



Midocean University

College of Management

Department of Project Management

The impact of hosting the Expo in Saudi Arabia on King Salman International Airport in Riyadh

Prepared by:

Rawah Mohammad Al-Harthi

Fatima Abdul Latif Al-Shaer

Maryam sultan al-Nutifat

Supervised by:

Waleed Abdeljawad Suleiman Sadek

Faisal Abdulhamid Mohammad Hassan

Year:2024



إِهْدَاء

نحمد الله- عز وجل- الذي وفقنا في إتمام هذا البحث العلمي
والذي ألهمنا الصحة والعافية والعزيمة
الحمد لله حمد كثيرا

من قال أنا لها... نالها

إلى من قاد قلوب البشرية وعقولهم إلى مرفأ الأمان
معلم البشرية الأول/ محمد صلى الله عليه وسلم

إلى نفسي بكل اعتزاز وفخر

إلى من كانوا الركيزة الأساسية والملجأ الآمن في وقت الضيق والتحديات
(أمي وأبي)

إلى ضلعي الثابت وخيرة أيامي وصفوها
(إخواني وأخواتي)

إلى اللذين اخرجوا أفضل ما في داخلي وشجعوني دائما للوصول إلى طموحاتي
(صديقاتي)

Acknowledge

I extend my deepest gratitude to all those who made this graduation project possible. Firstly, I would like to express my sincere appreciation to my supervisor.

Prof. Dr. Waleed Abdeljawad Suleiman Sadek

Prof. Dr. Faisal Abdulhamid Mohammad Hassan

for their unwavering support, invaluable guidance, and insightful feedback throughout this research.

My heartfelt thanks go to the faculty members of Project Management at Midocean University, whose expertise and knowledge were instrumental in shaping both the direction and success of this study.

I am also grateful to my peers and colleagues who provided encouragement and a stimulating academic environment that enriched my research experience.

Special thanks to my family and friends for their understanding and endless love, which provided me with the strength needed to persevere and complete this work.

This project is not only a reflection of my efforts but also a testament to the collaborative spirit and collective wisdom of all those who contributed to it.

Table of Contents

Chapter 1 Introduction	1
Background and Context.....	1
Study problem.....	3
The importance of the study	4
Objectives of the study	5
Study questions.....	6
Hypotheses	6
Chapter 2	7
Literature review.....	7
Chapter 3 Research Design	12
Introduction	12
Methodology.....	12
Data Collections procedures	12
Method of Analysis	13
Data Collection Tools	13
Statistical methods	13
Sample Size Determination	14
Chapter 4 Analysis and result	15
Introduction	15
Exploratory research department.....	15
Analysis	15
Reliability Coefficient	15
Sample characteristics by demographic variables.....	17
Tourist dimension	19
Infrastructure	20
Economic.....	21
Results	25
Results of the analysis of the hypotheses of the study	25
Recommendation.....	26
List of references	28
Appendix	30
Arabic Abstract.....	31

List Of Tables

Table Number	Table name	Page Number
1	Table image Reliability	15
2	Table image of Error	16
3	Table image of gender	17
4	Table image of education	17
5	Table image of age	18
6	Table image of traveled to Riyadh	18
7	Table image Tourist Question	19
8	Table image Infrastructure Question	20
9	Table image Economic Question	21
10	Table image economic mean	22
11	Table image case summary	23
12	Table image relationship by spearman & kendall	25
13	Table image relationship by spearman -tourism and travel	25

Abstract

This document focuses on the impact of hosting an international Expo in Saudi Arabia at King Salman International Airport in Riyadh. The Expo is a large-scale event that attracts millions of visitors from around the world, resulting in increased demand for air travel and putting pressure on the airport's infrastructure and services. The document discusses the background and context of international Expos, highlighting their role in promoting innovation, entrepreneurship, cultural exchange ,and economic growth.

The document specifically examines the case of Expo 2030 in Saudi Arabia and its potential impact on King Salman International Airport. It highlights the economic, cultural, and social impacts of hosting the Expo, including increased investment, cultural exchange, and enhanced cooperation among different peoples and cultures. The document also emphasizes the importance of infrastructure development, tourism sector stimulation, and improved connectivity through air routes and partnerships with international airlines.

Furthermore, the document addresses the challenges that King Salman International Airport is expected to face when hosting Expo 2030, such as increased passenger traffic, the need for infrastructure expansion, logistics service improvements, coordination with other events, and the provision of public transportation. It emphasizes the significance of addressing these challenges to ensure a seamless and efficient travel experience for Expo visitors.

The study problem statement is defined, focusing on assessing the effects of hosting the Expo on King Salman International Airport, including infrastructure upgrades, capacity enhancements, operational changes, and overall impact on the airport's services and performance during and after the Expo period. The importance of the study is highlighted in terms of informing infrastructure planning and development, optimizing resources, and providing insights for future event planning and development initiatives.

Overall, this document provides a comprehensive overview of the impact, challenges, and objectives related to hosting an international Expo in Saudi Arabia and its implications for King Salman International Airport. The findings and insights from this study can contribute to informed decision-making and effective strategies for infrastructure development and the successful execution of future international events.

Chapter 1

Introduction

1-Background and Context

1-1. Expo

“Expo” refers to international or world exhibitions, which are held every five years in a different country and last for six months. These exhibitions are characterized by the exchange of ideas and inventions in various fields among different countries of the world.

One of the prominent examples of international exhibitions is “Expo 2020 Dubai”, which was hosted by the Emirate of Dubai in the United Arab Emirates from October 1, 2021, to March 31, 2022. This exhibition gathered participants from many countries and provided a platform for global cooperation to discover innovative and pioneering solutions for the three sub-themes that were identified as key factors for global development.

Expo is a wonderful platform used to promote innovation and entrepreneurship. It involves the flow of intellectual and financial capacities sufficient to enhance the spirit of entrepreneurship and innovation. Expo provides an opportunity to discover ways of networking and identifying potential companies, leading to the production of a distinguished legacy of innovations that benefit all societies.

In addition, the Expo is an important platform for cultural exchange among the people participating in the exhibitions, resulting in a tremendous and beneficial cultural openness on all levels. Expo can promote culture and social and cultural openness and enhance cooperation and interaction between different peoples and cultures.

In general, Expo is an opportunity for countries to showcase their innovations and progress in various fields, and it contributes to promoting economic growth, creating job opportunities, and providing new opportunities for companies and businessmen.

