

LINGUISTIC LANDSCAPE: THE USE OF ENGLISH IN KHAMIS MUSHAIT SAUDI

ARABIA

by

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CERTIFICATION OF THESIS/CAPSTONE PROJECT WORK

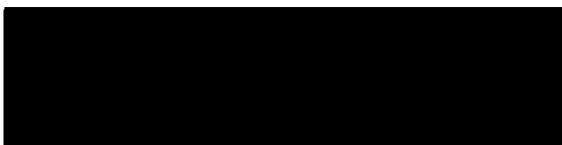
We, the undersigned, certify that this project entitled Linguistic Landscape in Khamis Mushait Saudi Arabia by Ali Y Alfaifi, Candidate for the Degree of Master of Science in Education, Teaching English to Speakers of Other Languages, is acceptable in form and content and demonstrates a satisfactory knowledge of the field covered by this project.



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LINGUISTIC LANDSCAPE IN KHAMIS MUSHAIT

Abstract

Recently, the spread of English has been internationally noticed, putting a remarkable influence on other languages. The linguistic landscape (LL) is a new field where linguists can examine many linguistic aspects such as bilingualism, translation and language policy through photographing shop signs and street billboards of either small or big cities worldwide; and then analyzing the samples gathered to detect what type of influence or dominance a language has on another. This study investigated the linguistic landscape in the vital areas of Khamis Mushait, Saudi Arabia, tourist destination (TD), commercial zone (CZ) and their smaller districts to examine how English is used on the shop, street, road and billboard signs together with investigating which language, either Arabic or English outweighed the other in the two locations, the tourist destination (TD) and the commercial zone (CZ) and their districts. A total of more than two hundred photos were collected from the two locations, yet, only 150 of them were analyzed and used. The collected data about Khamis Mushait was quantitatively analyzed. These methods were similar to Ben- Raefel (2006) and Backhaus (2007).

The findings revealed that the Arabic language was entirely dominant in the Tourist Destination and its smaller districts, while the commercial zone appeared to be affected by globalization which means that English was used more often in the CZ. Despite this, analysis showed that Arabic still dominated the commercial zone (CZ).

Keywords: Linguistic landscape, Khamis Mushait, photographing, language weights, dominance, globalization, commercial zone, tourist destination. Saudi Arabia

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Linguistic Landscape: The use of English in Khamis Mushait in Saudi Arabia

Introduction

Just as a GPS device can guide a tourist to a particular location, a *linguistic landscape* (LL) can guide visitors, foreigners and researchers to a better understanding of the languages, cultures, and hierarchical relationships impacting commerce, tourism, investment, education, and public opinion. LL creates an exchange of experiences and information in addition to its crucial role in providing travelers and tourists with the right directions to guide them to their intended path. Thus, traveling through a vast multicultural and multilingual continent like the United States of America or even touring a small city or a village somewhere else for the first time, it is nearly an inevitable situation that visitors, tourists or travelers will lose their way or may get lost or at least receive a negative impression of that area, unless clear and publicly posted signs exist. LL has a critical role in guiding and steering a visitor towards an area or a location previously planned to be visited or toured easily and conveniently. Since LL involves road signs which determine the speed limits or warn against road perils, saving someone's life, a wild animal or even a pet might be attributed to the correct and precise use of LL. This critical role among many others LL plays, our attention is greatly drawn towards studying this major field to recognize at least how responsible people of a city or zone take care of their visitors and other creature lives.

Many people believe that a GPS device could be a good replacement of LL, although language landscape can be a multipurpose tool that contributes not only in keeping visitors precisely directed throughout their journey, but also serves in raising the awareness of recognizing the degree of bilingualism and multilingualism a city or society has reached. The influence of globalization worldwide, cultural diversity, and hierarchical relationships among nations make LL so important. Although language is often now regarded as an essential factor in

recognizing nations' and groups' identity and culture, cultures closeness and their continuous transformation impacted each other in terms of the existence of the new global symbols with the traditional ones (Gade, 2014).

Thus, such unique characteristics of LL sparked the interests of several linguists and researchers to conduct practical studies in certain cities and countries worldwide to analyze the LL to show its importance in countries such as Rome (Griffin, 2004), Paris (Calvet 1990-1994 cited in, Rosendal, 2009), Jerusalem (Ben Rafael, 2006), Amsterdam (Edelman, 2006), Eritrea (Asfaha, 2010), Germany (Wierzbicka, 1998) and many more. All these studies addressed LL similarly in terms of the presence of a dominant language such as English and its impact on the indigenous one in various cities and countries. Yet, each researcher analyzed the data collected in a way he/she found more appropriately related to his/her raised research questions. Ben Rafael (2006) in his study of the LL of Israel, investigated the use of the three main languages, Israel-Hebrew, Arabic and English on both the private and public signs to explore the degree of visibility of these languages on the signs spreading there.

Griffin (2004) in his study of Rome city LL, he examined the presence of the English language as an invader on street signs, billboards, street advertisements, and even graffiti. The study delved deeply into recognizing to what degree the impact of the English language on the LL of the streets in a non-speaking country and in what contexts it appears in the city of Rome. In respect of the widespread of the English language across the street signs of Eritrea, the study Asfaha (2010) conducted to examine Asmara (the capital city of Eritrea) showed that English is one of the three main languages; Tigrinya, Arabic and English promoted to be used by the Eritrean government. In his study of Asmara LL, Asfaha indicated that most of the government and business signs in the centre of Asmara are inscribed or written in the three above indicated languages, among which is English. Since English is one of the government working languages

in Eritrea, Asfaha came to the result that English is the most used language of ministries, agencies, corporations, higher education, and sport associations.

Regarding Rosendal (2009), he investigated the linguistic situation after the Rwanda civil war. The return of refugees from the English-speaking countries resulted in introducing English into the official domains which has a contribution towards a new linguistic situation in Rwanda. To investigate the new linguistic situation changes, Rosendal examined the newspaper advertisement along with 914 shop signs and 221 billboards in Kigali and Butare. Analyzing the data collected, he found that Rwanda is going through a linguistic market competitive position that is not only influencing the national and official language of Rwanda, but the non-African official language situations, as well. Furthermore, the ambiguous situation of LL in Netherland, makes Elderman (2006) choose to analyze 300 signs on Amsterdam's main shopping street Kalvrstraat. The results of the study demonstrated that English has been largely used on Kalvrstraat shopping signs because of tourism and globalization. Actually, the universally observed spread of English and the impacts it has on languages aroused the linguists curiosity to examine some linguistic aspects such as language policy, multilingualism, bilingualism, and translation.

Purpose

The purpose of this research study was to investigate the LL of Khamis Mushayt, (a Saudi city that lies to the southwest of Saudi Arabia), to discover how English is used on its LL, and which language outweighed the other in that popular city. This study included two major locations: *The Commercial Plazas*, and *The Tourist Destinations* as well as their smaller areas such as, Dalaghan, Alfarah, Alhabalah, the downtown, Alkhalidia, and the Car Showrooms. Taking pictures of different signs from the two major locations and their smaller areas in Khamis Mushayt and analyzing them in a descriptive way, the research questions were

quantitatively answered. The data collected also revealed the extent to which Khamis Mushayt was truly affected by globalization and the domination of the Arabic language.

Problem and Significance

The unique location of Khamis Mushayt and the degree of globalization the city was expected to reach as a commercial zone and a tourist destination, its LL was chosen to be investigated and explored like other well-known cities worldwide. However, using the data collected to analyze the languages mostly liked to be displayed and used on Khamis Mushayt store, mall, street signs and billboards, the impacts globalization has had on the Commercial Zone owing to the bilingual growth and development of this conservative and tribal city was detected. What made this city different from its neighboring counterparts was that, not every new phenomenon seemed easily and instantly welcomed in Khamis Mushait due to the tribal principles and customs most people adhere to at that province. Thus, the dissemination of phenomena such as globalization and bilingualism in a conservative city like Khamis Mushait can be conceived as a cultural transformation and a good evidence of how globalization could successfully invade small and big cities worldwide alike. Hence, not that big cultural, social, and linguistic changes could be expected in Khamis Mushait due to the conservative and tribal principles its people really have and take pride of. (see Figure 1). **Figure 1. The Map of the City of Khamis Mushait. The Figure Illustrates the Investigated City**



Therefore, such issues as well as the attitudes of policy makers towards foreign languages have to be taken into consideration when analyzing and discussing the collected data.

Saudi Arabia is historically ancient, yet young as a nation De Long (2005). This suggested that developing Khamis Mushait LL may increase its popularity nationally and internationally, double its visitors and tourists, and boost its income and revenue. Moreover, since Khamis Mushait is a tourist destination, it should be taken into account that tourism represents the place and people, Knudsen, Ronald, Soper, & Greer (2008). Thus, it could be said that LL might be a two-edge weapon in this context. That is to say, people and places are typically judged either welcoming, civilized, urbanized, educated or not by their visitors. This indicates how LL reflects the role a second language plays in uprooting negative impressions towards a local culture and a society.

Additionally, as long as most world capital cities share somehow similar facilities and traits, investigating LL in capital cities may look alike. Yet, investigating Khamis Mushait, or rather any Saudi city that is occupied by so many conservative and traditional people who are most likely proud of their traditions, customs, and arts, excessively aroused the curiosity and concerns about recognizing the main reasons beyond equal, less, or no use of the English language on the shop, street, and summer resort signs in that region (De Long, 2005). LL concept and phenomenon have been investigated differently by various researchers at different times and places (Shohamy, et al, 2010, Knudsen, et al, 2008, Backhaus, 2007) and many others. Nonetheless, there are diverse types of landscapes like historical, anthropological, geographical, and architectural each of which is hypothesized and studied according to its context and perspective. This means that historians studied landscapes in a way that completely differs from anthropologists, geographers and architects (Hayden, 1995). Geographers tend to investigate the

physical landscape of a city or a country to explore most of its people's daily life activities (Meinig, 1979). Anthropologists (Hirsch and O'Hanlon, 1995) examined artists and readers perceptions of landscapes, whereas, architects studied the aspects that matter in correspondence to their field and major of building and design (Jacobs et al, 1981).

Yet, LL as a major is concerned with examining the use of languages on shop, and street signs to demonstrate the reasons behind pure monolingualism, bilingualism, and multilingualism in a society worldwide. However, this study of Khamis Mushait's LL differed from the other studies conducted in various parts of the world in respect of the complete invisibility of any multilingual signs in this region. It is worthy to note that most LL studies are concerned with multilingualism rather than monolingualism and bilingualism since the concept and phenomenon of bilingualism and monolingualism are nowadays taken for granted in most of the countries and cities all over the world. Actually, even the conservativeness De Long (2005) pointed out in his book about Saudi Arabia is somehow no longer exists in most of the Saudi cities and towns, the less visibility of bilingualism on most of the tourist destination LL as well as the total absence of multilingualism on all Khamis Mushait LL signs justify the degree of conservativeness most people of Khamis Mushait are still undergoing. Although, as big as another urbanized city in Saudi Arabia, Khamis Mushait's LL looked traditional and offhandedly posted.

Moreover, since landscapes have been studied by different scholars, LL is still a new field of interest for many linguists (Shohamy, et al, 2010). Though few studies have been conducted in this area, this domain either sociolinguistically or socioeconomically keeps attracting linguistic scholars to conduct various studies about it. This is primarily due to the outstanding contribution it provides in understanding not only a society monolingualism, bilingualism, multilingualism, but the social, political, and cultural issues related to that society as well. It is not just to this limit LL may explore and demonstrate, Torkington(2009) indicated

that LL plays a crucial role in linking the place and identity discursive construction of any residential area. More importantly, the notion of stable and mobile signs i.e., leaflets and flyers are significant and helpful in determining and recognizing the degree to which English language becomes dominant over the others when a LL study is conducted, however, this research study is not intended to examine such types of media (Torkington, 2009).

Overview of study

This study examines the reasons behind using English language in Khamis Mushait, and how it is used on the street, shop, signs and billboards. It is going to explore the extent to which globalization affects the commercial and tourist zones in Khamis Mushait in respect of utilizing the English language on its LL. Finally, LL and globalization studies revealed the need of people either citizens or foreigners for some English words so as to ensure their survival in particular situations or circumstances as the world will become more globalized. Therefore, this study would answer the questions, how English is used on Khamis Mushyat signage, and which language outweighed the other in the two vital areas of this well-known city, CZ and TD. It will also answer one more minor and relevant question about LL such as, what LL in Khamis Mushayt show about the importance of English in this part of Saudi Arabia.

