifty-eight percent of those who have more than one store said that their income in the market is better than the other(s), while 42 percent said just the opposite. Although there is no accurate information about the location of the sellers' homes who own more than one store,

it was known from personal conversation that most sellers live outside of Taif.

The size of the store, as was mentioned before, is relatively small. For that reason, I found that the majority of the sellers (41 percent) have only one worker in their stores; these workers are primarily the owners themselves (see Table 25). Twenty-two percent of the sellers employ two workers, 21 percent have three, and 16 percent have four or more.

Table 26 shows that the majority of the sellers (76.5 percent) obtained their goods from inside Saudi Arabia, mainly from Jeddah and a few from Riyadh. In contrast, about 23.5 percent get their goods by direct import from overseas, most from the Far East and some from Pakistan and the United States. It is important to mention that most of the goods from Jeddah and Riyadh are also imported from overseas.

Concerning the reason for selecting this marketplace, the majority of the sellers (44 percent) said that it is near their homes. Research establishes that the shop was built first, and then the second story was added for their living quarters. This study supports the statement that most sellers live in the upper floors of the old market building (see Table 27). The second largest percentage (21 percent) said that they inherited the

Table 26. Source of goods.

Source		Percent
Locally	107	76.5%
Jeddah (95)		
Riyadh (12)		
Overseas	33	23.5%
U.S.A. (5)		
Far East (20)		
Pakistan (8)		

Table 27. Sellers' reasons for selecting the central market.

Reasons	Number	Percent
Near my home	62	44%
My father was here	29	21%
A good location	26	18.5%
I was apprenticed here	13	9.3%
Friends were here	5	3.5%
Facilities are good	4	3%
Near the government offices	1	0.7
Total	140	100%

business from their father. More than 18 percent of the sellers chose to have their store in the market due to better trade and more customers. A small percentage moved there due to the good facilities and to the influence of their friends. Overall, no one said they had chosen that market due to low rent since the rents on their stores are considered very expensive for their size (most are only 3 x 4 or 4 x 4 meters). However, Table 28 shows that the lowest rent is more than 25,000 Saudi riyals (about \$7,000) per year, and this is in the old market. The rent in the old market stores goes up to 50,000 riyals (about \$15,000 American dollars); however, the stores with rents between 25,000-50,000 riyals represent 36 percent of the total. In addition, rents for the new market stores are very high. For example, 28 percent of the stores rent for between 51,000-75,000 riyals per year, and 23 percent for between 76,000-100,000 riyals per year. Thirteen percent of the stores rent for more than 101,000 riyals, which is considered very expensive. These high rents may be an indication of the commercial values of markets in particular, and an indication of the importance of Taif city in general.

Despite the expensive rents, the majority of the sellers (81.5 percent) said that this market is the best in town, and 18.5 percent said it is better than most (see

Table 28. Annual rent for business location.

Saudi Riyals		Percent
25,000-50,000	50	36%
51,000-75,000	39	28%
76,000-100,000	32	23%
More than 101,000	19	13%
Total	140	100%

Table 29. How would you compare the market to other markets in Taif?

Opinion	Number	Percent
The best	114	81.5%
Better than most	26	18.5%
Average	--	0
Worse	--	0
Total	140	100%

Table 29). More than that, 100 percent said this market is the best in town due to good grade representation, large number of customers and wide variety of goods. One hundred percent also answered no when asked if they had any plans to move their stores to another market in the city.

## CHAPTER 6

### CONCLUSION

In presenting the research and the findings, we have compiled these facts and the data to give the reader a greater understanding and perception into the market places of Taif. These findings have emphasized the importance of these markets to the local populace, and have pointed out more emphatically the multi-functional use of these markets.

The markets of this area are a great support of the economy in the area. The markets are wholesalers providing the outlets for the produce and the handicrafts of the area. These markets provide an avenue to the greater and more profitable markets in the other parts of Saudi Arabia. At the markets of Taif we have seen the local farmers bring the wares they produced and thus lessen their shipping and resale costs. Here too, they may purchase all their necessary tools, and they will be provided with all the needs of their household.