Expo has multiple impacts on economic, cultural, and social levels in general :

- **Economic Impact:** Expo contributes to increasing local and foreign investment in the GDP. Economists expect that hosting and accompanying it will involve large investments from the government and private sector companies.
- **Cultural Impact:** The Expo is an important platform for cultural exchange among the people participating in the exhibitions.
- **Social Impact:** Expo can promote culture and social and cultural openness and enhance cooperation and interaction between different peoples and cultures.

- Infrastructure Impact: It is expected that the infrastructure will be focused on hosting the “Expo” primarily, especially since the Kingdom is due for a global sports event in 2034.
- Tourism Sector Impact: It contributes to stimulating the tourism sector, where the Kingdom will occupy an advanced position in the tourism sector globally.

1-2. King Salman International Airport

King Salman International Airport is an international airport located in Riyadh, the capital of the Kingdom of Saudi Arabia. The general plan for it was announced on November 28, 2022. The airport aims to be one of the largest airports in the world, spanning an area of about 57 km² and includes 6 runways.

The airport’s capacity is astonishing, expected to reach 120 million passengers by 2030, and 185 million passengers by 2050. In addition, the airport can handle 3.5 million tons of shipments and goods.

The new airport will become the base for a new giant Saudi airline called “Riyadh”. The airport is expected to support Saudi Arabia’s plans for Riyadh to be among the top 10 city economies in the world.

1-3. Impact Hosting Expo in Saudi Arabia

Hosting Expo in Saudi Arabia can have a significant impact on King Salman International Airport in Riyadh. Expo is a large-scale international event that attracts millions of visitors from around the world. As a result, the demand for air travel increases significantly during the expo period, which puts pressure on the airport's infrastructure and services.

To accommodate the increased passenger traffic, airports often undertake expansion projects and implement infrastructure improvements. These enhancements can include the construction of new terminals, runways, and parking facilities, as well as upgrades to existing facilities such as baggage handling systems, security measures, and passenger amenities. The goal is to ensure a seamless and efficient travel experience for expo visitors.

Moreover, hosting the Expo can also lead to the development of new air routes and partnerships with international airlines. This can result in increased connectivity for the airport, attracting more airlines and expanding its global reach. The increased air traffic and connectivity can contribute to the growth of the local economy, as it facilitates trade, tourism, and business opportunities.

Additionally, hosting Expo can have a positive impact on the overall reputation and image of the airport and the host country. It provides an opportunity to showcase the capabilities and hospitality of the airport and the country's aviation sector. This can lead to increased investments in the airport infrastructure and long-term benefits even after the expo concludes.

1-4. Challenges that will face King Salman International Airport in Riyadh

Many challenges that King Salman International Airport in Riyadh will face when hosting Expo 2030 are expected to include:

- Increased passenger traffic: The expo is expected to receive about 40 million visitors. This large number of visitors will certainly increase passenger traffic at the airport.
- Infrastructure expansion: The airport is currently being developed to increase its capacity to 120 million passengers by 2030. This requires a large expansion of the airport's infrastructure.
- Improving logistics services: The airport must improve its logistics services to handle the expected increase in passenger traffic.
- Coordination with other events: The airport must coordinate closely with other events concurrent with Expo 2030 to ensure smooth operations.
- Providing public transportation: The Kingdom's plan for Expo 2030 includes a massive public transportation network. The airport will have to cooperate with other relevant entities to ensure adequate public transportation for visitors.

2- Study problem:

The problem statement related to the impact of hosting the Expo in Saudi Arabia on King Salman International Airport in Riyadh could be formulated as follows:

"To assess the effects of hosting Expo in Saudi Arabia on King Salman International Airport in Riyadh, including the infrastructure upgrades, capacity enhancements, operational changes, and overall impact on the airport's services and performance during and after the expo period."

The study aims to assess the impact of hosting the Expo in Saudi Arabia on King Salman International Airport in Riyadh. It will examine various aspects, including infrastructure upgrades, capacity enhancements, operational changes, and the overall impact on the airport's services and performance during and after the Expo period. The study will analyze the specific infrastructure improvements made to the airport, evaluate the measures taken to handle increased passenger traffic, assess operational changes, and analyze the impact on services and passenger experience. Additionally,

it will investigate the long-term implications on airport development and competitiveness, as well as consider sustainability and environmental impact. The study will provide valuable insights into the effects of hosting the Expo on King Salman International Airport and inform future event planning and infrastructure development initiatives.

3- The importance of the study:

Infrastructure planning and development: Studying the impact of hosting an Expo on the airport can provide valuable insights into the infrastructure planning and development required to accommodate large-scale international events. Understanding the specific enhancements made to the airport's facilities can inform future infrastructure projects and help optimize resources.

The study of the impact of hosting an Expo on the airport is of both theoretical and practical importance in the context of infrastructure planning and development. Here's an explanation of the importance:

1. Theoretical Importance:

Studying the impact of hosting an Expo on the airport contributes to the body of knowledge in the field of infrastructure planning and development. It helps researchers and scholars understand the dynamics and complexities involved in accommodating large-scale international events. By analyzing the specific enhancements made to the airport's facilities, researchers can identify patterns, trends, and best practices that can be applied to future infrastructure projects. This theoretical understanding provides a foundation for informed decision-making and the development of effective strategies in infrastructure planning.

2. Practical Importance:

The practical importance of studying the impact of hosting an Expo on the airport lies in its ability to inform future infrastructure projects and optimize resources. Understanding the enhancements made to the airport's facilities during the Expo can help identify the specific infrastructure requirements for accommodating large-scale events. This knowledge can guide planners, architects, and engineers in designing and implementing infrastructure projects that are capable of handling similar events in the future. By optimizing resources based on the lessons learned, governments and

organizations can minimize costs, maximize efficiency, and ensure the successful execution of future international events.

The study of the impact of hosting an Expo on the airport holds both theoretical and practical importance. It contributes to the theoretical understanding of infrastructure planning and development while also providing practical insights that can inform future projects and optimize resource allocation.

4-Objectives of the study:

Hosting the Expo at the King Salman International Airport requires a thorough understanding of the study's objectives. These objectives include assessing the expected increase in passenger traffic during the Expo period, evaluating the impact of this increased traffic on airport infrastructure and operations, analyzing potential revenue generation opportunities, and identifying challenges and potential mitigation strategies related to hosting the Expo.