Literature Review

Defining Linguistic Landscape

Studying the phenomenon of Linguistic Landscape (LL) entails a brief historical and etymological review of the word landscape along with a good definition of the concept of linguistic landscape and its forms, signs and signage as approached by some linguists (Spolsky, 2009; Shohamy & Gorter, 2009). Such review drew a distinction between the newly adopted concept of landscapes and the more traditional ones such as tourism and commercial landscapes. More importantly, since this research study was primarily concerned with the linguistic landscape in Khamis Mushayt, a city located in the southwestern part of Saudi Arabia, examining the Arabic terms for the word landscape seems appropriate to make the two terms more related to each other. According to Gorter (2006), the word landscape exists in various languages and it typically means the same thing in all languages. Even the use of the word *landscape* in English, which is from a Dutch origin, Gorter, (2006) dated back to 1598, studying the landscape linguistically is, however, still a new field of research. Thus, though the term landscape is used in English, no agreed definition of the concept of the linguistic landscape was reached among scholars and linguists until 1997 where Landry and Bourhis, (1997) defined it as follows:

The language of public road signs, advertising billboards, street names place names, commercial shop signs, and public signs on government buildings combines to the linguistic landscape of a given territory, region, or urban agglomeration. (p. 25)

Nonetheless, no definitions of the linguistic landscape were provided before Landry and Bourhis that explain its concept or its forms, signs and signage, so that other scholars cite dictionaries or create their own definitions of linguistic landscape. Backhaus (2007), for instance,

cited Oxford Dictionary to enumerate five meanings of the LL, and he highlighted the importance of two definitions in the realm of LL. The first one is "an object, quality, or event that indicates the probable presence or occurrence of something else", while the second one is being "a notice on public display that gives information or instruction in a written or symbolic form" (Backhaus, 2007, p. 4). Actually, terms such as ecology of language, linguistic market, and linguistic mosaic as used by researchers in the domain of LL, could be used synonymously or in a way related to the notion of the LL (Gorter 2006, Hult, 2009, and Backhaus, 2007).

The use of signs is the crucial item studied in the field of LL, which is also the focus of this study. This study necessitates the introduction of the definitions of the term in Arabic here as the Arabic language is the main language of the area where this study was conducted. Therefore, the two synonyms *Mandhar* and *Machhad* are both the Arabic translation of the English word landscape. Hence, *Mandhar* is older than *Machhad*, they both can signify the English word landscape as Latiri (2001) indicated in a study she conducted about the oral and written linguistic and literary standpoint depending on visual, aesthetic, and sensory criteria.

Moreover, the word *cityscape* as Spolsky (2009) preferred to call it, has become a new synonym of the word landscape since he has coined it in 2009. Additionally, like Backhaus (2007), who favors two definitions in the Oxford Dictionary for the terms signs and signage, Gorter (2006) indicated that the word landscape has two meaning as: the "literal meaning of the piece or expanse of scenery that can be seen at one time from one place" and "the picture representing such a view of natural inland scenery, as distinguished from sea picture or a portrait" (p. 1). More importantly, the second meaning of the Backhaus (2007) definition of the term signs along with these two definitions of landscape were used throughout this thesis due to the fact that linguistic landscape is capable of enriching "our insight into language spread and contact linguistic" (Kasanga, 2010, p. 199).

It is worthy to note that LL or public signs could have two main functions: informational and symbolic as Landry and Bourhis (1997) recognized. LL could draw a distinction between the government and private signs which were named differently by Ben Rafael (2006). He used the terms “ bottom-up and top-down” (p. 9), which were identical to private and government. Shohamy and Gorter (2008) indicated that studying public signage is a way to examine a significant aspect of the sociological ecology of a city (see Huebner, 2006). Also, studying the verbal signs in public space proved to be a good characterizing tool of the multiliterate ecology of a city. Not only that, but LL has contributed in the development of the cultural and linguistic diversifications thanks to factors such as, immigration, globalization, tourism and revitalization. That is because, the varied religions, ethnic, socio-cultural and commerce play an essential role in the cultural and linguistic diversity worldwide (see Ben Rafael et al (2006), Huebner (2006), Backhaus (2006), and (Gorter, 2008). Furthermore, according to the findings of the comparative study Cenoz and Gorter (2006) conducted in two cities, Donostia-San Sebastian in the Basque Country (Spain) and Ljouwert Leeuwarden in Friesland (The Netherlands); and since the languages displayed on signs somewhere are good indicators of the languages utilized, the LL or signage encouraged the study of multilingualism and confirmed its spread (Gorter, 2008). The LL signs do exist around us in the cities or the countryside and written in various languages, yet English is included as one of the languages used in varied contexts worldwide. Even LL is seen everywhere, at schools, in hospitals, on the street signs and billboards, it is hard to believe that everybody has enough knowledge of LL, however, the linguistic indications or characteristics of the LL available are somehow realized.

Thus, Landry and Bourhis (1997) indicated that the various languages viewed on language signs either in bilingual or multilingual countries can be of high symbolic significance. The English words and phrases many LL signs display, are either informational or symbolic once

the prestige and universality of the language are maintained (Couzzi, 2011). This relationship between signs and prestige emphasize the impacts of the LL on language usage.

Past Reference to Linguistic Landscape

Although many consider 1997 to be the birth of the study of LL, Coulmas (2009) indicated the opposite in his study in which he traced the history of ancient landmarks and inscriptions in various places and areas such as India and Babylon. The inscriptions and landmarks he found, such as the Codex Hammurabi dated back to 1700 and they are 3,700 years old. The Rosetta stone, the Menetekel and the Taj Mahal were among the locations he traced in his study to detect the existence of old elements of the LL phenomenon in various nations' heritage.

Likewise, ancient elements were explored in different locations in Saudi Arabia. In Taima, (see Appendix 2) a city that lies to the southeast of Tabouk in the north of Saudi Arabia, for example, is one of the oldest areas that involves a number of landmarks and inscriptions that dated back to the eighth century BC (Saudi Commission for Tourism and Antiquities, 2013). Al-Hijr (Madain Saleh), which was settled by the Thamud people in the year 3000 BC which lies to the northwest of the country is another place that involved similar landmarks and inscriptions (Madain Saleh, 2013). Both Codex Hammurabi and Madain Saleh included inscriptions that had directives and punishments imposed on violators in the public sphere, which is the chief domain of LL, (see Appendix 3).

Overview of LL studies Reviewed for This Master's Project

However, some current studies have been undertaken in the field of linguistic landscape since the appearance of this new phenomenon among linguists and researchers (see above). They have been conducted either to analyze the LL from historical, sociolinguistic, ecological, and economical perspectives, (Shohamy & Gorter, 2009) or to analyze it from a practical standpoint

in varied cities or countries all around the world such as Rome (Griffin, 2004), Paris (Calvet 1990-1994 cited in, Rosendal, 2009), Jerusalem (Ben-Rafael, 2006), Amsterdam (Edelman, 2006), Eritrea (Asfaha, 2010), Germany (Wierzbicka, 1998) and so on.

Touching upon the studies that addressed the LL, it cannot be drawn precisely, however, the field can be restricted to the studies that have been closely relevant to signs in public space. There is a number of researchers who discussed the chronological overview of publications of the LL studies. Backhaus (2007) talked about the published or reviewed studies from 1970s to 2006. He pointed out that 10 publications were released before 1998 and 20 from 1998 to 2006. While, Garvin (2011) in the research he conducted to investigate Memphis LL, he listed the LL studies from 1997 to 2009 (see table 1). On the other hand, Wang (2012) provided the number of articles related to the LL from 2002 to 2011. He pointed out that 575 articles about LL were collected. Only 1 article was available in the years 2002, 2003, and 2004, while 5 articles did exist in 2005. The number of the LL articles increased in the following years to reach 33 in 2006, 80 in 2007, 89 in 2008, 149 in 2009, and 154 in 2010. In July 2011, the number of the articles recorded was 62. See Table 1 below for an overview of LL studies reviewed while developing this research.

Table 1. Overview of LL Studies Used for This Master’s Project (in Chronological Order)

Author	City, country	Date
Landry, R. & Bourhis, R.	Montreal	1997
Inoue	Tokyo	2000
Mcarthur	Sweden	2000
Toshikyo	Tokyo	2000
Hicks, D.	Scotland	2002
Itagi, & Singn	<i>India</i>	2003
Someya	Japan	2003
Kim	Tokyo	2003
Schlick, M.	Europe	2003
MacGregor, L.	Tokyo	2003
Scoolon & Scollon	Hong Kong	2003
Berry, K	Mongolia	2004
Ben Rafael	Israel	2004
Griffin, J.L	Rome	2004
Martinez, G	Us/ Mexican borders	2004
Reh, M	Uganda	2004
Srewart & Fawcett	Portugal	2004
Rubestein Avila, E.	Boston, Ma	2005
Bagna, C. & Barni, C.	Rome	2005/ 2006
Backhaus, P.	Tokyo	2006
Ben- Raefel, Et al	East Jerusalem	2006
Cenoz, J. & Gorter, D.	Netherlands & Spain	2006
Huebner, T.	Bangkok	2006
Collins, J. & Slembrouck, S.	Belgium	2007
Huang, C.	Taiwan	2007
Cenoz, J & Gorter, D.	Basque country	2008
Backhaus, P.	Quebec & Tokyo	2009
Barni, M. & Bagna, C.	Italy	2009

Curtain, M.	Taiwan	2009
Dagenais, Et al	Montreal & Vancouver	2009
Dal Negros, S.	South Tyrol, Italy	2009
Elderman, L.	Amesterdan	2009
Hanauber, D.	Pittsburgh (PA)	2009
Huebner	Hong Kong	2009
Hult	Sweden	2009
Kallen, J.	Irland, Bangor	2009
Lanza, E. & Woldermariam, H.	Ethiopia	2009
Malinowski	Oakland (CA)	2009
Pennycook	Malaysia	2009
Shohamy, E & Waksman, S.	Tel Aviv	2009
Slobada, B.	Belarus	2009
Trumper- Hecht, N.	Nazareth, Israel	2009

The above table showed the LL studies since 1997 until 2009. It provides primary information about each study, such as, the authors, dates and sites. The table is important as it demonstrated the years that were productive in LL studies. The table shows the gradual increases and decreases of the LL studies since the release of the first study by Landry & Bourhis in 1997. It was worthy to note that no LL studies were conducted between 1997 and 2001. It was from 2002 up, studying LL started to be taken care of as a field of study. Therefore, in 2002, no more than three studies were conducted, while the number doubled in 2003 and 2004. The following four years from 2005 to the end of 2008, the number of the conducted LL studies declined compared to the years prior to 2005 and after 2008. In spite of the few studies released between 2005 and 2008, the year 2009 witnessed a significant amount of LL studies in different parts of the world. During the year 2009, about 15 LL studies were conducted (see Table 1). This table

shows the real beginning of studying the LL as a major; and the gradual care of it over the following years until the date of conducting this research.

Limitations of LL studies

Linguistic landscape is a problematic area where researchers might face certain hardships when conducting their studies in this field. The anticipated problems of doing such research resulted from either the nature of this sort of research or because of the ambiguity most of its new sub-field associated issues has had. Gorter (2006) indicated that sampling, as well as deciding what could be considered a linguistic landscape, are among the problems that could encounter LL researchers. The first issue is related to the number of the pictures to be taken and analyzed as well as where they have to be taken, while the second problem has something to do with what belongs to LL. It seems that representation and the number of the pictures in a LL area is based on the aspects and perspectives of the project a researcher intends to study (Backhaus, 2007, Ben Raefel, et al, 2006, Gorter, 2006). Because what constitutes a LL is still confusing and problematic due to the removal or addition of some posters and day to day landscape change, researchers tended to define their units of analysis differently (Backhaus, 2006, and Cenoz and Gorter 2006).

Moreover, Ben Raefel (2009) discussed the problem of quick shaping and reshaping of the LL indicating that certain findings of a current study could be misunderstood by later researchers perhaps owing to the fast changes in the landscape itself. He also indicated that some factors such as, inclination, the style of the signs, and personal preference could affect both the LL and the results of the study. Additionally, he demonstrated that the over-interpretation of the LL is probable as long as the results analysis is up to the researchers themselves. Spolsky (2009) indicates that there are two issues that may cause LL researchers face some problems while

conducting their research. The first one is the literacy level that exists within a territory or region, whereas the second one is the various agencies in the public sphere or place. The first issue which refers to the abundance of signs somewhere should not be considered an indication of a particular rate of literacy. That is to say, such density of signs in an area is the only way used to decorate or adorn the environment. The contrast between the two religious locations; mosque and church in terms of the wall inscriptions make the issue clearer. The possibility of decorating a church with pictures of animals or humans, whereas such decorations are prohibited in a mosque is a good example of literacy diversification which, in turn, represents a problem that encounters LL researchers who are attempting to come up with a linguistic judgment about a certain area. The second issue as Spolsky (2009) indicated relates to the diverse agencies responsible for providing signs and controlling the language use.