The markets of Taif are an excellent example of the economic linkage concept. I have attempted to present a broad overview of the interactions of the establishments within the market place. In this manner, the reader will

assimilate the concept of the economic growth of the market place. The interdependencies of the market establishments has been emphasized also. This interdependence has given rise to the ancillary linkages within the market place.

The ancillary linkages which have brought a very broad social spectrum to the market place have also attracted visitors into the suq. Taif has grown as a governmental center within the last years. The moderate climate of the Taif area has attracted many visitors during the summer, and as we have pointed out, the growth to the area has been very great. Taif has expanded as the government center grew, and the market place has grown as the governmental offices have increased.

As we have pointed out in Chapters 4 and 5, the influence of foreign visitors and more sophisticated workers have brought the need for the new market. International goods have become more evident within the market area. The market itself is an attraction to the people from the surrounding areas of Taif. The modern technology gives these people more mobility, and as they utilize their new abilities to travel, they come to the mosque to worship and then stay to utilize the market facilities.

My research shows that the sphere of influence exerted by the markets of Taif has grown with the expansion of the area. Modern transportation opens up the area to

more people and widens the boundaries which the regional markets service. The market has reflected the mental maturing of the area, and the new market brings evidence of the modern concepts.

The data compiled and the interviews with shoppers have been strong indicators that the future of the market is extremely viable. The market system is one which is growing in utilization, as evidenced by the growth of the new market. The efficiency of the modern ideas are being integrated into the daily activity at the market. This growth and improvement indicates a strong future for the market place.

Buildings in the old market place have already been modernized. More advanced concepts of marketing and economics are utilized in the new market place. The old buildings have been renovated and show that they can be utilized through their renovation. The market system is one which is growing in utilization and in efficiency as modern ideas are incorporated.

This usefulness and basic utilitarian viewpoint at the market place is very evident. The strength of the old traditions serve as a strong base for the newer trends of economic growth. A careful look at the structure of Taif's central market in particular yields many interesting conclusions about old and new commercial trends.

The old section of the central market has traditionally played an important role in the social life of both urban dwellers and rural visitors to the market. The numerous coffee shops of this part of the market are a gathering place for men who come to do business or simply to pass the time.

This social function is enhanced by the fact that the old market was constructed to be a residential area as well as a commercial area. The buildings of this section, 3-4 stories high, contain apartments on the upper floors that house a considerable number of people. The old market area provides its own "local" population.

It is also worth noting that the old market is traditionally a gathering place for village tribal heads who visit the city. The presence of the chiefs makes the old market more attractive than the new for other members of these tribes.

The new section of the central market, in general, plays a lesser social role. This section contains shops that cater, by and large, to the female consumers. Goods sold here include gold and other jewelry items, clothing and fabric shops for women, and clothing and other items for children. There are no coffee shops here, since social tradition dictates that women not spend time socializing publicly in this way.

The physical nature of the new market is another factor contributing to its lesser social function. Here, the buildings are 1-2 stories high, and contain no apartments. Residential areas have been built in separate locations immediately to the south of the market.

Another interesting difference can be observed in the location of goods in the old and new markets. In short, shops selling goods of a certain type--for example, women's fabric--tend to be scattered in the old market and clustered together in the new. This clustering encourages competitive pricing on the part of the seller, and comparison shopping on the part of the buyer.

A final trend observable in the new market is the location of high-value goods near the major entrances. Consumers are attracted to shops selling gold, silver and other high-value items. They then are likely to pass into other parts of the market to purchase lower-value goods.

The central market--comprising both the old and new sections with their somewhat different functions--remains the preferred market in Taif for both urban dwellers and the rural populace. Many new commercial centers have been built in other areas of the city, including the important districts along the main avenues. But the central market continues to be the favorite among consumers.