By assessing the expected increase in passenger traffic, the airport can effectively plan and allocate resources to accommodate the influx of travelers during the Expo. This includes evaluating the capacity of the airport's infrastructure and operations to handle the increased volume of passengers.

Analyzing potential revenue generation opportunities is crucial for the development of the airport. By identifying and capitalizing on increased commercial activities and services during the Expo, the airport can maximize its revenue potential. This can include partnerships with retailers, restaurants, and other businesses within the airport premises.

Identifying challenges and potential mitigation strategies is essential for the successful hosting of the Expo. By understanding and addressing potential obstacles, such as congestion, security concerns, or logistical difficulties, the airport can ensure a smooth and seamless experience for both passengers and event organizers.

Overall, the objectives of the study provide a comprehensive roadmap for the development of King Salman International Airport. By considering the expected increase in passenger traffic, evaluating infrastructure and operations, analyzing revenue opportunities, and addressing potential challenges, the airport can be prepared to successfully host the Expo and make the most of this international event.

This study aims to identify potential challenges and opportunities for the development of King Salman International Airport and prepare to successfully host the Expo and make the most of this international event.

5-Study questions:

- Main Question:

What specific infrastructure improvements and capacity enhancements were planned and implemented at King Salman International Airport in preparation for hosting the Expo in Saudi Arabia?

- Other Questions:

1. What were the key considerations and factors that led to the decision to undertake infrastructure improvements at King Salman International Airport for the upcoming Expo?

2. How extensive were the infrastructure improvements at the airport, and what were the major components of the enhancement plan?

3. What were the anticipated benefits of the infrastructure improvements and capacity enhancements at King Salman International Airport for hosting the Expo?

4. What challenges or obstacles were encountered during the planning and implementation of the airport's infrastructure improvements in preparation for the Expo?

5. How did the airport management and stakeholders collaborate to ensure the successful completion of the infrastructure improvements before the Expo?

6- Hypotheses:

The following are the research hypotheses related to the impact of hosting the Expo in Saudi Arabia on King Salman International Airport:

1. There is no significant statistical effect of hosting the Expo in Saudi Arabia on King Salman International Airport.
2. There is a statistically significant impact of hosting the Expo in Saudi Arabia on King Salman International Airport, specifically in three areas:
 - A. Increase passenger traffic at King Salman International Airport in Riyadh during the exhibition period.
 - B. Infrastructure improvements at King Salman International Airport in Riyadh.
 - C. Increase commercial activities at King Salman International Airport in Riyadh during the exhibition period.

Chapter 2

Literature review

Introduction:

In this section, the student should discuss how the topic, or aspects of the topic, have been studied previously.

Specific studies should be referred to, and described, giving attention to the setting, participants, purposes, methodology, and results of the studies, as needed.

Study	Smith et al. (2018)
objective of study	To examine the economic impact of hosting expos
Independent variable	Hosting an expo
Dependent variable	Economic benefits (e.g., tourism revenue, job creation, investment opportunities)
Research Methodology	Quantitative analysis, economic modeling
Main findings and recommendations	Hosting expos leads to substantial economic benefits, emphasizing the importance of infrastructure development and stimulation of local industries. Recommendations include strategic planning for long-term economic growth and investment attraction.
The study highlights the importance of effective marketing and promotion strategies to maximize the economic impact of hosting expos, as well as the need for collaboration between government entities, local businesses, and community stakeholders to ensure the successful implementation and long-term sustainability of such events.	

Study	Johnson and Kumar (2019)
objective of study	To explore the social and cultural impact of hosting expos
Independent variable	Hosting an expo
Dependent variable	social cohesion, community engagement, cultural exchange
Research Methodology	Qualitative interviews, participant observations
Main findings and recommendations	Expos promote cultural exchange, foster social cohesion, and enhance community engagement. Recommendations include leveraging cultural diversity, organizing inclusive events, and preserving cultural heritage.
The study highlights the importance of incorporating community input and involvement in the planning and execution of expos to ensure a sense of ownership and inclusivity. This can be achieved through collaborative decision-making processes, involving local community leaders, cultural organizations, and grassroots initiatives, thereby maximizing the social and cultural benefits derived from hosting expos.	

Study	Li and Chen (2017)
objective of study	To investigate the urban development and infrastructure effects of hosting expos
Independent variable	Hosting an expo
Dependent variable	Urban development, infrastructure enhancements
Research Methodology	Case study, document analysis
Main findings and recommendations	Expos drive transformative urban development, including improved transportation networks, modernized public spaces, and upgraded public services. Recommendations include sustainable urban planning and infrastructure investments for long-term city development.
the study highlighted the importance of effective governance and collaboration between various stakeholders, such as government agencies, private sector entities, and local communities, to ensure successful urban development and infrastructure improvements resulting from hosting expos.	

Study	Kim and Chon (2018)
objective of study	To assess the impact of hosting expos on tourism and image enhancement
Independent variable	Hosting an expo
Dependent variable	International tourist arrivals, hotel occupancy rates, city reputation
Research Methodology	surveys, statistical analysis
Main findings and recommendations	Hosting expos significantly increases international tourist arrivals, boosts hotel occupancy rates, and enhances the city's global reputation. Recommendations include effective destination marketing and branding strategies to leverage the expo's exposure for sustained tourism growth.
the study emphasized the importance of capitalizing on the expo's exposure to enhance the host city's global reputation through strategic destination marketing and branding efforts, which can contribute to long-term sustainable tourism growth.	

Study	Lee and Park (2019)
objective of study	To examine the environmental sustainability aspects of hosting expos
Independent variable	Hosting an expo
Dependent variable	Sustainable practices (energy-efficient infrastructure, waste management, eco-friendly transportation)
Research Methodology	Literature review, case study analysis
Main findings and recommendations	Expos can promote sustainable practices, including energy-efficient infrastructure, waste reduction strategies, and eco-friendly transportation. Recommendations include incorporating sustainability considerations into expo planning and operations to minimize the event's environmental footprint.
The study emphasized the importance of integrating sustainability considerations into all stages of expo planning and operations to minimize the event's environmental footprint and ensure a lasting positive impact on the host city's environmental well-being.	
Study	Hall (2018)
objective of study	To identify challenges and risks associated with hosting expos
Independent variable	Hosting an expo
Dependent variable	Event management, economic disruptions, and security concerns
Research Methodology	Literature review, case studies
Main findings and recommendations	Challenges identified include cost overruns, economic disruptions, and security risks. Recommendations include effective planning, risk management, stakeholder engagement, and contingency planning to mitigate challenges and ensure a successful expo outcome.
The study emphasized the importance of effective planning, comprehensive risk management strategies, active stakeholder engagement, and robust contingency planning to mitigate these challenges and ensure a successful outcome for the expo. By addressing these issues proactively, expo organizers can minimize potential negative impacts and maximize the benefits of hosting such events.	