It is not so long since the LL studies have appeared, so that some limitations can be still identified in this field of study. On the one hand, the theoretical and methodological aspects of LL are the most likely encountered problems when a LL study is intended to be conducted. The theoretical problems emerged from the multidisciplinary of LL theories. This means that there can be diverse disciplines in sociolinguistics, language policy, city planning, and language mixing relevant to LL theories. On the other hand, analyzing the units forms another problem for LL researchers. The juxtaposition of the numberless signs increases the difficulties of deciding what each unit or sign is. Moreover, the dynamic nature of the LL causes another problem for LL scholars and researchers. The rapid changeability and stability of some signs for years could be recognized as another problem with LL study. Additionally, the impossibility of surveying the whole language signs in a city or an area, which relates to sampling and representation of the area intended to be investigated is one more difficulty that faces the analysis of the collected data. Finally, the distinction between the private and public signs, which are sometimes called

official and non-official may impede the coding process and categorization of the LL data (Cenoz, J. & Gorter, D., 2008).

Therefore, looking closely at the studies conducted by several researchers in the LL domain, many suggestions and theories about the limitations of this area of study together with new concepts and perspectives about the relationship between the language and the landscapes become more understandable and recognizable. Thus, in his study of the Jerusalem linguistic landscape, Ben- Rafael (2009) built his LL hypothesis on the three sociological perspectives, power, self, and identity. His suggestion here stated that LL can be recognized or distinguished either by information or by resources. Since LL is related to the language use either monolingual, bilingual or multilingual, language policy and the context itself, Spolsky (2009) in his theory about language policy suggested that LL sign producers use a language they are familiar with which might be recognized by the readers, and identifies the producers at the same time.

In terms of the connection between languages and economy, Cenoz and Gorter (2009) suggested the economic theory use and non-use values as a means for LL analysis. As linguistic landscape is concerned with the use of the language in its written form in the public space, Cenoz and Gorter (2009) concluded that LL or the languages written on stores or street signs can be used as a learning context to raise the awareness of the second language acquisition, (SLA). Moreover, in his study, Sayer (2009) argued that LL and billboards help EFL students to be more familiar with the innovative ways people use the language in local contexts as well as an engaging tool in EFL classrooms. Moreover, participants and context should be taken into consideration when analyzing LL in terms of genre as Huebner (2009) suggested in the study he conducted about LL. In his case study, Edelman (2009) demonstrated how names classification on signs can be categorized in his examination of LL in Amsterdam. The connection between LL

and language policies could be easily discovered through examining cities and country signs and billboards (Negro, 2009).

Linguistic landscape and second language acquisition

As long as a second or a foreign language is used on a linguistic landscape sign or a billboard in a public space, it seems impossible to say that no impacts on the population or passerby of that residential area on various levels, particularly learners, are present. That is because the linguistic landscape becomes a part of the scenery which encompasses both urban and rural public space. Subsequently, it may hold the attention of young people and sometimes old ones similarly, as it most likely advertises modern technical instruments, fashionable clothes or to guide a visitor or a tourist. Thus, the possible role and relationship between linguistic landscape and a second or foreign language acquisition could be approached and explored from different perspectives (Cenoz & Gorter, 2008). Moreover, the LL could be considered an important input in the second language acquisition as it has been confirmed by researchers that explicit knowledge as opposed to (tacit knowledge) Hulstijn (2003) contributes well in the perception of a second language (Cenoz & Gorter, 2009).

The fact that many second language learners struggle with word inventory enlargement, therefore, teachers become in need to try varied strategies to motivate their students' interest and desire to learn more words to overcome this difficulty. Even, there are several ways that could help students keep more motivated to learn vocabulary such as, attention, implicit and explicit, and elaboration, incidental learning, which refer to learning without having the intention to do so, linguistic landscape could be another motivation for enlarging the word inventory because it could be among the materials and tasks teachers give to their students as an interesting and appealing thing to increase their vocabulary learning (Laufer and Hulstijn, 2001).

Linguistic landscape (LL) and English as a foreign language (EFL). Learning a foreign language needs materials and aids that help the more interested learners and motivates the ones finding difficulties to make progress and relatively cope with some of their learning hardships. The difficulties most EFL teachers encounter in making a good connection between the real situations and the content of a classroom lesson as well as increasing their practice and exposure to a foreign language are often heard and discussed in various meetings and forums. Thus, according to Sayer (2010) linguistic landscape could be used not only as an engaging material for students to talk about the social use of the language, but a pedagogical resource, as well. Clearly, linguistic landscape is so helpful for EFL to explore how English is used socially in their community.

Linguistic Landscape and Tourism

Since the nomination of the terms tourism and tourist, which were added to the academic field in the beginning of the 19th century and developed during the 20th century (Echtner & Jamal, 1997), tourism scholars (Gursoy & Chen 2000) have detailed several types and varied purposes of tourism and tourists. Most of the researchers in this domain cite the U.N. Conference on International Travel and Tourism at its meeting in Rome in 1963, though some researchers created their own definitions (Cohen ,1974) to study the reasons that may encourage or discourage tourism in different tourist destinations (Saarinen, 2004) either urban, rural or suburban.

The U. N. Conference on International Travel and Tourism defined it as follows:

Temporary visitors' staying at least 24 hours in the country visited and the purpose of whose journey can be classified under one of the following headings:

(i) Leisure (recreation, holiday, health, study, religion, sport);

(ii) business, family, mission, meeting. (p. 530)

Such definition makes us more familiar with the tourists' chief aims in visiting an area in which he/she should be primarily considered as a guest who expects to be generously and respectfully received and treated. Thus, since tourism is a sort of industry, the tasks of tourist guides or hosts in general need to be more precise and accurate in identifying and recognizing the appealing type of services a tourist aspires or admires in order to have his/her satisfaction totally met. This kind of satisfaction on the part of the tourists would probably, if not certainly, entice them to plan a potential tour or a visit to the recent visited zone; and they may recommend it to friends or website browsers when they write their online review about the experiences and fun they found in the area in question. The tourists' origins and cultural differences and diversities make the determination or identification of the services tourists need a bit harder to be perfectly accomplished or discovered. However, the Tourism Council indicated that Saudi tourism would support or provide tourist activities that go with "traditional Arab hospitality"(Farahani & Henderson, 2009 p. 84) not the ones violating the Islamic teachings, customs, and traditions. Hence, print advertisements, brochures, TV advertisements, and tourist guides may help tourists find the right places and enjoyable activities that would fit all family members in the visited area, tourism landscape plays a pioneer role in representing the identity and moral values of communities in addition to being a symbol of their political attitudes and social distinction (Halling, 2011). Therefore, some important aspects of tourism landscape will be illustrated in the following subsection.

Tourism landscape. Tourism landscape is not different from other landscape. It relies on seeing, understanding and interpretation of tourist destination. In his research about tourist destinations, Saarinen (2004), demonstrated that tourist destinations are symbolically

distinguished places whose identities are determinants of specific types of tourism and tourist activities. This draws our attention to the importance of taking much care of tourist destinations or spaces economically, physically, socially and linguistically to have more tourists and visitors more attracted for the years to come. This means that it is not only the natural scenes and waterfalls what make tourists prefer one place to another, but the quality rate of the services offered at a tourist destination should be taken into consideration when considering a potential visit. Thus, a clear linguistic landscape takes the lead in this situation because it helps tourists feel safe and secure from being lost and confused at a tourist destination. In fact, unclear signage gives a bad impression and may expedite tourists' departure, because they may feel that they are socially and politically not welcomed in their tourist destination. More importantly, what is linguistically inscribed on street, store signs and billboards becomes the thing most likely attracting tourists and facilitating their activities. That is to say, such linguistic writings tend to be created for the tourist's gaze and consumption (Torkington, 2009).

Tourism in Saudi Arabia. Nature-based tourism started long time ago in Saudi Arabia, yet, the year 2000 was the official beginning of tourism when the Supreme Commission for Tourism was established to support the Saudi national tourism (Seddon, 2003). The low national economy of the 1990's led the government to stress the development of the Saudi tourism industry. Thus, the beautiful, natural and mild weather destinations tended to be the best places used by Saudi tourism establishments to develop the mass market without damaging the environment and natural resources. There are diverse landscapes in Saudi Arabia, but the green, wet, and cool destinations are what more often fascinate and hold the attention of so many national and international tourists and visitors. Mountains take the lead among the other tourist destinations in terms of the tourists and visitor statistics. These amounted to 33% of total tourism in Saudi Arabia and are considered the most popular compared to the other destinations (Seddon,

2003). Thus, the current research was conducted in Khamis Mushayt because Khamis Mushait is one of the most popular and mountainous tourist destinations in Saudi Arabia in the past and present. Undoubtedly, various issues were explored and detected in terms of LL and globalization in that tourist destination once the situation was controlled and managed by the government.

Khamis Mushait in Brief

Khamis Mushait, a city lies to the southwest of Saudi Arabia is populated by 576842 people according to Central Department of Statistics and Information (CDSI) (2013). As Khamis Mushait is a part of Asir region which is recognized for its nice weather, dense fog, and high mountains, its mild summer and the diverse beautiful natural scenes make it one of the most attractive tourist destinations for many people from Saudi Arabia and its neighboring countries. It has a weekly old traditional market (Thursday Market) as well as many modern commercial malls and centers scattered all around the city. Actually, the various valuable antiques and souvenirs offered in the old traditional markets are behind the large number of its visitors and shoppers (Saudi Tourism, 2013). The beautiful natural landscape and the pleasant weather throughout the year are what make Khamis Mushait a distinctive and appealing tourist destination, as well. There are also other characteristics this city enjoys such as, being the biggest city in the Asir region; the most populated regions in Saudi Arabia; the largest military airbase in the southern part of Saudi Arabia, and the fourth commercial center in the Kingdom of Saudi Arabia (Saudi Tourism, 2013). Khamis Mushait has become a residential area for people of various tribes who are capable of occupying state positions or doing private commercial businesses (Khamiscity, 2013). The above mentioned characteristics of Khamis Mushait have contributed well in pushing the development wheel ahead in the region as well as making the tourism industry more successful and progressed as has been already planned by the Saudi

Tourist Commission. Its geographical location, the other tourism factors or ingredients coupled with the government much care of its parks and the other tourist destinations makes it an attractive destination for so many tourists who want to enjoy its pleasant weather and change atmosphere from different parts of the world. Within Khamis Mushait, there is a number of areas that worth investigation, but for this study as the first of it kind in the region, the two zones Habalah and its surroundings (Tourist Destination); and the city centre (Commercial Area) were the ones selected to be surveyed or investigated due to their significance and popularity to the population of that city and visitors alike.

A city possessing so nice and fantastic characteristics such as Khamis Mushait is a good place for exercising recreational and enjoyable activities, particularly in Saudi Arabia, as an arid climate country. People could practice their daily life activities with ease and convenience during the day owing to the nice weather Khamis Mushait enjoys, which is most likely missed or lacked in many other Saudi cities.

Education in Khamis Mushait. Since Khamis Mushait is an important part of Asir (a name for the whole province), education started in Asir in 1937. The first elementary official school in Khamis Mushait was opened in 1938 a year later (Jorais, 2000). The great desire and interest of both students and their guardians in education and schooling since the inauguration of the first school in Khamis Mushait in 1939, a quick educational progress and development came as a result. Even the first official schooling started in Khamis Mushait seventy five years ago, the city comprises 225 state schools and 23 private ones which are attended by 56,000 students and 4700 teachers in 2014. (Khamis Mushait Education Office, 2013). Four schools were established in Khamis Mushait between 1938 and 1967. The first school started in 1940, while the second one received students six years later in 1946. A third and fourth schools were respectively opened in 1966 and 1967.

As it has been decided by the Ministry of Education when it was established, students must attend elementary school for six years. Then in 1968, both the middle and high school grades were assigned. Consequently, three middle schools were opened in Khamis Mushait. The first school started in 1970, while the second and third ones were established in 1972 and 1975. The education in Asir region gradually developed to include the tertiary schooling sectors in the modern age. There have been other colleges that contributed to education in the Asir region, such as, Teachers' College, and Healthy College.