This preference can be explained in part by the force of tradition: families have been buying and selling their goods in the central market for generations. but there are other important explanations for this preference as well.

On the whole, consumers find higher-quality goods in the central market. Sellers transport merchandise here from Jeddah, a large and important commercial center located about two hours from Taif.

Moreover, prices are usually lower in the central market than in other parts of the city. This is largely because merchants in the central market are operating with a lower overhead. Shop space in other areas is more expensive to rent. In addition, the high volume of trade in the central market has the general effect of lowering prices.

The central market also offers a greater range of goods than any other market. Products from the entire southwest region of Saudi Arabia are brought here to be sold. This high volume of trade increases during the Haj season, or the summer months. Virtually all consumer needs can be met by retail shops in the central market. Wholesale groceries are also available here, so that restaurant and small food shop owners may make large-scale purchases.

It is true that the central market's old section is presently in a state of disrepair. This section could

benefit from redesign and upgrading of structures. Limitations on available parking space are another disadvantage of the old section. But in spite of these drawbacks, the central market is still the commercial center of greatest economic and social impact in the city.

All these conclusions have important implications for the future. Urban growth in the Taif region brings a need for increased market facilities. It is essential that the location and design of new markets be based on principles exhibiting by already-established markets.

It could be said that the central market owes a great deal of its success to the proximity of the mosques. Since worship is a part of daily life for many Saudis, commercial centers near mosques are most likely to prosper.

The central market also has the advantage of being located near government offices. Residents who come to this area of the city to attend to fiscal or legal matters are likely to shop in the market. It should be recognized that new markets in other areas of the city will not be able to share this advantage.

Developers and urban planners may be tempted to construct a shopping mall in Taif, following the American model. Such a mall has already been built in nearby Jeddah.

However, the results of this study leads us to conclude that a shopping mall in Taif would not be a

successful commercial venture. One reason is that there are few places in the city where adequate parking could be made available. More importantly, the rent for shop space in such a mall would be high. This would force prices up, which would drive away many potential customers. This unfortunate outcome can already be seen in the mall at Jeddah. There, shopkeepers are making very little profit, or are actually losing money. It is clear that shopping malls based on the American model are not the best way to answer the need for new shopping centers in Taif.

The markets indicate a tremendous example of the strength that can be achieved when there is utilization of the older traditions with the ideas of the future. My desire is that the data that we have compiled may be utilized by researchers in the future. The examples of economic growth and the lessons in marketing and economics which the market place teaches by its existence, are very good.

We have only begun to research the impact of the market place into the growth and economic health of the area. In the future we are hopeful that more research and more data will be collected which will give greater insight into the role that the market place plays in the development and growth of any area.

APPENDIX A

QUESTIONNAIRE FOR THE BUYERS IN THE  
MARKET PLACE IN TAIF, SAUDI ARABIA

QUESTIONNAIRE FOR THE BUYERS IN THE  
MARKET PLACE IN TAIF, SAUDI ARABIA

My name is Al-Feir, Abdulmuhssin. I am collecting data on uses of the central market for use in a research study that I am conducting for my graduate degree at the University of Arizona in the United States. May I have a few minutes of your time?

Section I

1. Where do you live most of the year?
  - Taif \_\_\_\_\_
  - Taif region \_\_\_\_\_ name of village \_\_\_\_\_
  - Out of the region \_\_\_\_\_ name of city \_\_\_\_\_
  - name of country \_\_\_\_\_
  
2. How long have you been away from your city or village?
  - Summer only \_\_\_\_\_
  - Less than one year \_\_\_\_\_
  - Between 1 & 3 years \_\_\_\_\_
  - Between 3 & 6 years \_\_\_\_\_
  - More than 7 years \_\_\_\_\_
  