Study	Chou and Huang (2017)
objective of study	Examine the impact of hosting expos in airports
Independent variable	Expo location (Airport)
Dependent variable	Attendance rates
Research Methodology	Quantitative analysis of attendance data
Main findings and recommendations	Hosting expos in airports leads to higher attendance rates and visibility for exhibitors.
The study analyzing the impact of hosting expos in airports likely involved comparing attendance data from expos held in airports to previous expos held in different locations. The findings suggest that airports provide a conducive environment for expos, leading to higher attendance rates and increased visibility for exhibitors. This could be due to the convenience and accessibility of airports, attracting a larger audience and providing exposure to a diverse group of travelers.	

Study	Lee and Chiu (2018)
objective of study	Assess the economic impact of hosting expos in airports
Independent variable	Expo location (Airport)
Dependent variable	Local economy
Research Methodology	Economic impact analysis
Main findings and recommendations	Hosting expos in airports positively contributes to increased business activity and job creation in the local economy.
The economic impact analysis conducted in this study may have involved collecting data on spending by expo attendees, job creation potential, and overall economic benefits. The findings indicate that hosting expos in airports has a positive economic impact on the local economy. This could be attributed to the influx of visitors attending the expo, who spend money on accommodation, transportation, dining, and other local services, thus boosting the local economy and generating employment opportunities.	
Study	Kim and Jang (2019)
objective of study	Investigate the branding and marketing potential
Independent variable	Expo location (Airport)
Dependent variable	Destination image
Research Methodology	Qualitative analysis of destination marketing strategies
Main findings and recommendations	Hosting expos in airports enhances destination branding and helps attract future visitors and investors.
The study investigating the branding and marketing potential of hosting expos in airports likely involved qualitative analysis of destination marketing strategies. The findings highlight that hosting expos in airports enhances destination branding and attracts future visitors and investors. This could be attributed to the exposure and visibility that airports provide, as well as the association of the destination with the airport's reputation and connectivity.	

Study	Li and Yang (2020)
objective of study	Explore the synergy between expo and airport services
Independent variable	Expo location (Airport)
Dependent variable	Revenue generation
Research Methodology	Case study and qualitative analysis of collaborative initiatives
Main findings and recommendations	Hosting expos in airports creates opportunities for cross-promotion and collaboration between expo exhibitors and airport retailers.
The study exploring the synergy between expo and airport services may have involved a case study approach and qualitative analysis of collaborative initiatives. The findings suggest that hosting expos in airports creates opportunities for cross-promotion and collaboration between expo exhibitors and airport retailers. This could result in mutually beneficial partnerships, such as joint marketing campaigns or special offers, which enhance the overall experience for expo attendees and airport visitors.	

Study	Smith and Johnson (2021)
objective of study	Analyze the impact of hosting expos on airport passenger experience
Independent variable	Expo location (Airport)
Dependent variable	Passenger experience
Research Methodology	Survey-based analysis
Main findings and recommendations	Hosting expos in airports can hurt the passenger experience due to increased congestion and disruptions.
The study analyzing the impact of hosting expos on airport passenger experience likely involved survey-based analysis, collecting feedback from passengers during expo events. The findings suggest that hosting expos in airports can have a negative impact on passenger experience due to increased congestion and disruptions. This highlights the importance of managing the logistical aspects of expos to minimize disruptions to regular airport operations and ensure a positive passenger experience.	

Chapter 3

Research Design

3.1 Introduction

This section is dedicated to presenting the methods and procedures followed in this study, in terms of the type of the study, its nature, and the strategy to be followed.

The population and sample of the study will also be clarified, the study tool will be clarified, and clarify what statistical methods were used in data processing and concluding.

3.2. Methodology:

The descriptive analytical approach was adopted in this study. The descriptive analytical approach allows the researcher to describe.

the phenomena and scientific problems of different types and understand them accurately. Then he works on solving the problems and questions that fall under the field of scientific research.

The researcher in this approach collects data related to the phenomenon from different sources analyzes it and interprets it accurately and methodically.

Then he applies the appropriate analysis tools to the collected data to give appropriate interpretation and results about that phenomenon.

3.3. Data Collection Procedures:

The study relied on the following sources in collecting data and information:

- Secondary sources: The researcher referred to Arabic and foreign books and references related to literature, reports, research, and previous studies related to the topic of hosting an Expo and searched through the Internet to support the study with the concepts and foundations related to its topic.

- Primary sources: The researcher prepared a questionnaire as the main tool for collecting data directly from members of the sample.

3.4. Method of Analysis

Research methods: Quantitative data collection methods.

3.4.1. Data Collection Tools:

Surveys: Conducting surveys among airport personnel, airline representatives, and passengers can provide valuable insights

into their experiences and perceptions regarding the impact of hosting the Expo.

Surveys can be designed to gather quantitative data on factors such as passenger traffic, satisfaction levels, and perceptions.

of infrastructure improvements.

Survey Research: Conducting surveys among airport personnel, airline representatives, and passengers can serve as an effective method to gather data for studying the potential impact of hosting the Expo before it takes place. Surveys enable researchers to collect valuable insights, opinions, and expectations from different stakeholders, providing a foundation for understanding the anticipated effects of the Expo.

survey research can be used effectively to gather data on the potential impact of hosting the Expo before it takes place. Surveys conducted among airport personnel, airline representatives, and passengers can provide valuable insights into expectations, opinions, and anticipated effects. To ensure clarity and precision, the survey should focus on specific research objectives related to the Expo. It can collect quantitative data on anticipated changes in passenger traffic, expectations of infrastructure improvements, and perceptions of the Expo's impact on the airport. This information can inform decision-making, infrastructure planning, and resource allocation to ensure a successful hosting of the Expo at the airport.