Language Policy in Khamis Mushait (Saudi Arabia)

As this research was intended to compare the degree to which English is used on store, road signs and billboards to the main language, Arabic, the Saudi government language policy towards the official and unofficial languages ought to be indicated here in order to identify what languages are allowed to be used besides Arabic in Saudi schools and public places. Therefore, though, the official language is Arabic in Saudi Arabia, the Saudi Arabian Legal System allows using other languages along with Arabic to communicate certain information, instructions and knowledge for specific reasons (Ansary, 2008). Moreover, as the Qura'an, which is written in Arabic, is the Muslims' constitution and the source of legislation (Vogel, 2000), Saudi clergymen insist on learning and using Arabic to protect the Qura'an from distortion. Thus, at all Saudi school stages, elementary, intermediate, and secondary, Arabic is required and taught as a major subject. More importantly, Arabic is given great significance in Saudi Arabia, to the extent that a failure in Arabic entails a compulsory repetition of the same subject, as opposed to English language as well as some other scientific subjects, such as physics, math, and chemistry (The Ministry of Education Website, 2013).

In Saudi Arabia, English language has been taught as a foreign language in middle, and high schools since 1977 (Liton, 2012). Teaching English as a foreign language, not as a second

one in Saudi Arabia is due to the domination of the first language all students share inside and outside school. This policy, mainly, teaching English in the middle and high schools changed in 2005 due to the ongoing impacts of globalization and modernization in the main regions and cities of Saudi Arabia. Such phenomena drove the Saudi government to adopt new policies towards teaching and learning English as a foreign language in elementary grades to develop the learning process in early childhood, so as to increase the number of the English users in the Saudi society to go side by side with the other globalized countries and cities worldwide. Despite the appearance of some resistance processes, the Saudi government decided to teach English from the fourth elementary grade to meet the recent challenges of globalization (Mahboob & Elyas, 2014). Not only has English become the lingua franca across the globe that makes the Saudi government adopt such policies, but to meet the growing economic, social, and political challenges, as well.

Moreover, choosing English to be first taught in Saudi schools is to “develop learners’ communicative competence in the language” (Al-Yousef, 2007, p. 34). This contributed well in increasing the number of the English users in Saudi Arabia to cope with the influences of globalization and become somehow proficient in the language of international trade, economic deals, conferences, researches, and most people all around the world (Liton, 2012). Actually, despite the appearance of some oppositions towards teaching English at early grades in Saudi schools by some Arabic specialists, much attention has been given to English as a subject by both the Ministry of Education and the Saudi community to meet, like other Asian countries, the new challenges globalization and modernization are causing. In this research, such diverse opinions about using English in Saudi Arabia served well in discussing the reasons behind more, less or non-use of English on store and road signs.

As mentioned above, there are some who fear the influence of foreign languages on the first language, Arabic, thus, establishments such as, the Saudi Committee for Arabic have appeared to protect Arabic language from foreignism and try to 'Arabize' the phrases and terms originated from other languages. This committee in 2004 surveyed some Saudi cities to explore what languages other than Arabic were displayed on the store signs (Saudi Committee for Arabic Website, 2013). This indicates the role the Saudi government plays in shaping the LL. The Saudi Ministry of Commerce and Industry (MCI), with its branches throughout Saudi Arabia, is responsible for observing and permitting what languages are allowed to be used for naming stores and companies. Thus, according to the MCI (1999), "the trade name shall consist of Arabic or Arabized words, and may not include foreign words, excepted from this provision are: names of foreign companies registered abroad, companies with well-known international names, and companies of mixed capital, to be specified by a decision issued by the Minister of Commerce". This study detected the degree to which the owners of companies and stores adhere to the words and stipulations of the Ministry of Commerce and Industry when the whole data was completely collected.

English Globalization and LL

The rapid communication that is seen and heard between nations these days all around the world, could be greatly linked to the significant role that technology plays. The information, different organizations pass, the news media broadcast, the knowledge educational institutions exchange, and diverse culture value interplaying with each other, subsequently, mixed forms of language are generated by intercultural communicators (Gorter & Edelman, 2010). This is true with English language as it is utilized internationally such that the so-called world Englishes does exist. Thus, multilingualism is the result of globalization as English is used as a foreign language in the "expanding circle" and as a second language in the "outer circle" according to

Crystal (2007, p.21). Actually, this phenomenon brings about various forms of English due to the diverse individual culture and linguistic backgrounds of its speakers.

Thus, visitors or foreigners can have their correct impression or judgment on a certain city or a village without contacting local people or tourist guides. That is to say, in Saudi Arabia, a visitor of Damam (a large petroleum city in the east of Saudi Arabia), for example, would perceive that the country is multilingual, whereas, if that foreigners moves to Sabya (a city in the southern part of Saudi Arabia), his/her impression will change completely due to the big differences between the two cities LL. Thus, each LL would depict locations through its signs which are “conceived of as speech rather than activities” (Gorter, 2009, p. 20). However, since a lingua franca and the English displayed on signs are helpful for foreigners to become aware of the right directions, places and stores along with regulations, foreignness becomes a requirement in a non-speaking English country.

Nonetheless, some scholars have feared the English overuse (Phillipson, 2008), considering it a part of Americanization comprehensive policy for economic and cultural purposes. Consequently, some negative impressions towards both globalization and lingua franca, which is known as localization or regionalization, emerged (Gorter, 2006). Such phenomena resulted in adopting new language policies and diverse resistant actions. Indeed, this attitude impacted LL to the extent that some governments started imposing taxes on the English language overuse, deciding which language comes first, and in what font size each language has to be inscribed (Mcarthur, 2000, Claval, 2005, Rosendal, 2009). In spite of the tension that globalization and multilingualism created on the one hand, and the growing of monolingualism and regionalization, on the other, English is still appearing on signs in different parts of the world and cities such as Tokyo, Jerusalem, Paris, Montreal and many more (Backhaus, 2007; Onofri et al, 2008; Sahel et al, 2007).

Linguistic Landscape in Jordan and Saudi Arabia

Like Backhaus (2007), Shohamy (2008) and many other prominent LL researchers, El-Yasin and Mahadin (1995), and Alsubhi (2011) addressed the LL in the Arabian peninsula, particularly, Jordan and Saudi Arabia. In their investigation of the Jordan LL, El-Yasin and Mahadin (1995) captured 355 shop signs in Shafik-Rsheidat street located in downtown Irbid to interpret the linguistic aspects of the collected signs. Their interest was to recognize whether the words used on the shop signs were monolingual or bilingual, and how they were written, mainly, in Arabic or Roman script. They also examined the messages those signs were expected to convey to consumers in terms of commodities and services. In other words, they tried to show what functions did the signs serve. Their study covered the LL of the above mentioned street in terms of the written linguistic material used to attract the consumers' attention to shop either on shop windows, moving doors, or corners. The adjacency of the shops in Shafik er-Rsheidat street makes it a more crowded business street. The street crowdedness enabled the researchers to collect as many pictures as possible which eventually contributed well in the reliability of the conclusion. The analysis of signs was done according to the type of influence each sign displayed. The statistical information were converted into percentage to interpret the findings.

Whereas, Alsubhi (2011) investigated the languages displayed on shop signs at three malls in Jeddah (a big city in the west of Saudi Arabia). Alsubhi (2011) wanted to discover the relationship between the language used on shop signs regarding the price and the nature of the products exhibited for sale; and the impacts of the shopping area on the choice of the language utilized. The readership and the intended customers and their influence on determining which language to be dominant were among the aims of undertaking her research. To have diverse samples of Jeddah LL shop signs, Alsubhi (2011) chose three malls that most likely represent all

the shopping areas in Jeddah , the upper class mall, the middle class mall, and the traditional Souq to be examined to have a valid and reliable sample of the city LL.

Alsubhi, (2011) followed the methodology most of the LL researchers used to collect the required data for her research. She surveyed the malls intended to be examined in Jeddah and captured more than 100 pictures for her thesis. The researcher analyzed the collected data to find the intended results. Mai, (2011) categorized the taken pictures according to the shopping areas they belonged to, and under each shopping area category, she classified the signs into groups in accordance with the types of products their shops sell. The researcher's categorization process started with naming the shopping areas and gathering the pictures she took for each area in one folder. She did the same thing with the three shopping areas. After that, Alsubhi (2011) categorized the gathered photos into smaller groups regarding the type of products being sold in the shops they represent according to each category besides the abbreviations used for all the pictures of shop signs that indicated the category they belong to.

Completing the categorization of the photos of the shop signs in, Alsubhi (2011) examined the categorized pictures closely. To reach a valid and reliable answer to the research questions, the researcher set a group of aspects according to which the gathered shop signs photos were to be analyzed along with tables to help calculate all the features of the shop signs her collection included. The characteristics of the shop signs Alsubhi (2011) collected were studied from diverse aspects and angles as necessary. She started with the local, national, and international significant points of the shop signs. Then, Alsubhi (2011) referred to the data on the shop in terms of salience, repetition, size, color, tone, focus, foregrounding, overlapping, translation, and transliteration. She finally discovered that the language dominance varied from a

mall to another. The dominance of the English language was higher in the upper class shopping area than in the traditional Souq.

Methodology

Linguistic Landscape has been approached differently (see, for example, Ben-Raphael et al (2006), Huebner, (2006), and Cenoz (2006), yet the methods used for collecting related data at various countries, cities, and regions were approximately identical. Gorter (2006) indicated that having a digital camera with adequate memory supports and allows a researcher to capture as many pictures of the signs of the LL as possible, and then putting them in a database on a computer would be more helpful and easier for later analysis. Shohamy and Gorter (2008) asserted that interested LL researchers used to observe and count the LL signs at the targeted locations, while “ nowadays thanks to small digital cameras” (p. 31), photographing becomes more affordable and applicable. Huebner, (2006), for instance, took 613 pictures of 15 Bangkok neighborhoods LL signs to explore questions of language contact, language mixing and language dominance. Moreover, Muth (2008), in his study of Vilnius, the capital of Lithuania, he used a digital camera to capture 878 pictures to investigate the LL of the city of Vilnius. In his study of the city of Vilnius, Muth (2008), he tried to identify the number of languages every sign maintained and its function in the contexts provided. In his methodology of Vilnius LL, he defined the location, explained the included signs, and the categorization of the languages that appeared on each sign. Additionally, Garvin (2011), analyzed his data about Memphis LL using steps to demonstrate what he did to collect the required information about Memphis public space. Thus, in this study, the latter was the strategy the researcher preferred to use to detail the measures he followed to gather the data about the city of Khamis Mushait LL.

Step One: Choosing a Topic

During EDU 565, Language and Learning: Psycho-and Sociolinguistics Dr. Lillie assigned an article about linguistic landscape by Eliezer Ben-Rafael et al (2006) After reading

the article, the researcher started thinking seriously about choosing the LL as a research topic for two reasons. The first one was, the article reminded the researcher of the early beginnings with learning English as a second language long time ago as the LL played a substantial role in increasing his English language word inventory. The second reason was, street signs and billboards were among the sources the researcher, as a visual person, relied on to retrieve and recall as many words and phrases as possible when he started the real attempts to learn English as a foreign language. These two factors going together kept the researcher thinking seriously about browsing some other related LL articles and counseling with some relatives and acquaintances about the possibility of conducting a similar research in Saudi Arabia prior to attending EDU 660. Indeed, the researcher became initially satisfied with the idea before attending EDU 660, yet the approval and encouragement he received from the adjunct instructor, Ms. Cynthia Carlson during the first class of Spring 2014 gave him a push forward to proceed with the topic. The cooperation Ms. Carlson offered the researcher to gain the Human Subject research approval of the university of SUNY Fredonia to conduct the research was another incentive to accomplish his goal. After that, the researcher decided to investigate two areas, the TD and CZ in Khamis Mushait, one of the most famous city in the southwest part of Saudi Arabia.