3. Do you still have any contact with your city or village?
  - Yes \_\_\_\_\_
  - No \_\_\_\_\_
  
4. If yes, what kinds of goods do you buy from the central market?
 

Gold & silver _____	Kitchenware _____
Cloth _____	Other (Specify) _____
Clothing _____	_____
Groceries _____	
Electronics _____	
Handicrafts _____	
Furniture _____	
Stationery supplies _____	

5. How often do you come to this market?  
 Once a week \_\_\_\_\_  
 Twice a month \_\_\_\_\_  
 Three times a month \_\_\_\_\_  
 Once a month \_\_\_\_\_  
 Other: Specify \_\_\_\_\_
6. The time required between your house and this market is  
 Less than five minutes \_\_\_\_\_  
 Between 5 & 15 minutes \_\_\_\_\_  
 Between 15 & 30 minutes \_\_\_\_\_  
 Between 30 & 45 minutes \_\_\_\_\_  
 Between 45 & 60 minutes \_\_\_\_\_  
 More than one hour \_\_\_\_\_ Specify \_\_\_\_\_
7. My mode of transportation is  
 Walking \_\_\_\_\_ Why \_\_\_\_\_  
 Private car \_\_\_\_\_  
 Public transportation \_\_\_\_\_ Why \_\_\_\_\_  
 With friends \_\_\_\_\_

## Section II

8. What are the main reasons for coming to the market?  
 Shopping \_\_\_\_\_  
 Meeting friend(s) \_\_\_\_\_  
 Other (Specify) \_\_\_\_\_
9. Do you visit markets other than this market?  
 Yes \_\_\_\_\_ Specify other markets \_\_\_\_\_  
 No \_\_\_\_\_

10. What is your reason for selecting this market for shopping?

Low prices \_\_\_\_\_

Variety of goods and services \_\_\_\_\_

Near by home \_\_\_\_\_

Near my job \_\_\_\_\_

Near the mosque \_\_\_\_\_

All my needs are here \_\_\_\_\_

Good facilities \_\_\_\_\_ Specify \_\_\_\_\_

Other \_\_\_\_\_

11. How would you compare this market to other markets?

The best \_\_\_\_\_

Better than most \_\_\_\_\_

The same as others \_\_\_\_\_

Worse \_\_\_\_\_

Why? \_\_\_\_\_

12. If you plan to shop in other markets, why?

1. Looking for goods that are not here \_\_\_\_\_

2. Looking for better quality \_\_\_\_\_

3. Looking for better prices \_\_\_\_\_

4. Looking for a market closer to work \_\_\_\_\_

5. Looking for a market closer to home \_\_\_\_\_

13. If this market is not satisfactory, but you do not show in other markets, why?

My home is in this area \_\_\_\_\_

My work is in this area \_\_\_\_\_

I don't have a car \_\_\_\_\_

The facilities are good \_\_\_\_\_

Other (Specify) \_\_\_\_\_

14. Who had the most effect on your decision to shop here?

I decided by myself \_\_\_\_\_

Some friends \_\_\_\_\_

Some relatives \_\_\_\_\_

Other (Specify) \_\_\_\_\_

15. What do you think is the best time, in terms of percentage, for shopping?

Fall (Haj)	_____ %	Why _____
Winter	_____ %	Why _____
Spring	_____ %	Why _____
Summer	_____ %	Why _____
(Ramadan)	100%	