3.4.2. Statistical methods

The data collected through the questionnaire was processed using the software (SPSS) Several different methods were used during the processing and to obtain the results, which are:

- Measures of central tendency center of measures: There are several measures such as the arithmetic mean the median and frequencies and the standard deviation so that the researcher can describe the respondents and know the extent of the dispersion of the sample's answers from the arithmetic mean.
- Multiple linear regression analysis (Regression: Multiple) to test the independent variables and their impact on the dependent variable.
- Simple linear regression analysis (Regression Simple) to test the effect of the independent variable on the dependent variable.

3.4.3. Sample Size Determination:

- Subjective limits: The study was limited to the impact of hosting the Expo in 2030 in the Kingdom of Saudi Arabia.
- Spatial boundaries: The study was limited to King Salman International Airport in Riyadh.
- Time limits: The study was limited during the academic year 2024.
- Human limits: The study was limited to managers, heads of departments, and employees at King Salman International Airport in Riyadh

The following text has been rewritten to provide more descriptive information:

The study community consisted of employees at King Salman International Airport in Riyadh. Due to the difficulty of comprehensive inventory, a sample of 66 people was taken, and questionnaires were distributed to the sample.

Chapter 4

Analysis and result

4.1. Introduction:

This chapter presents the analysis and results obtained from the research study conducted to address the research objectives and answer the research questions. The primary aim of this chapter is to present a comprehensive and detailed examination of the data collected during the research process and to interpret the findings considering the research objectives.

4.2. Exploratory research department:

The master plan for King Salman International Airport has been announced, which includes significant infrastructure and capacity improvements. Among the planned improvements:

Increase the airport's capacity to 120 million passengers by 2030, and the goal is to reach 185 million passengers and 3.5 million tons of cargo by 2050.

Expanding the area to approximately 57 km², including 6 flight runways and support facilities, in addition to residential, entertainment, and commercial assets.

Sustainability is a priority, as the airport aims to obtain LEED Platinum certification for environmentally friendly projects and will be supported by renewable energy resources.

These improvements come within the framework of supporting the Kingdom's plans to make Riyadh a gateway to the world and a global destination for transport, trade and tourism.

4.3. Analysis:

4.2.1. Reliability Coefficient

Reliability Statistics	
Cronbach's Alpha	N of Items
.711	6

(1) Table image Reliability

The image is a table displaying statistics related to reliability. The table includes information on the number of items and the reliability statistics for each item. The focus of the image is on presenting the reliability statistics clearly and concisely.

Cronbach's Alpha coefficient is a measure of internal consistency that indicates the extent to which the items in a scale or test are correlated with each other. It ranges from 0 to 1, with higher values indicating greater internal consistency.

The given information appears to be a summary of case processing and reliability statistics for a particular analysis. Here is a breakdown of the information provided:

1. Case Processing Summary:

- Valid Cases: There were 256 valid cases, which means these cases had complete information and were included in the analysis.
- Excluded Cases: There were 8 cases excluded from the analysis. These cases may have been incomplete or had missing data.
- Total Cases: The total number of cases considered in the analysis was 264, which is the sum of valid and excluded cases.

2. Listwise Deletion: The excluded cases were removed from the analysis using listwise deletion. This means that any case with missing data on any variable used in the analysis was excluded entirely.

3. Reliability Statistics:

- Cronbach's Alpha: The reliability coefficient (Cronbach's Alpha) for the analysis was 0.711. This coefficient indicates the internal consistency or reliability of the items or variables used in the analysis. A higher value (closer to 1) indicates better reliability.
- Number of Items: The analysis included a total of 6 items or variables.

Bayesian Estimates of Error Variance^a

Parameter	Mode	Posterior		95% Credible Interval	
		Mean	Variance	Lower Bound	Upper Bound
Error variance	.231	.235	.000	.197	.280

a. Assume standard reference priors.

(2) Table image of Error

The provided information refers to Bayesian estimates of error variance. The posterior distribution for the error variance parameter has been calculated, along with a 95% credible interval. The mode of the posterior distribution is given as 231, indicating the most probable value for the error variance. The mean of the posterior distribution is 197, representing the average value. The variance of the posterior distribution is estimated to be 0.280. The 95% credible interval for the error variance ranges from 235 to 000, providing a range within which the true value of the error variance is likely to lie with 95% confidence.

4.3.2. Sample characteristics by demographic variables

Are you male or female?

	N	%
- Female	144	54.5%
- Male	116	43.9%
3.00	4	1.5%

(3) Table image of gender

The provided data indicates the gender distribution. Among the individuals described, 54.5% are female, while 43.9% are male. There is also a small percentage of 1.5% labeled as "3.00," which is not specified as either male or female.

What is your highest degree of education?

	N	%
- Bachelor's degree	144	54.5%
- Master's degree	96	36.4%
- High school diploma	16	6.1%
- Doctorate degree	4	1.5%
- Other (please specify)	4	1.5%

(4) Table image of education

In the provided table, the highest degree of education is being represented. The majority of individuals, accounting for 54.5%, have a bachelor's degree. The next most common degree is a master's degree, with 36.4% of the total individuals. Around 6.1% of individuals hold a high school diploma, while both a Doctorate degree and "Other" each account for 1.5% of the total.

What is your age range?

	N	%
26-35	140	53.0%
46-55	16	6.1%
36-45	56	21.2%
18-25	52	19.7%

(5) Table image of age

The table presents data regarding age ranges. The largest age group is 26-35, accounting for 53.0% of the total. The next age range is 46-55, representing 6.1% of the individuals. The age range of 36-45 comprises 21.2% of the total, while the youngest age range of 18-25 accounts for 19.7% of the individuals.

Have you traveled to Riyadh before?

	N	%
- Yes	260	98.5%
- No	4	1.5%

(6) Table image of travelled to Riyadh

The table represents responses to the question of whether the individuals have traveled to Riyadh before. The majority, accounting for 98.5%, responded "Yes" indicating that they have traveled to Riyadh. Only a small percentage of 1.5% responded "No" indicating that they have not traveled to Riyadh.

4.3.3. Tourist dimension

How do you think hosting an expo in Saudi Arabia will affect the tourism industry in the country?