Step Two: Conducting a Literature Review

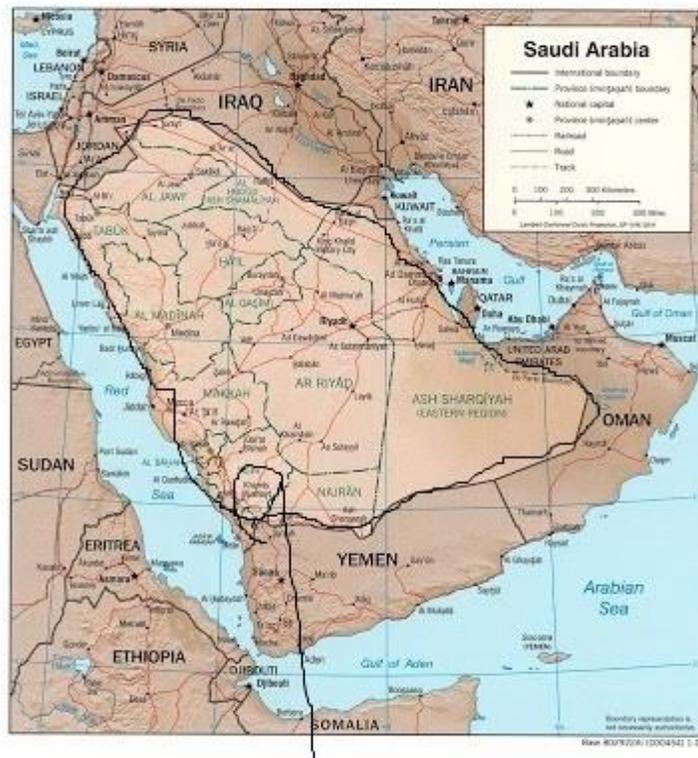
Done with a long process of gaining the research permission, the researcher became ready to begin the literature review. Because LL is a new field of research, limited studies were available. Therefore, the researcher faced some hardships to find the enough references to cover everything in the research, so that, he consulted with an experienced linguist on campus, Dr. Lillie, who generously provided him with some related LL researchers, articles and books. Going through the gathered references, the researcher discovered the most prominent researchers in this

field, such as, Elana Shohamy, Durk Gorter, Jason Cenoz, Rodrigue Landry, Richard Bourhis, and Peter Backhaus. There are many other researchers worldwide who contributed to enriching the topic of LL, such as Eliezer Ben Raefel, Yonas Asfaha, Loulou Elderman, Jeffrey Griffin, Tove Rosendal and some other.

Step Three: Gaining permission

The researcher then prepared for gaining permission and determining methodology. For this type of research, linguistic landscape, the data collection can be obtained through diverse methods most likely taking photos and interviewing people or taking pictures only (Gorter, 2013). Thus, the researcher used the latter strategy to collect the research data about the LL of the city of Khamis Mushait. Since this type of research had no connection with the government sector, the researcher was originally allowed to collect the data with no need for requesting official permission from a Saudi Arabian governmental sector. However, the researcher's sponsors (SACM Saudi Arabian Cultural Mission) strongly insisted on having the permission be available when the researcher decided to request a scientific trip fully paid for by SACM to support this study, the permission became necessary then. To have the request of a home scientific trip totally processed, the researcher started communicating with his relatives and acquaintances in Khamis Mushait to offer him a hand to get the permission as soon as possible. The efforts were strongly made to have the permission available, but for one reason or another, it took more than two months to be entirely processed and approved. Getting the permission was a complicated process. It was likely that the officials were probably not familiar with this type of research and permission, so that the permission issuance process was delayed. Finally, the permission to collect the required and needed data for this research was granted on June 30, 2014 (see Appendix 4 for Permission Letter from Saudi Arabian Government).

Figure 2. The Map of Saudi Arabia which Shows the Investigated City



Step Four: Preparing for Data Collection

Having the permission issued; and the borders of the city identified, the researcher started preparing for the photographing tours. The researcher purchased a Canon digital camera with a suitable memory ready to collect the photos needed for the research project. On July 4th 2014, the researcher took the first tour at the TD. The plan was to first collect data (photograph bilingual signage) from the TD, then commercial, and then the military base, yet the last one was eliminated for political and security reasons. The researcher was alerted earlier both orally and in writing by Khamis Mushait governor that the researcher was not allowed to approach the military sites and bases or state sectors, therefore, these parts of the data were not included in this research.

The CZ started from the Downtown of the city of Khamis Mushait to the boundaries of Abha (a neighboring city of Khamis Mushait), (see Figure 3, below). All the shop, restaurant, storage signs and billboards extended along the main road that connected Khamis Mushait with Abha. This road is also the highway that connects Khamis Mushait with the other big cities of Saudi Arabia, such as Riyadh (the capital of Saudi Arabia) and Taif (another popular tourist destination to the west of Saudi Arabia). Thus, this road is usually used by so many people either citizens or foreigners as no other highway can be used to travel west. Along this road, a good number of both monolingual and bilingual LL signs were displayed either to guide tourists or advertise commodities and products. Even the researcher was accompanied by a relative called Sultan Assad Alfaifi on the first tour and a friend called Eissa Ali Alfaifi on the second tour to drive him around, it took more than three days to collect more than 100 pictures of that zone LL. The tourist zone is located to the northeast of the city of Khamis Mushait (see Figure 3).

Figure 3. The Investigated Areas in Khamis Mushait



The TD is vast, but it is not as populated and crowded as the CZ. Therefore, the researcher's primary photographing tours started there. The TD was most likely unpopulated as most of its parts are restricted or designated for camping and touring only. Consequently, most of the areas assigned for camping and touring are supposed to be closed before sunset as no lights

or street lamps do exist. The tourist zone is divided into five neighboring locations: Alhabalah, Alfara, Al Yazeed, Alwadyeen, and Tamnia. They are close to each other, so that the whole area was my focus of photographing. The photographing was not restricted to the signs posted on the walls and gates of the parks and summer resorts, but extended to include the whole TD exhibited LL.

Now, since most people in Khamis Mushait were conservatives and not familiar with viewing field researchers, observing a cameraman touring malls and streets to take pictures of the store signs and billboards stirred doubts and suspicions. Therefore, the researcher was required to take the appropriate precautions and measures to complete his photographing task safely and perfectly. Surveying the TD as a tourist first, the researcher found afternoon the most appropriate time to capture the desired photos. Also, the researcher was informed to keep the permission ready in case he was arrested or reported against required more precautions. The permission was essential to keep the photographing process going as planned. It was considered the safety valve of the whole photographing process. The afternoon was the time chosen for photographing in Khamis Mushait because few people went out at that time as most of them tend to avoid being subjected to sunstroke or high temperatures.

To guarantee the success and security of the photographing process, the researcher decided to ask for help from relatives and friends. Thankfully, two young men called Sultan Assad Alfaifi and Eissa Ali Alfaifi supported my task and drove me around to capture the required photographs in a short time. Since July corresponded with the month of Ramadan (the month of fasting), the researcher made up his mind to first survey the TD as no tourists were usually expected at the parks and summer resorts during the month of Ramadan. All Muslims during this month keep fasting all the day long from sunshine to sunset. Therefore, tourists were rarely seen camping or going sightseeing during the month of Ramadan.

Step Five: The Actual Data Collection

Khamis Mushyat is an old tourist destination, newly commercial, and military city where many foreigners and tourists usually prefer to spend their vacations and holidays. They enjoy camping, picnicking, sightseeing, and shopping due to the nice weather and the natural beauty this region has throughout the year. Therefore, the Municipal Council of Khamis Mushait does not overlook the importance of equipping most of the summer resorts and parks with diverse recreational and entertainment provisions and facilities to encourage and recruit more potential tourists and visitors. Although, the facilities and amenities in the TD are satisfactorily provided, the tourists and visitors still need to be guided to arrive there easily and conveniently, otherwise, few potential visits would be probably arranged to these tourist destinations. Therefore, a clear bilingual or multilingual LL best encourages tourists and visitors to plan potential trips towards such locations and destinations. Such linguistic items besides the amenities provided, visitors and tourists would have been given good impressions about the visited places and people. Thus, as previously indicated, tourism represents the place and people alike (Knudsen, et al, 2008).

Since Arabic language is the main language in Saudi Arabia, some of the guidance signs lack bilingualism (Saudi Tourism Website, 2013). Subsequently, the researcher was motivated to study the LL of this province to explore the degree of monolingualism (either English or Arabic) and bilingualism the signs and billboards spreading all over the CZ and TD exhibit; and how it is used in an Arabian city. Even some researchers have studied LL in several areas (see above), this topic remains attractive to language scholars to detect how such an understanding contributes in finding the extent to which a particular society in terms of monolingualism, bilingualism, and multilingualism has reached. Linguistic landscape also contributes to recognizing other social, political, and cultural issues related to the society in focus. This research investigated how English, as the official second language in Saudi Arabia (Saudi Tourism website, 2013) is

displayed on road, shop signs and billboards specifically in this touristic and commercial city of Saudi Arabia.

As indicated previously, almost all LL studies have been conducted by photographing the signs in the targeted locations and analyzing the languages they demonstrate. For this study, the same methodology was followed to collect the required data. After having the topic approved by the instructor by the end of Spring semester 2014, the researcher left the United States of America for Saudi Arabia to start his actual photographing tours in Khamis Mushait to collect the data needed to complete the research project. The time the researcher arrived in Saudi Arabia, he resumed communication with the officials in Khamis Mushait to recognize whether he was eligible for photographing the LL determined to be investigated and photographed in Khamis Mushait or not. Luckily, and after some attempts with the officials in Khamis Mushait, the researcher was informed orally that he was allowed to proceed with photographing, yet taking the permit in hand was delayed for another three days. On July 2nd, 2014 the researcher was officially declared eligible for touring around and photographing the LL of the areas indicated above (see Figure 2). On July 4th, 2014, the researcher proceeded to the TD with his digital camera to start photographing. Because the area was free of tourists for the reasons mentioned above, the photographing process relatively went flexibly and conveniently. On that day, the researcher took 50 pictures. For the next three consecutive days, the researcher commuted between the apartment he rented and the TD to collect the required data for his research. The total number of the pictures taken at this zone was 100 pictures.

On July 8th, 2014, the researcher moved into the second targeted zone, the CZ. This zone was in the middle of Khamis mushait (see Figure 2 above). Since Khamis Mushait is the fourth commercial center in Saudi Arabia and the first largest populated area in the southern part of the country, things such as streets crowdedness, adjacency of the shop signs as well as their big size

should be taken into consideration when pictures analysis comes. Those issues caused the researcher some difficulties regarding the resolution of the images and the accuracy of photographing. Under these circumstances and conditions, the researcher was reluctant to find a parking lot first, then walk for kilometers to be able to take the precise pictures. In addition to the exhaustion and hardships the researcher underwent due to the long distances he used to cover to collect the required data, the ambition and desire for progress and success kept ringing till the task was totally done. Some of the difficulties encountered could be briefly touched upon here.

The first one was, some of the shopkeepers refused to have their signs pictured unless evident and convincing reasons were provided. Some other insisted on viewing the governmental permission, while a third group was suspicious of the photographing process and feared being reported against for violations such as, wrong installation, signs obscurity, or illigibility. For these reasons, the researcher barely took 50 pictures on that day. The researcher o avoid being into troubles and to save the high living expenses, he accompanied a relative and a friend to drive him around. Unfortunately, the researcher was supposed to be reimbursed for a home scientific trip, yet, the unknown and obscure reasons behind the postponement of the permit issuance from Khamis Mushait county deprived him of gaining the usual assigned reimbursement. Even the researcher was helped, the environment did not cooperate. He needed other more three days to have the photographing process entirely accomplished.

Step Six: Survey Areas

Khamis Mushayt, which lies to the southwest of Saudi Arabia, is the city the researcher chose to examine its linguistic landscape for five reasons : a) it is the biggest city in the Asir region; b) it is amongst the mostly populated regions in Saudi Arabia; c) it has a wonderful and pleasant weather, particularly during summer which makes it a famous summer tourist destination; d) it has one of the largest military bases in Saudi Arabia; and it is considered the

fourth commercial center in Saudi Arabia (Saudi Tourism, 2013). This big city becomes recently a residential area for people of various tribes who are capable of occupying state positions or doing private commercial businesses (Khamiscity, 2013). It is also famous for its tourist destinations which could make it more attractive for many tourists, who come to know about its pleasant weather and site from different parts of the world. Within Khamis Mushait, there is a good number of areas that worth investigation, but the two zones TD and CZ and their smaller areas; Habalah, Farhaa, Dalagan, and Tamnia; and the downtown are the territories the researcher chose to investigate due to their significance and popularity to both residents and visitors of the city.

Step Seven: Using Equipment

A digital camera was the instrument used to take the pictures of the store, road signs, and billboards in the two chosen locations in Khamis Mushait. More precisely, not all store signs were digitally captured, only the ones displayed outside the stores were taken and categorized.

Step Eight: Analyzing and categorizing the photos

Categorizing the images according to the investigated locations facilitated the analysis process of the collected data to answer the research questions. The analysis focused on counting the signs inscribed in Arabic, the monolingual, and the bilingual ones in both areas to investigate how English was used on Khamis Mushait LL along with looking at the type of signs, and some related issues such as translation and transliteration. The weight of languages was taken into account to recognize which language, either Arabic or English was more dominant and widespread. To reach more reliable and valid findings, the researcher followed the method of counting how many signs are monolingual (Arabic) or (English), and bilingual (Arabic and English), some researchers in the field of LL such as Ben-Rafael (2006) and Backhaus (2007) used to discover and analyze the LL in their studies. Therefore, the signs of the two locations

were divided into three types utilizing the same criteria: monolingual (Arabic), monolingual (English), and bilingual (English and Arabic).