16. How far is your home from the central market?

Less than 1 km \_\_\_\_\_

Between 1 & 5 km \_\_\_\_\_

Between 6 & 10 km \_\_\_\_\_

Between 11 & 15 km \_\_\_\_\_

Between 16 & 20 km \_\_\_\_\_

Between 21 & 30 km \_\_\_\_\_

Between 31 & 50 km \_\_\_\_\_

More than 50 km \_\_\_\_\_ Specify \_\_\_\_\_

17. Please indicate your monthly income below.

Less than 2000 riyals \_\_\_\_\_

Between 2000 & 2999 riyals \_\_\_\_\_

Between 3000 & 3999 riyals \_\_\_\_\_

Between 4000 & 4999 riyals \_\_\_\_\_

Between 5000 & 5999 riyals \_\_\_\_\_

Between 6000 & 6999 riyals \_\_\_\_\_

Between 7000 & 7999 riyals \_\_\_\_\_

Between 8000 & 8999 riyals \_\_\_\_\_

Between 9000 & 9999 riyals \_\_\_\_\_

More than 10,000 riyals \_\_\_\_\_

APPENDIX B

QUESTIONNAIRE FOR THE SELLERS IN THE  
MARKET PLACE IN TAIF, SAUDI ARABIA

QUESTIONNAIRE FOR THE SELLERS IN THE  
MARKET PLACE IN TAIF, SAUDI ARABIA

My name is Al-Feir, Abdulmuhssin. I am collecting data on uses of the central market for uses in a research study, that I'm conducting for my graduate degree at the University of Arizona in the United States. May I have a few minutes of your time?

FIRST

1. Where do you live most of the year?

Taif \_\_\_\_\_

Taif region \_\_\_\_\_ Name of village \_\_\_\_\_

Out of region \_\_\_\_\_ Name of village \_\_\_\_\_

Name of country \_\_\_\_\_

2. How long have you been away from your city or village?

Summer only \_\_\_\_\_

Less than one year \_\_\_\_\_

Between 1 & 3 years \_\_\_\_\_

Between 3 & 6 years \_\_\_\_\_

More than 7 years \_\_\_\_\_

3. Mode of transportation

Walking \_\_\_\_\_ Why? \_\_\_\_\_

Private car \_\_\_\_\_

Public transportation \_\_\_\_\_ Why? \_\_\_\_\_

With friends \_\_\_\_\_

SECOND

## 4. Occupational types

Type of work: Grocery Seller \_\_\_\_\_  
 Gold Seller \_\_\_\_\_ Toy Seller \_\_\_\_\_  
 Silver Seller \_\_\_\_\_ Tailor \_\_\_\_\_  
 Cloth Seller \_\_\_\_\_ Handicraft Seller \_\_\_\_\_  
 Clothes Seller \_\_\_\_\_ Fruiterer \_\_\_\_\_  
 Book Seller \_\_\_\_\_ Furniture Seller \_\_\_\_\_  
 Electronics Seller \_\_\_\_\_ Rug Seller \_\_\_\_\_  
 Other (Specify) \_\_\_\_\_

## 5. How far is your home from the central market?

Less than 1 km \_\_\_\_\_  
 Between 1 & 5 km \_\_\_\_\_  
 Between 6 & 10 km \_\_\_\_\_  
 Between 11 & 15 km \_\_\_\_\_  
 Between 16 & 20 km \_\_\_\_\_  
 Between 21 & 30 km \_\_\_\_\_  
 Between 31 & 50 km \_\_\_\_\_  
 More than 50 km \_\_\_\_\_ Specify \_\_\_\_\_

## 6. What are the best time for selling goods?

Fall (incl. Haj) \_\_\_\_\_ % Why? \_\_\_\_\_  
 Winter \_\_\_\_\_ % Why? \_\_\_\_\_  
 Spring \_\_\_\_\_ % Why? \_\_\_\_\_  
 Summer (incl. Ramadan) \_\_\_\_\_ % Why? \_\_\_\_\_  
 100%

## 7. Do you have (an)other store(s) in other markets?

Yes \_\_\_\_\_ If yes, specify where \_\_\_\_\_  
 No \_\_\_\_\_

## 8. If yes, which has the better income?

Here \_\_\_\_\_ Why? \_\_\_\_\_  
 \_\_\_\_\_  
 There \_\_\_\_\_ Why? \_\_\_\_\_  
 \_\_\_\_\_