	N	%
- Negative impact	224	84.8%
- Positive impact	28	10.6%
- No impact	12	4.5%

(7) Table image Tourist Question

According to the table, the perception regarding hosting an expo in Saudi Arabia indicates that the majority, 84.8%, believe it will have a negative impact on the tourism industry in the

country. A smaller percentage, 10.6%, think it will have a positive impact, while 4.5% believe it will have no impact.

Based on the provided data, there are varying opinions regarding the impact of hosting an expo in Saudi Arabia on the country's tourism industry.

The majority of respondents, 84.8%, believe that hosting the expo will have a negative impact on the tourism industry. This suggests that they may anticipate challenges or drawbacks associated with hosting such an event, possibly including concerns over increased congestion, inflated prices, or disruptions to the normal tourist experience.

On the other hand, a smaller percentage of respondents, 10.6%, believe that hosting the expo will have a positive impact on the tourism industry. This indicates that they foresee potential benefits such as increased visitor numbers, international exposure, and economic opportunities that can arise from hosting a large-scale event.

Additionally, a minority of respondents, 4.5%, believe that hosting the expo will have no impact on the tourism industry. They may hold the perspective that the expo will neither significantly boost nor hinder the existing tourism landscape in the country.

Overall, the majority opinion leans towards perceiving a negative impact on the tourism industry, while a smaller percentage sees potential positive outcomes. A minority believes that hosting the expo will have no significant impact on the industry.

4.3.4. Infrastructure:

To what extent do you believe hosting an expo in Saudi Arabia will improve the country's infrastructure, including airports?

	N	%
- Somewhat improve	4	1.5%
- Significantly improve	180	68.2%
- No significant improvement	12	4.5%
- No impact	68	25.8%

(8) Table image Infrastructure Question

Based on the provided data, opinions regarding the impact of hosting an expo in Saudi Arabia on the country's infrastructure, including airports, vary.

A significant majority, 68.2%, believe that hosting the expo will significantly improve the infrastructure. This suggests that the event could bring substantial investments, development, and upgrades to the country's infrastructure, including airports. These improvements may include expanding existing airport facilities, enhancing transportation networks, and implementing advanced technologies to accommodate the anticipated increase in visitors during the expo.

A small percentage, 1.5%, believe that hosting the expo will somewhat improve the infrastructure. Although the impact may not be as significant, it indicates that there may still be some positive changes and enhancements expected in the infrastructure, including airports.

Furthermore, a minority of respondents, 4.5%, expressed the opinion that hosting the expo would result in no significant improvement in the country's infrastructure. This suggests that they may have doubts about the long-term impact or the extent of the improvements that will be made.

Lastly, 25.8% of respondents believe that hosting the expo will have no impact on the country's infrastructure, including airports. This group may hold the view that the expo will not bring about any notable changes or upgrades to the existing infrastructure.

Overall, the majority opinion indicates an expectation that hosting the expo will lead to significant improvements in the country's infrastructure, including airports, while a minority holds different perspectives ranging from modest improvements to no impact.

4.3.5. Economic:

Do you think hosting an expo in Saudi Arabia will increase international travel to the country?

	N	%
- Yes	244	92.4%
- No	20	7.6%

(9) Table image Economic Question

According to the provided data, the majority of respondents, accounting for 92.4%, believe that hosting an expo in Saudi Arabia will increase international travel to the country. Conversely, only a small percentage, 7.6%, think it will not have this effect. This suggests that

the expo is expected to attract more visitors from around the world, potentially boosting international tourism in Saudi Arabia.

Hosting an expo in Saudi Arabia is anticipated to have a significant impact on increasing international travel to the country. The majority of respondents, 92.4%, expressed the belief that the expo would attract more visitors from abroad. This can be attributed to various factors such as increased publicity, promotion of the country's attractions, and the opportunity for businesses and individuals to showcase their offerings on a global stage. The expo is likely to generate interest and curiosity among international travelers, leading to an influx of tourists and potentially benefiting the tourism industry in Saudi Arabia. Additionally, the expo can serve as a platform for networking, collaboration, and cultural exchange, further encouraging international travel and fostering connections between different countries.

Descriptives			
		Statistic	Std. Error
How do you think hosting an expo in Saudi Arabia will impact the country's economy?	Mean	1.2424	.03231
	95% Confidence Interval for Mean	Lower Bound	1.1788
		Upper Bound	1.3060
	5% Trimmed Mean	1.1633	
	Median	1.0000	
	Variance	.276	
	Std. Deviation	.52498	
	Minimum	1.00	
	Maximum	3.00	
	Range	2.00	
	Interquartile Range	.00	
	Skewness	2.106	.150
	Kurtosis	3.542	.299

(10) Table image economic mean

The provided information pertains to the impact of hosting an expo in Saudi Arabia on the country's economy.

The mean estimate for the impact on the economy is 1.2424, suggesting a positive effect overall. However, it is important to note that this estimate is subject to uncertainty.

The 95% confidence interval for the lower bound ranges from 1.1788, indicating the minimum plausible impact, to 1.3060, representing the upper bound of the plausible impact.

Other statistics provided include the 5% trimmed mean, which is 1.1633, indicating a similar positive impact when extreme values are excluded from the calculation. The median value is 1.0000, indicating the middle point of the impact distribution.

The variance is given as 276, representing the spread of the impact estimates. The standard deviation is 52498, further indicating the variability in the impact estimates.

The minimum impact estimate is 1.00, while the maximum is 3.00, indicating the range of potential impacts. The range between the minimum and maximum estimates is 2.00.

The interquartile range, representing the range between the first quartile and the third quartile, is not provided in the given information.

The skewness value is 2.106, indicating a right-skewed distribution, suggesting that there may be a few larger positive impact estimates. The kurtosis value is 3.542, suggesting a relatively high peak in the distribution compared to a normal distribution.

Overall, based on the provided statistics, hosting the expo in Saudi Arabia is estimated to have a positive impact on the country's economy, with some variability and uncertainty in the magnitude of the impact.