Some researchers have conducted their research qualitatively, while some others have used quantitative methods to analyze their data. In addition, a good number of them chose the mixed methods, mainly, qualitative and quantitative to conduct their research in order to ensure more reliability and validity. Thus, in respect of this study, as no observations, interviews or questionnaires are involved, analyzing data quantitatively is the methodology selected to attempt to verify the reliability and validity of its findings.

Step Nine: Describing the Setting

This research was intended to investigate a public sphere or linguistic landscape of Khamis Mushait following the methods most likely used by many LL researchers worldwide such as Ben-Rafael (2006) and Backhaus (2007) regarding data collection and analysis. Thus, photographing the texts seen in the investigated zones and areas along with counting how many signs appeared monolingually or bilingually in each zone or district was the method used in this study. Such methods helped in recognizing the exact percents of the languages preferred to be used on the LL in each zone or area.

Photos were divided into three types: monolingual (Arabic), monolingual (English), and bilingual (Arabic and English). Results from these analyses are reported in the results section below.

Results

This part of the topic was concerned with analyzing some of the pictures taken from the TD (Tourist Destination) and CZ (Commercial zone) (see Appendix 1), to determine how the English language was used on Khamis Mushait LL signs and billboards (see Table 2). To be more specific, each zone TD, and CZ was divided into three smaller areas to investigate two things: how English was used in each area, and which language outweighed the other in each zone and area (see Table 3). The impossibility of analyzing the diverse aspects of the whole collected pictures, the focus was on counting the signs which were written monolingually, (Arabic or English) or bilingually, (Arabic and English) along with measuring the weight of each language appearing on the examined LL. The weight or the dominance of a language was measured by three criteria: font size, language order, which language appears on the sign first going from top to bottom, and the number of the words used on each sign. Translation and transliteration matters were briefly looked at.

Table 2. The Monolingual (Arabic), Bilingual (Arabic and English), and Monolingual (English) on the Khamis Mushait LL

Zone	Arabic	English	Arabic and English
Tourist Destination (TD)	55(37%)	0(0%)	20(13%)
Commercial Zone (CZ)	15(10%)	3 (2%)	57 (38)%

Table 3. Smaller Districts in the Tourist Destination (TD) and Commercial Zone (CZ)

Zone	Areas	Arabic%	English%	Arabic and English%
	Alfarah	20(13%)	0(0%)	5(3 %)

TD	Alhabalah	15 (13%)	0(0%)	10 (7%)
	Dalaghan	20 (13%)	0(0%)	5 (3%)
CZ	Downtown	5 (3%)	0(0%)	20 (13%)
	Car Showrooms	7 (5%)	1 (1%)	17 (11%)
	Alkhalidia	3 (2%)	2 (1%)	20 (13%)

The investigated zones, TD and CZ were the two most vital locations in Khamis Mushait. These two locations always receive a good number of tourists and visitors from different parts of the world every year. The whole province (Asir) received more than 3 million visitors during 2014 summer season (Alriyadh Newspaper, 2014). Many people are drawn there because of the big number of parks and summer resorts in the region, yet the less bilingual signs that help tourists reach the popular tourist destinations in Khamis Mushait, would probably lead to a potential decline in the number of tourists in Saudi Arabia at large (Mufeed, and Gulzar, 2014).

Therefore, the summer resorts need more preparations and regulations that attract tourists and make tourism more exciting and comfortable. Noticeably, the LL is a charming tool for advertising products and changing perceptions if properly exhibited and wisely made. Therefore, officials in Khamis Mushait should have take care of the LL to gain the revenue the government intended of this industry. Even %37 of the LL signs were monolingual (Arabic) in the smaller districts of TD such as Alfarah and Dalaghan, some of the guidance road signs were written bilingually. Monolingual (Arabic) outweighed bilingual (Arabic and English) signs within the TD, however, assigning parks for families and others for singles in both Alfarah and Dalaghan made the real big difference. In other words, once obtaining a tourist visa to Saudi Arabia for one

person is still a difficult process, it seemed less probable to see foreigners accompanying their families to those districts (Mufeed, and Gulzar, 2014). Thus, those parks most likely were not their focus, which also might account for the boost of Arabic on the LL there.

The CZ is crammed with many foreigners, particularly, during the weekends. Thus, viewing a huge percent of bilingual signs on this zone's LL seemed more or less pure commercial. Indeed, the TD is not far away from CZ, yet the big difference between the two zones in terms of monolingualism and bilingualism seen on their LL were vast and obvious. This means that business and attraction were the main purposes of LL circulation in this zone and its districts.

Findings

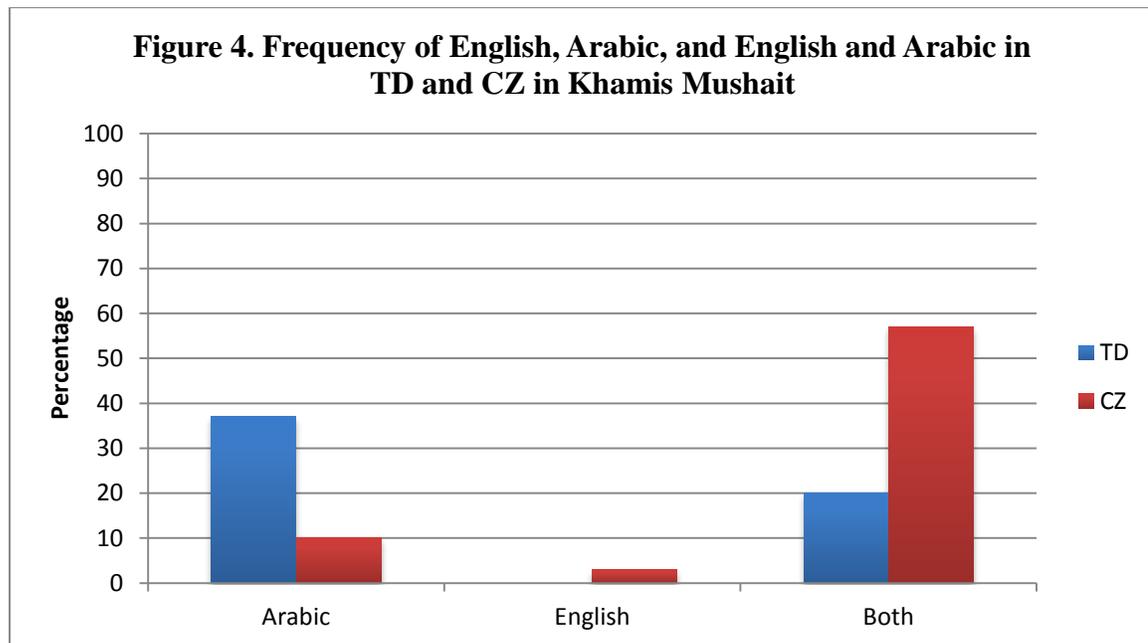
The use of English in TD and CZ: frequency of monolingual (Arabic or English) and bilingual (Arabic and English).

Counting the signs of a LL to recognize how many are monolingual, bilingual, and multilingual is one of the methods some popular researchers in the field such as Ben-Rafael (2006) and Backhaus (2007) utilized. The method used in this study to analyze Khamis Mushait LL is quite the same. The signs from the two places were divided into three types : monolingual (Arabic), monolingual (English), and bilingual (Arabic and English) (see Table 2) hence, the numbers of signs in the two places are categorized in the same table.

Table 4. Frequency of English, Arabic, and English and Arabic in TD and CZ in Khamis Mushait

Zone	Arabic	English	Arabic and English
Tourist Destination (TD)	55(37%)	0(0%)	20(13%)

Commercial Zone (CZ)	15(10%)	3 (2%)	57 (38)%
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As observed in the table above, the two vital zones in Khamis Mushait were chosen to be investigated and closely studied to explore how English language has been used on their LL. The two locations are both as popular as one another for the residents and visitors, yet as the table showed, the use of English either monolingually or bilingually in the CZ outweighed its use in the TD. Not only that, but the presence of a few monolingual (English) signs in scattered areas in the CZ demonstrated the big difference between the two zones in terms of using English on their LL signs. Even the number of the monolingual (English) signs was few in the CZ, it was a good evidence that English is more circulated in the CZ than in the TD. 76% of the total signs in the CZ were bilingual, compared to 27% in the TD, whereas, 73% of the TD signs were monolingual (Arabic). The table also showed a 0% of English on the TD LL signs, while three monolingual (English) signs were found in the CZ. This discrepancy looked odd, particularly, when it becomes recognized that the TD receives more foreigners than the CZ every year.

This discrepancy between the LL in both locations suggested the need for investigating two further issues. The first one is the recognition of the type of English displayed on the bilingual signs, while the second one is the sort of sign that exhibited or contained English. Table 5 reveals the different signs on which English appeared accompanying Arabic in the TD.

Table 5. Example Types of Bilingual Signs in Tourist Destination (TD)

Signs category	Sector	Type of English on signs	No of signs
Restaurant	Private	Istanbul Restaurant	3
Pharmacy	Private	Wasfat Alelaj Pharmacy	3
Park	Government	Dalaghan Park	1
Trading Complex	Private	ToyoTires	1
Decoration shop	Private	AlRagi Decoration	1
Fishery	Private	Alwardateen Fresh Fish	2
Supermarket	Private	AlMuslih Supermarket	3
Total			14

As Table 5 shows, the appearance of English was not that much on the bilingual signs in the TD. However, the words appearing on those signs can be categorized into two types: very common words such as restaurant and supermarket (see Figure 5), and names of brands or branches of private companies or businesses (see Figure 6). Thus, a count of how many English words appeared on TD sample signs, supports the suggestion that English does not seem to be used in TD for its intrinsic value, but rather appears as an unintentional phenomenon in that area. That is to say, the few words displayed on TD signs were not purposefully used for social or commercial goals. Therefore, it might not be considered a phenomenon in this destination.

Figure 5. A Sign Showing the Common Words Used on the TD LL



Figure 6. A sign showing a Name of a Private Business



The Use of Bilingual Signs (English and Arabic) in the CZ

The opposite was true in the commercial zone as the above table has shown. Bilingualism or rather using English on the shop signs in the CZ was on purpose and can be considered a phenomenon. That was due to the number of the English words each sign in this area

demonstrated, which strongly supported the suggestion that English is used on shop signs in this zone as a phenomenon (see Figure 7).

Figure 7. A sign Showing the Large Number of words Used on CZ LL



Owing to its nice weather and beautiful sights, Khamis Mushait becomes the fourth commercial zone in the Kingdom of Saudi Arabia as previously mentioned, and the city most likely visited by many people from different Saudi cities and foreign countries all the year around. Furthermore, Saudi Arabia hosts millions of Muslim pilgrims every year from various parts of the world who usually come on tourist visas and are curious about exploring the famous parts of the KSA (Kingdom of Saudi Arabia). Khamis Mushait is considered one of the most popular destinations for many visitors of the KSA. Therefore, businessmen do their best to advertise their merchandise and products utilizing various methods to gain and collect more money. Thus, they make use of the international experiences they gained from their worldwide trips and realized that using a second language (English) besides the official one (Arabic) on the shop and billboard signs could draw the attention of most visitors and encourage them to purchase gifts and other valuable items for their relatives and friends back home.

Additionally, most Khamis Mushait businessmen started their journeys to different Gulf, Asian, European, and American countries to import new products to trade them in Saudi Arabia. Consequently, they become more familiar with the tools usually utilized to advertise and tempt people of different ages and countries to purchase even unnecessary items. Thus, to keep pace with other urbanized people all over the world, Khamis Mushait traders realized the importance of having a bilingual LL to attract more customers and clients towards their business.

Table 6. Examples of the Types of Bilingual Signs (English and Arabic) in the Commercial Zone (CZ)

Signs category	Sector	Type of English on signs
Agency	Private	Alshalaan Travel& Tourism Agency
Clothes Showroom	Private	Al-Huisiki Garment Showroom
Bookstore	Private	Al-Janoub Printing Press
Electronic Shop	Private	Nawaf for Electronics and Telecommunication Sales and Services
Furniture Shop	Private	Sada for Sofa and Curtain clothes
Paint Shop	Private	Magic Paints for Luminous, Pigments and Paints
Studio	Private	Studio Al Saudi Video Filming Concerts and digital photography

Figure 8. A Type of Bilingualism on a Private Sign in the CZ



The Use of English in the CZ: Monolingual (English)

Being the fourth commercial center and the most popular tourist destination in Saudi Arabia, the use of bilingual signs (Arabic and English) on the LL of Khamis Mushait in the two investigated zones, TD and CZ was justifiable. However, the existence of three monolingual (English) signs in the CZ raised the question, why so few monolingual (English) signs appeared in the commercial zone. Identifying the type of signs on which English was displayed may provide a good answer for the inquiry in question. Figures 9 and 10 are good examples of such types of signs in this area.