9. How many workers are there in your store?  
\_\_\_\_\_
10. Where are your goods from?  
Saudi Arabia \_\_\_\_\_ Specify \_\_\_\_\_  
Overseas \_\_\_\_\_ Specify \_\_\_\_\_
11. What is your reason(s) for selecting this market?  
My father was here \_\_\_\_\_  
I was apprentice here \_\_\_\_\_  
Friends went here \_\_\_\_\_  
Low rent \_\_\_\_\_  
Near my home \_\_\_\_\_  
A good trade \_\_\_\_\_  
More customers \_\_\_\_\_  
Near the government offices \_\_\_\_\_  
Facilities are good \_\_\_\_\_ Specify \_\_\_\_\_  
Other \_\_\_\_\_
12. What rent do you pay? \_\_\_\_\_  
Who is the owner? \_\_\_\_\_  
Did you pay key money? \_\_\_\_\_ How much? \_\_\_\_\_ When? \_\_\_\_\_
13. How would you compare this market to other markets in Taif?  
The best \_\_\_\_\_  
Better than most \_\_\_\_\_  
Average \_\_\_\_\_  
Worse \_\_\_\_\_  
Why? \_\_\_\_\_
14. If this market is better or worse, what are your reasons?  
Better? \_\_\_\_\_  
Worse? \_\_\_\_\_
15. Do you plan to have a store in other markets in the city?  
Yes \_\_\_\_\_ Where? \_\_\_\_\_ Why? \_\_\_\_\_  
No \_\_\_\_\_ Why? \_\_\_\_\_

16. Within this market, what is the best location for a store?

On the main avenue \_\_\_\_\_

Close to the main avenue \_\_\_\_\_

With the main part in the "suq" \_\_\_\_\_

Close to common goods \_\_\_\_\_

Close to residential areas \_\_\_\_\_

Other (Specify) \_\_\_\_\_

## LITERATURE CITED

- Abu-Lughod, J. "Migrant Adjustment of City Life: The Egyptian Case." American Journal of Sociology, 67:22-32, 1961.
- Agergard, E., Olsen, P. and Allpass, J. "The Interaction Between Retailing and Urban Center Structure: A Theory of Spatial Movement." Environment and Planning, 2:55-71, 1970.
- Al-Obaidi, A. A. Taif, Riyadh: Alrofai Press, 1982 (in Arabic).
- Al-Rothy, M. Saudi Arabia Population, Riyadh: Dar Al-Wala Press, 1978 (in Arabic).
- Al-Sarkady, M., Akhbar Makkah, Makkah: Makkah Press, 1965 (in Arabic).
- Al-Thubity, K. "Rural Migration and Urban Expansion of Taif." Unpublished Ph.D. Dissertation, Michigan State University, 1981.
- Asoliman, A. The Commercial Activity in the Arabian Peninsula. Cairo: Angelo Press. 1980 (in Arabic).
- Berry, B. Geography of Market Centers and Retail Distribution. Englewood Cliffs, New Jersey: Prentice Hall, 1967.
- Berry, B., and Barnum, H. "Aggregate Relations and Elemental Components of Central Place Systems," Journal of Regional Science, 4:35-68, 1962.
- Berry, B., Barnum, H. and Tennant, R. "Retail Location and Consumer Behavior." Papers and Proceedings of the Regional Science Association, 9:65-106, 1962.
- Bindoggi, H., Saudi Arabia Geography. Riyadh: Alymamah Press, 1974 (in Arabic).
- Bonine, Michael E. "Urban Studies in the Middle East," Middle East Studies Association Bulletin, 10:11-37, October 1976.