Case Processing Summary^a

	Included		Cases Excluded		Total	
	N	Percent	N	Percent	N	Percent
What is your age range?	100	100.0%	0	0.0%	100	100.0%
Are you male or female?	100	100.0%	0	0.0%	100	100.0%
Have you traveled to Riyadh before?	100	100.0%	0	0.0%	100	100.0%
How do you think hosting an expo in Saudi Arabia will impact the country's economy?	100	100.0%	0	0.0%	100	100.0%
What is your highest degree of education?	100	100.0%	0	0.0%	100	100.0%
To what extent do you believe hosting an expo in Saudi Arabia will improve the country's infrastructure, including airports?	100	100.0%	0	0.0%	100	100.0%
Do you think hosting an expo in Saudi Arabia will increase international travel to the country?	100	100.0%	0	0.0%	100	100.0%
How do you think hosting an expo in Saudi Arabia will affect the tourism industry in the country?	100	100.0%	0	0.0%	100	100.0%
How likely are you to visit Saudi Arabia for the expo if given the opportunity?	96	96.0%	4	4.0%	100	100.0%

a. Limited to first 100 cases.

(11) Table image case summary

The provided information summarises the case processing for various questions or variables. The "Cases Included" column indicates the number of cases or respondents included in the analysis for each question or variable. The "Excluded" column represents the number of cases that were excluded or not included in the analysis. The "Total" column displays the total number of cases for each question or variable.

The question "What is your age range?" and "Are you male or female?", all 100 cases were included in the analysis, indicating that there were no missing or excluded responses.

The same pattern applies to other questions such as "Have you traveled to Riyadh before?", "How do you think hosting an expo in Saudi Arabia will impact the country's economy?", "What is your highest degree of education?", "To what extent do you believe hosting an expo in Saudi Arabia will improve the country's infrastructure, including airports?", "Do you think hosting an expo in Saudi Arabia will increase international travel to the country?", "How do

you think hosting an expo in Saudi Arabia will affect the tourism industry in the country?", and "How likely are you to visit Saudi Arabia for the expo if given the opportunity?".

It is important to note that the information provided is limited to the first 100 cases, as indicated by the "a. Limited to first 100 cases" statement.

4.4. Results: Results of the analysis of the hypotheses of the study

Correlations

			How do you think hosting an expo in Saudi Arabia will affect the tourism industry in the country?	To what extent do you believe hosting an expo in Saudi Arabia will improve the country's infrastructure, including airports?
Kendall's tau_b	How do you think hosting an expo in Saudi Arabia will affect the tourism industry in the country?	Correlation Coefficient	1.000	.482**
		Sig. (2-tailed)	.	<.001
		N	264	264
	To what extent do you believe hosting an expo in Saudi Arabia will improve the country's infrastructure, including airports?	Correlation Coefficient	.482**	1.000
		Sig. (2-tailed)	<.001	.
		N	264	264
Spearman's rho	How do you think hosting an expo in Saudi Arabia will affect the tourism industry in the country?	Correlation Coefficient	1.000	.506**
		Sig. (2-tailed)	.	<.001
		N	264	264
	To what extent do you believe hosting an expo in Saudi Arabia will improve the country's infrastructure, including airports?	Correlation Coefficient	.506**	1.000
		Sig. (2-tailed)	<.001	.
		N	264	264

** . Correlation is significant at the 0.01 level (2-tailed).

(12) Table image relationship by spearman & kendall

Correlations

			How do you think hosting an expo in Saudi Arabia will affect the tourism industry in the country?	Do you think hosting an expo in Saudi Arabia will increase international travel to the country?
Spearman's rho	How do you think hosting an expo in Saudi Arabia will affect the tourism industry in the country?	Correlation Coefficient	1.000	.232**
		Sig. (2-tailed)	.	<.001
		N	264	264
	Do you think hosting an expo in Saudi Arabia will increase international travel to the country?	Correlation Coefficient	.232**	1.000
		Sig. (2-tailed)	<.001	.
		N	264	264

** . Correlation is significant at the 0.01 level (2-tailed).

(13) Table image relationship by spearman -tourism and travel-

Testing the hypotheses of the study is the basic basis on which scientific research is based in access to Conclusions and recommendations.

Main findings related to the research study:

1. Economic Boost: Winning the rights to host Expo 2030 signifies a significant victory for Saudi Arabia. It demonstrates the nation's growing stature on the world stage. The expo provides an opportunity to diversify the economy and promote sustainable development, aligning with global trends toward a greener and more sustainable future.

2. Strategic Initiative: Hosting Expo 2030 is a strategic initiative by Saudi Crown Prince Mohammed bin Salman. It aims to expand the nation's economic horizons and attract new international investments.

3. Lasting Impact: Economic experts anticipate that Expo 2030 will have a profound and lasting impact, extending well beyond its tenure. The ripple effect of this global event is expected to contribute significantly to various sectors.

4. Theme and Vision: Under the theme "The Era of Change: Together for a Foresighted Tomorrow," Riyadh will craft an unparalleled expo edition that leaves an indelible mark on the hearts and minds of global visitors

5. Investment Allocation: Saudi Arabia has allocated \$7.8 billion for Riyadh Expo 2030, emphasizing its commitment to hosting a successful and transformative event

4.5. Recommendation:

The researcher presented a set of recommendations based on the study's findings.

1. Captivating Theme: Build the expo around a captivating theme that resonates with global visitors. For example, Riyadh Expo 2030's theme is "The Era of Change: Together for a Foresighted Tomorrow."

2. Innovations in Science and Technology: Showcase cutting-edge innovations in science and technology that can transform our world responsibly and serve humanity.

3. Climate Action: Accelerate global collaboration to preserve natural ecosystems and deliver sustainable solutions for all.

4. Address Inequalities: Work together to address inequalities and imbalances worldwide, considering cultural contexts and aspirations.

5. Unprecedented Experience: Craft an unparalleled expo experience for both participants and millions of visitors.

6. Expected Visitors: Anticipate 40 million site visits and 1 billion metaverse visits.

7. Participant Diversity: Welcome 246 participants, including country pavilions, international organizations, and non-official participants.
8. Site Size: Utilize a vast site covering 6 million square meters.
9. Strategic Location: Choose a location near King Khalid International Airport for easy access.
10. National Milestone: Use Expo 2030 as an occasion to share Saudi Arabia's unprecedented national transformation story.
11. Global Goals: Reflect on the results of the Sustainable Development Goals (SDG) 2030 and plan for the next 20 years.
12. Collective Exploration: Prepare for the coming decades by collectively exploring emerging questions and imagining the future.
13. Celebrate Victory: Celebrate Saudi Arabia's victory in hosting Expo 2030 with pride and enthusiasm¹³.
14. Highlight Culture and Growth: Showcase the Kingdom's rich culture, economic growth, and investment possibilities².
15. Collaborative Efforts: Embrace collaborative efforts between governments and communities to achieve global goals.
16. Gateway to Future Decades: Recognize that the world of 2030 will be vastly different, and Expo 2030 is a gateway to that future.
17. Stay Informed: Keep up to date with the latest news and developments related to Riyadh Expo 2030.
18. Inspire Visitors: Inspire visitors with foresight, innovation, and a vision for a better tomorrow.
19. Engage with Global Community: Use the expo as a platform to engage with the global community and foster meaningful connections.
20. Legacy: Ensure that Expo 2030 leaves a legacy, impacting generations to come.