Figure 9. Monolingual (English) Sign in the Car Showrooms



Figure 10. Monolingual (English) Sign in the CZ



Table 8 also shows more details.

Table 7. Types of Monolingual Signs (English) in CZ

Type of sign	Sector	Number of Signs	Total
Famous Sportswear Brands	Private	1	3
Car Showroom	Private	1	
Saudi Construction company	Private	1	

The total number of the signs written in English (monolingual) in the CZ are 3 (see Table 7). As the table shows, it seemed that the producers' purposes behind producing such items were prestige and attraction. Sportswear brands like Puma and Adidas, and a car showroom with racing cars such as Emgrand (see Figures 9 and 10) are extremely famous worldwide. These prestigious brands are also preferable by many young and athletic people in Saudi Arabia. Consequently, the owners of those shops make use of the popularity of those companies to increase the perception of prestige and modernity through signage. Actually, it is not popular in Saudi Arabia for shop owners to produce monolingual (English) signs for unpopular companies or brands because, even it may attract some Saudi young people as well as foreigners, but many others may get confused and the less profits may come in return. More importantly, the use of monolingual (English) on the construction establishments is justifiable as such signs are not targeted for Saudis as so many Saudis do not feel interested in being employed in such establishments. Therefore, it is natural and logical to be said that they were directed to the targeted communities or people. (see Figure 11).

Figure 11. Another Monolingual (English) Sign in the CZ

Frequency of English, Arabic, and English and Arabic in smaller areas in TD and CZ in Khamis Mushait.

In the beginning of this discussion and analysis, the range of frequency of monolingual (Arabic or English) and bilingual (Arabic and English) in both TD and CZ was discussed in general. In this part, the same method of analysis is used, however, smaller areas in each zone are selected to be closely investigated to recognize the proportions of monolingualism (Arabic or English) and bilingualism (Arabic and English) on each area LL. To this end, each zone is divided into three smaller areas as follows:

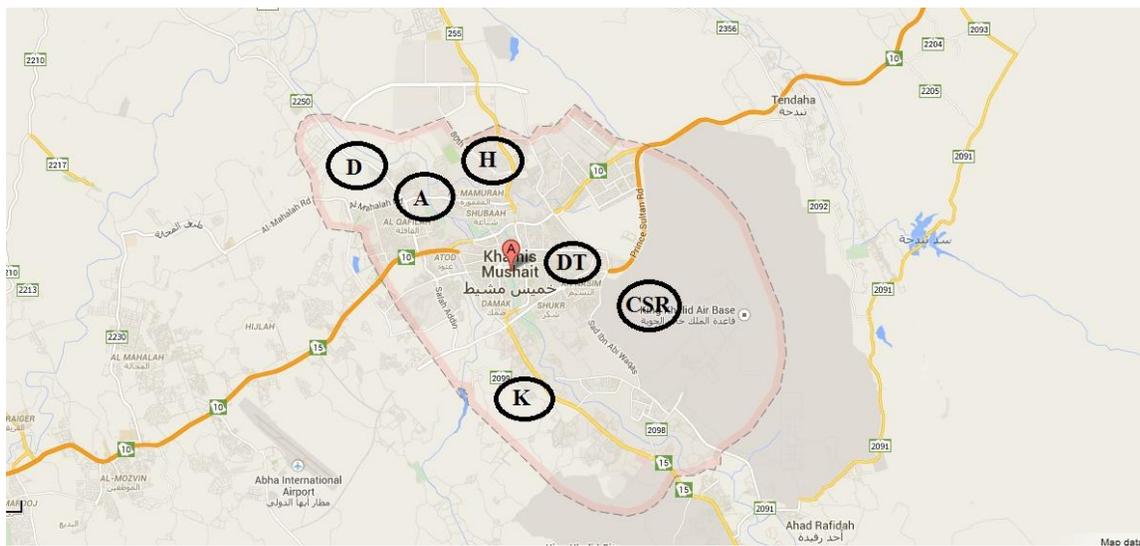
The TD included some districts, yet the most popular and attractive areas for visitors are: Alfarah (A), Alhabalah (H), and Dalaghan (D). While, the CZ also has various prominent districts which can be divided as: Downtown (DT), Car Showrooms(CSR), and Alkhalidia (K). (see Table 8), and (Figure 11).

Table 8. Frequency of English, Arabic, and English and Arabic on the LL in smaller areas of both TD and CZ in Khamis Mushait

Zone	Areas	Arabic%	English%	Arabic and English%
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TD	Alfarah	20(13%)	0(0%)	5(3 %)
	Alhabalah	15 (13%)	0(0%)	10 (7%)
	Dalaghan	20 (13%)	0(0%)	5 (3%)
CZ	Downtown	5 (3%)	0(0%)	20 (13%)
	Car Showrooms	7 (5%)	1 (1%)	17 (11%)
	Alkhalidia	3 (2%)	2 (1%)	20 (13%)

Figure 12. The Smaller Districts at Each Investigated Zone



Comparing the information about the frequency of the monolingual (Arabic or English) or bilingual (Arabic and English) in TD and CZ (Table 2) with the information and percentages about the same frequency introduced in this table about smaller districts within each zone, the totals were the same in both tables. However, analyzing the proportions of the monolingual and bilingual frequency of both Arabic and English on the LL in the smaller districts of Khamis Mushait, the discrepancy between the whole districts was discovered. In the TD, both Alfarah and Dalaghan were identical in terms of the use of monolingual Arabic on their LL signs. Even both locations are part and parcel of the TD, but the fact that these two areas are assigned to

family tourism, most foreigners come alone, and therefore, they are not allowed into these places. Because Alhabalah is more public with no limitations in terms of camping and sightseeing, tourists of various origins and languages could be seen there. Consequently, its LL has less monolingual (Arabic) signs than the other ones.

Alkhalidia and the Downtown showed high percents as both districts reached 13% regarding the bilingual signs appearance, while the Car Showrooms bilingual signs reached 11%.

Comparing the percents of bilingualism in TD to the one used in CZ, the difference was big (see Table 4). Taking into consideration the impacts advertisement has on all society members, many company, shop, and establishment owners in Khamis Mushait tended to think about a variety of methods that may help attract as many customers and clients as possible towards their products and commodities. The vast appearance and rapid spread of bilingualism (Arabic and English) on shop signs and billboards was one of the methods thought to be holding the attention of as many people as possible towards new products and brands. It could be here said that prestige and attraction were the reasons behind such huge appearance and swift spread of bilingual signs in the CZ as the relative understood aim of putting them up is attraction and fascination. The inclination towards bilingualism differed from one district to another within the CZ.

Talking numbers and ratios, the bilingualism reached 13% in both Alkhalidia and the Downtown, whereas, it was only 11% in the Car Showrooms. The reason behind this contrast could be that, big companies usually provide cars for their labors, so that few visits could be registered for foreigners at the car showrooms. Even Monolingual (English) did exist there, it could be good evidence that prestige and attraction were among the reasons for finding bilingual signs there, as well.

Language Weight Criteria on Khamis Mushait LL

There could be several factors that can be used to measure and determine a weight of language or how a language is affected by another or outweighing it. However, font size, language order, and the number of words of a language on a sign were the factors used in this study to determine which language outweighed another on the Khamis Mushait LL.

Font size. Investigating the font size on the LL of TD , it came clear that the Arabic fonts in this destination appeared bigger and typed in different fonts, while English ranged between medium, small and a single font type along with some misspellings all over the investigated areas. In the TD, the restaurant sign named (مطعم ليالي اسطنبول) in Arabic (in phonetic representation: /matʕam laja:li: ʔistʕambu:l/), and (ISTANBUL RESTORANT) in English, obviously demonstrated the issue (see Figure 13). The word restaurant in Figure 13 is either misspelled or written in Turkish. If it was written in Turkish, this is a good indication that there is no clear governmental language stance towards the use of foreign languages. It also referred to the freedom every business owner has in terms of choosing the language he/she finds more prestigious and attractive to customers and clients.

Figure 13. English Font Size on TD LL



Based on the font size, the sign in Figure 13 showed that Arabic was more weighted than English in the TD zone as Arabic appears in large fonts on the signs all around the whole TD. The big Arabic font size written on ISTANBUL restaurant sign could be read by naked eyes from a distance compared to that of English. This is a good evidence of the dominance of Arabic in this zone. The medium font size of English and the misspelling of the word restaurant (RESTORANT) can be used as a good evidence that supports how Arabic strongly outweighed English in the TD. Seemingly, the appearance of English on signs in this zone was not to guide tourists, but could be more or less to keep pace with the other modern cities and districts in Saudi Arabia. Since the average of monolingual (Arabic) reached 73% in the TD, however, the dominance of Arabic was more certain and conspicuous.

In general, the CZ was more bilingual than the TD. Bilingualism reached 38% in the CZ, where it was only 13% in the TD. When considering the font size on the CZ LL, it was clear that the Arabic font size was equal to the English one on more than 95% of the whole sample (see Figures 14 and 15).

Figure 14. An Example of the Sameness of Bilingual Font Size on CZ LL



Figure 15. Another English Font Size on the CZ LL

This approximation in the font size in both languages in the CZ indicated the importance of English in this zone as its signs were not randomly written and selected.

Language order. The second factor that could be used to measure a language weight in a zone or district was the language order, which language appears on the sign first going from top to bottom. It is assumed that the heavier a language weighted, the upper it appears on the sign. On the Khamis Mushait LL, in both zones TD and CZ, the Arabic language came first on the whole sample either government or private, with no exceptions (see Figures 16, 17, and 18). It could be of no surprise to find this phenomenon available in Khamis Mushait or any other Saudi city as English is considered the second language in Saudi Arabia.

Figure 16. The Language Order in the CZ

Figure 17. The Language order in the CZ on a State Sign**Figure 18. The English Language position on the LL of the TD**

Even a sign in the TD was found violating the rule, it was a kind of transliteration of the word (Saloon). The word saloon was transliterated, (words replacement in the first language with a close phonetic equivalent in the second one), (Al-Onaizan, & Knight 2002), or translated into Arabic to convey the same meaning. Putting the word on the right corner of the sign was another good evidence that it was transliteration more than one language dominating another. (see Figures 19 and 20). This is because the word saloon is commonly used by many Arabs and fully understood as the place where people have their hair cut. Therefore, in either way it is written, it has the same understanding.

Figure 19. The Wrong Place of the Word Saloon**Figure 20. The Transliteration of the Word Saloon****Language word numbers on each sign.**

The third standard through which a language could be somehow judged dominant on another was the number of the words of a language compared to its counterpart on a sign or a billboard. The more words a sign exhibits of a language, the more heavily that language weighted. In this study, it was indicated that the number of Arabic words used on the signs in the TD outweighed the English ones (see table 6 above). Whereas, in the CZ, most signs appeared word to word translation (see Figure 21).

Figure 21. Word to Word Translation on the CZ LL**Translation and transliteration.**

Since bilingualism indicates the use of two languages, therefore, the appearance of the text on a sign could be in full or partial translation, yet it sometimes appeared transliterated.

Transliteration is words replacement in the first language with a close phonetic equivalent in the second one, (Al-Onaizan, & Knight 2002). Cone Zone (an Ice-Cream Brand), for example, is popular in Saudi Arabia, so that it is more transliterated into Arabic rather than translated. It is always written (كون زون), (see Figure 21), which has no meaning other than a transliteration of the English words (Cone Zone). While, full LL signs translation is communicating the meanings of the whole words inscribed on the sign in the first language into a second one (see Figure 26). Whereas, partial LL signs translation is only communicating the key words written on a sign from the first language into another, (see Figures 22, 23, 24, and 25).

Figure 22. A Transliteration Sign of a Popular Ice-Cream Brand

Table 9 also demonstrates how languages appeared on the LL signs in the TD and CZ.

Table 9. Translation and Transliteration of Signs on the Khamis Mushait LL

Location	Full Translation	Partial Translation	Transliteration	Total
TD	3(3%)	10(10%)	8(8%)	21%
CZ	45(45%)	5(5%)	3(3%)	53%

As the table showed, both TD and CZ bilingual signs were examined to explore the number of signs that were fully, partial translated, or transliterated. As investigated, only three signs were fully translated into English in the TD. Therefore, the Arabic language seemed dominant in the TD. The approximation between the partial translation and pure transliteration indicated how English language was used there. This less use of translation in the TD supported Arabic domination in that zone. Yet, when examining the CZ, the difference was big in terms of the number of the signs existed in full translation. Forty five signs contained full translation, whereas, other five ones received partial translation. This drew the population's attention, either citizens or foreigners towards the impacts of globalization in the CZ (see Figure 22).

