

Periodical Markets in the Principality of Yanbu in Western Saudi Arabia: Applied Geographic Study of Al-Swaiq Market.

Abstract:

The aim of this research is to define the remaining periodical markets in one of the regions famous of this phenomenon in Saudi Arabia. After definition the author tried to test the importance of a periodical market in creating commercial activity and supply local population needs. Thus Suq Al-Swaiq in Yanbu region in the west of Saudi Arabia was chosen as a case study for this research. The research also tried to answer the question of possibility of developing this market without losing its traditional pattern in marketing. Several aspects related to the subject were analyzed such as the physical structure of Suq Al-Swaiq, the kinds of goods entering the Suq and their place of origin, the pattern of sellers and buyers movements to the market, and the purchasing power in the market with an emphasis on its correlation with distance.