- Bonine, Michael E. Yazd and its Hinterland: A Central Place System of Dominance in the Central Iranian Plateau. Marburg/Lahn: Marburger Geographische Schriften, No. 83, 1980.
- Bromley, R., "Markets in the Developing Countries: A Review," Geography, 56:124, 1971.
- Brown, J. "A Geographical Study of the Evolution of the Cities of Tehran and Isfahan." Unpublished Ph.D. Dissertation, Durham University, 1965.
- Clark, J. The Iranian City of Shiraz, Durham: University of Durham, Department of Geography, Research Paper Series, No. 7, 1963.
- Clarke, J. and Clark, B. Kermanshah, An Iranian Provincial City, Durham: University of Durham, Department of Geography, Research Paper Series, No. 10, 1969.
- Costello, V. Urbanization in the Middle East, London, Cambridge University Press, 1977.
- Daghistani, A. At-Taif, Jeddah: Tohamah Press, 1980 (in Arabic).
- Dar Alshorog, Saudi Arabia and Its Place in the World. Jeddah: Dar Al Shorog, 1979.
- Dawson, John A., editor. "Retail Geography," John Wiley and Sons, New Jersey. 1980.
- Gormsen, Erdmann, editor. Market Distribution Systems, Papers submitted to the Symposium K.28 at the XXII International Geographical Congress, Moscow, July 1976.
- Hanse, Hilel. Growth Centers in Regional Economic Development. New York: Free Press. 1977.
- Hoover, E. M. An Introduction to Regional Economics, 2nd edition, New York: Alfred A. Knopf, 1970.
- Logan, M. I. "Location Behavior and Manufacturing Forms in Urban Areas." Annals, Association of American Geographers, 56(3): 451-455, 1968.
- Mathew, Robert. Summary of Master Plan Report for Taif, Taif: Ministry of Municipal and Rural Affairs, 1973.

- Mathew, Robert. Action Area Report, Taif: Central Area, Taif: Ministry of Municipal and Rural Affairs, 1978.
- \_\_\_\_\_. Alternative Strategies for Taif City, Jeddah: Ministry of Planning, 1981, 1983.
- Ministry of Central Planning Organization. Socio-economic Development Plan for the Southwest Region Saudi Arabia, Main Report, No. N.P. Ilaco, 1973.
- Ministry of Communication. Feeder Roads Master Plan--Area II, General Report. Rome: Italconsult, November 1976.
- Ministry of Finance and National Economy, Central Department of Statistics. General Population Census for 1394 A.H., 1974.
- \_\_\_\_\_. The Statistical Indicator, 3rd issue, Jeddah: Okaz Press, 1978.
- Ministry of Town Planning Organizations. Third Development Plan, Riyadh, 1982.
- Park, R., Burgess E. and Michanzik, R. The City. Chicago, University of Chicago Press, 1925.
- Pederdy, P. J. "The Bazaar Economy." In John Connell ed., Semnan: Persian City and Region. London: University College, 1970, 117-69.
- Rannells, John. The Core of the City. New York: Columbia University Press, 1956.
- Rotblat, H. J. Structural Impediments to Change in the Qazvin Bazaar, Iranian Studies, 5: 130-145, 1972.
- Rotblat, H. J. "Social Organization and Development in an Iranian Provincial Bazaar," Economic Development and Cultural Change, 23: 297-305, 1975.
- Sager, N. At-Taif in the Pre-Islamic and Islamic Periods. Jeddah: Dar Al-Shoroge Press, 1981 (in Arabic).
- Speerplan and Koshak. Taif Action Master Plan: Socio-economic Survey Report, Taif: Ministry of Municipal and Rural Affairs, 1978, 1981.

- Thomas, H. E. "Rural Periodic Markets and the Extension of an Urban System: A Western Nigeria Example." Economic Geography, 48:299-315, 1972.
- Thompson, C. T. and Hues, M. J. "Peasant and Bazaar Marketing Systems as Distinct Types." Anthropological Quarterly, 41: 218-227, 1968.
- Vance, James S. The Merchant's World: The Geography of Wholesaling. Englewood Cliffs, New Jersey: Prentice-Hall, 1976.
- Yeates, M. and Garner, B. The North American City, 3rd edition, New York: Harper and Row Publishers, 1980.