Figure 23. Signs Transliteration in the CZ

Figure 24. Transliteration in the TD.



Figure 25. Partial Translation in the CZ



Figure 26. Partial Translation in the CZ



Figure 27. Full Translation in the TD



Conclusion

This section is intended to draw conclusions about the work conducted, clarify the limitations, and make some recommendations for future studies.

The Main Investigated Areas

This research was originally conducted to investigate how English is used on the LL in the two vital areas, TD and CZ in the city of Khamis Mushait, Saudi Arabia. It also attempted to measure which language, Arabic or English, outweighed the other in the two zones and the smaller districts through criteria such as, font size, language position, and the number of words used on each sign there. The results revealed that Arabic language was dominant in both areas despite the standards used to measure the language weights or the use of bilingualism (Arabic and English) in the CZ and the TD. Although, bilingualism (Arabic and English) reached 76% in the CZ. Prestige, modernity and globalization tended to be the sensible reasons and accounts for using so much bilingualism (Arabic and English) on the CZ LL. The high percent of monolingualism (Arabic), which reached 37% in the TD reported the ultimate dominance of the Arabic language there. Consequently, Arabic language appeared dominant not only in the the main zones, TD and CZ, but in their smaller districts: Dalaghan, Alfarah, Alhabalah, Downtown, Alkhalidia, and Car Showrooms, as well. The following section revealed more findings.

Smaller districts in each zone.

Within each investigated zone, on the one hand, there were three districts that had different LL displayed on their signs. In the TD, both Dalaghan and Alfarah signs were almost monolingual Arabic, while the third district, Alhabalah, seemed linguistically quite different due to the large number of tourists it annually receives. On the other hand, the other three districts in the CZ showed a high tendency towards the use of English on their LL because the Downtown and Alkhalidia are the focus of many foreigners as they are the centers of the most essential

items most people usually need, such as, garments and other modern technological objects. This reason makes English vastly appeared besides the Arabic on the signs to attract more customers of various ages, origins, and countries. The Car Showrooms had a bit lower percent in terms of bilingualism because most foreign employees are usually provided by cars by their employers as previously indicated.

Findings

Analyzing the collected data through investigating the frequency of English, Arabic, and English and Arabic in both TD and CZ in Khamis Mushait and the smaller districts in each zone, as well as examining how signs were translated and transliterated, some finding based on the deducted percents were revealed.

Arabic language dominated the TD LL. Touching upon the frequency of Arabic, English, and Arabic and English on the TD signs, it was revealed that 37% of the signs were written monolingually (Arabic). While, only 13% of the whole sample appeared bilingually inscribed there. In terms of monolingual (English), there was no monolingual (English) sign available in the TD. Even when the TD was divided into smaller districts to detect where much English could be detected, the results were nearly approximate. Only 3% of the signs in both Dalaghan and Alfarah were bilingually inscribed. Although, Alhabalah (one of the TD smaller districts) reached 7% in terms of the bilingualism, it was still considered low percent in comparison to the total percent 37%.

Analyzing the signs according to the types of English used on each sign, no more than common words such as, restaurant, pharmacy and park were visualized in this destination. This much use of monolingualism and little bilingualism in the TD could be related to various reasons. The most crucial reasons for the phenomenon of monolingualism (Arabic) in the TD as the findings revealed were: the partitioning of the touristic areas into two parts: the public and

private or open and closed areas. The private or closed touristic areas were assigned for tourists accompanying their families, while the open or public tourist destinations were set for singles only. The difficulties most visitors of Saudi Arabia face when they try to have their visas issued reduced the number of foreigners in this destination to a minimum. More importantly, the early discovery of oil which could be an alternative to other income sources, such as tourism led to dedicating little attention to international leisure tourism by the Saudi government (Sadi and Henderson, 2005). Consequently, it was clear enough that the monolingual Arabic was dominant in the TD as a whole. Furthermore, the Saudi tourism policy, which may prefer a well-targeted tourism to the masses one together with the public negative reactions towards open tourism, which could postpone (foreign) tourism for years, could so much account for the high use of monolingualism (Arabic) on the TD LL. (Al-Rasheed, and Vitalis, 2004).

Using English for prestige and modernity. On the other hand, the spread of bilingualism (Arabic and English) on the LL in the CZ in Khamis Mushait became more obvious when bilingualism reached 38%. Even, both the TD and CZ were not far away from each other, the discrepancy between them in terms of the LL was great. Since the aim of utilizing a different language other than the first one on the shop signs is to show the degree of modernity and advertising the goods quality (Mansour, 2013), were a good indication of how modern and globalized this zone has turned. The decline in the monolingual (Arabic) to reach 20% along with the availability of three monolingual (English) signs in the CZ, was due to the adoption of such tendency.

Investigating the three districts of the CZ separately, the frequency of English in the zone was justified. Being the center of the technological appliance sale, and a compound of the essential objects for citizens and foreigners, both the Downtown and Alkhalidia grew more bilingual. However, despite the contrast between the two zones in terms of using English on their

signs, it was clear that Arabic was still outweighing English in both zones and districts. Even bilingualism (Arabic and English) reached 76% in the CZ, measuring the language weight through criteria such as, the font size, the language position, and the number of words each sign contained, it came clear that Arabic language is still dominant. Seemingly, the reasonable account for the use of English bilingually on the CZ LL in Khamis Mushait was to keep pace with the other Saudi and world commercial cities once they have become more globalized. One more good evidence that the existence of such phenomenon was due to the impacts of globalization was the limited use of English on the TD LL. Although it was more important for the TD to be more bilingual, the rare commercial practices there kept it more monolingual (Arabic). This revealed that English use in the CZ is due to the impact of globalization. Even it became a phenomenon to see bilingual signs in the CZ, it was a type of prestige and attraction. The availability of a monolingual (English) sign in the Car Showrooms district, yet it was a little visited area by foreigners was another evidence that English use on the LL was for attraction and prestige.

Translation and transliteration showed that the full translation was so high. Fifty seven (57%) of the signs, out of the total %75 were fully translated into English. Finding small shop owners resorting to transliteration rather than translation also verified the impacts of globalization. They wanted to show that they become more globalized differently. They resorted to transliteration to be more understandable and informative about their newly coined way of showing globalization. They realized through the national and international advertisement launched campaigns that the whole world is inevitably affected by globalization; and to be an effective globalized participant in this new world, you are advised to adopt your way to become more globalized. Thus, the appearance of much English on the CZ LL was due to globalization, urbanization, prestige and modernity rather than anything else. The dominance of the new

position recognized as the globalization of economy, the governments worldwide had no choice other than opening up their countries to globalization to avoid being penalized and marginalized in the world of economy (Navarro, 1998). Consequently, the spread of bilingualism (Arabic and English) in the CZ did not indicate the dominance of English, but probably a necessity to pace with other nations and adhere to the regulations of the world new economy position to avoid being universally marginalized.

Limitations

For this research, a number of limitations occurred.

The first and utmost limitation, was the delay of issuing a photographing permission on behalf of the KSA government. This delay somehow hindered gathering enough information about Khamis Mushait LL. The second limitation was about sample and generalizability. The researcher wanted to have a more comprehensive sample by including the military zone but he was restricted to photograph only the private sector and not the military sector. This introduces validity issues with sample because an important aspect of Khamis Mushait was excluded. The third limitation was the few resources available about the whole city.

Recommendations

As this research is the first of its kind in the city of Khamis Mushait, some recommendations are strongly appealing for more specific results and conclusions.

The first one is that researchers are recommended to study the TD closely to investigate the reasons behind the limited use of English on its LL. Second, it is also recommended that this area be studied through other methods such as surveys, questionnaires, and interviews to elicit people's opinions and attitudes towards the limited use of English in the area in question. The third recommendation is the responsible staff's attention should be drawn towards the importance of being more understanding and flexible with researchers to ease the data collection

process and allow for more accessibility to sufficient data. The fourth one is that the Saudi Arabia government should establish a clear language policy that shows an official stance about their native language and meanwhile systemizes the use of foreign languages. The last one is that ESL teachers in Saudi schools should encourage their pupils to pay attention to the surrounding signs and bring those linguistic facets to classroom. At a university level, students may resort to the LL to conduct some projects about translation, language use, identity, attitudes and so on.

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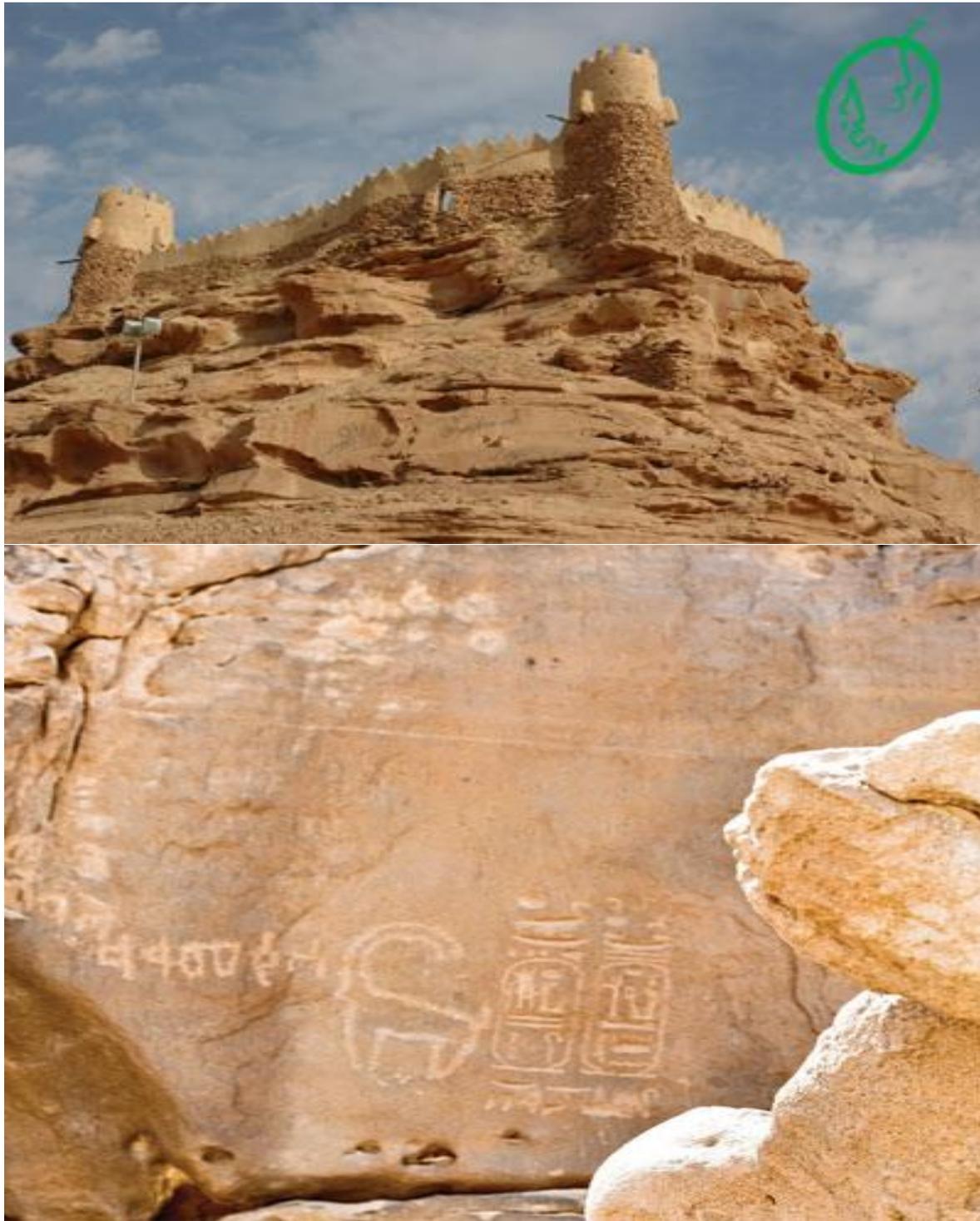
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Appendices

Appendix 2. Tourism in Taima and some old inscriptions



Appendix 3. Madan Saleh which showed engravings and inscriptions





Appendix 4. Photographing Permission from Saudi Arabia (Khamis Mushait Governorate)