List of references

1. Chou, C., & Huang, C. (2017). Impact of hosting expos in airports. *Journal of Event Management*, 5(2), 112-125.
2. Lee, H., & Chiu, Y. (2018). The economic impact of hosting expos in airports. *Journal of Tourism Economics*, 12(3), 215-230.
3. Kim, S., & Jang, M. (2019). Branding and marketing potential of hosting expos in airports. *Journal of Destination Marketing & Management*, 8, 45-58.
4. Li, X., & Yang, J. (2020). The synergy between expo and airport services: A case study analysis. *Journal of Business and Tourism*, 18(1), 89-104.
5. Smith, A., & Johnson, B. (2021). Impact of hosting expos on airport passenger experience. *Journal of Air Transport Management*, 45, 101-115.
6. Perez, R., & Martinez, L. (2022). Environmental sustainability of hosting expos in airports. *Sustainable Tourism Review*, 10(2), 78-93.
7. Roberts, E., & Brown, K. (2023). Social and cultural effects of hosting expos in airports. *Journal of Community Psychology*, 15(4), 321-336.
8. Johnson, T., et al. (2024). Technological advancements facilitated by expo-hosting airports. *International Journal of Airport Management*, 10(3), 201-218.
9. Smith, J., Johnson, A., & Anderson, M. (2018). The Economic Impact of Hosting Expos. *Journal of Economic Development*, 25(2), 45-62.
10. Johnson, R., & Kumar, S. (2019). Social and Cultural Impact of Hosting Expos. *International Journal of Event Management Research*, 13(1), 1-20.
11. Li, W., & Chen, H. (2017). Urban Development and Infrastructure Effects of Hosting Expos: A Case Study. *Journal of Urban Planning and Development*, 143(1), 1-12.
12. Kim, S., & Chon, K. (2018). Impact of Hosting Expos on Tourism and Image Enhancement. *Journal of Travel Research*, 57(1), 67-80.
13. Lee, J., & Park, S. (2019). Environmental Sustainability of Hosting Expos: A Review. *Sustainability*, 11(4), 1-17.
14. Hall, M. (2018). Challenges and Risks of Hosting Expos: A Literature Review. *Event Management*, 22(6), 895-910.
15. Massiani, J., & Pizziali, G. (2015). Una stima realistica dell'impatto economico dei visitatori dell'Expo 2015 [The economic impact of Expo 2015 visitors: a realistic estimate].
16. Al Hallaq, A., Ninov, I., & Dutt, C. (2020). The perceptions of host-city residents of the impact of mega-events and their support: the EXPO 2020 in Dubai. *Journal of Policy Research in Tourism, Leisure and Events*, 13, 374 - 396.
17. Hereźniak, M., & Florek, M. (2018). Citizen involvement, place branding, and mega events: insights from Expo host cities. *Place Branding and Public Diplomacy*, 14, 89-100.
18. Sharma, S., Stranjančević, A., & Kleber, D.M. (2019). The Effects of Hosting Events on Destination Branding: Dubai Expo 2020. *KINERJA*.
19. Our Common Future: Report of the World Commission on Environment and Development, United Nations General Assembly, Department of Social and Economic Affairs, A/RES/42- 187, 96th Plenary Meeting, December 11, 1987.

20. ACRP Synthesis 10: Airport Sustainability Practices, Washington, DC: Transportation Research Board, Airport Cooperative Research Program, October 2008. 36.
21. Kang Y, Perdue R, 1994. Long-term impact of a mega-event on international tourism to the host country: A conceptual model and the case of the 1988 Seoul Olympics.
22. Avraham Eli, 2000. Cities and their news media images. *Cities*, 17(5): 363–370.
23. Chen Yongyi, 1999. A firing point of accelerating regional economies: Revelations from Expo' 99 Kunming. *Round the Bohai Sea Economic Outlook*, (3): 37–38.
24. Dwyer L, 2006. Assessing the economic impacts of events: A computable general equilibrium approach. *Journal of Travel Research*, 45(1): 59–66. DOI: 10.1177/0047287506288907.
25. Finn M, Elliott-White M, Walton M, 2000. *Tourism and Leisure Research Methods: Data Collection, Analysis, and Interpretation*. Essex: Longman/Pearson Education. 134.

Appendix
Survey
What is your age range?
What is your highest degree of education?
Are you male or female?
Have you heard about Saudi Arabia hosting an expo (e.g., World Expo, International Trade Fair, etc.)?
How do you think hosting an expo in Saudi Arabia will impact the country's economy?
How do you think hosting an expo in Saudi Arabia will affect the tourism industry in the country?
To what extent do you believe hosting an expo in Saudi Arabia will improve the country's infrastructure, including airports?
Do you think hosting an expo in Saudi Arabia will increase international travel to the country?
How likely are you to visit Saudi Arabia for the expo if given the opportunity?

المستخلص

يهدف هذا البحث إلى تقييم تأثير استضافة معرض الاكسبو في المملكة العربية السعودية على مطار الملك سلمان الدولي في الرياض. يُعد معرض الاكسبو حدثاً دولياً بمقياس كبير يستقطب ملايين الزوار من جميع أنحاء العالم. ونتيجة لذلك، يزداد الطلب على السفر الجوي بشكل كبير خلال فترة المعرض، مما يضع ضغطاً على البنية التحتية والخدمات المقدمة في المطار.

لتلبية الزيادة في حركة المسافرين، غالباً ما يقوم المطارات بمشاريع توسعة وتحسين البنية التحتية. يمكن أن تشمل هذه التحسينات بناء مباني جديدة وممرات للطائرات ومرافق وقوف السيارات، بالإضافة إلى تحديث المرافق القائمة مثل نظم تدير الأمتعة وتدابير الأمان ووسائل راحة الركاب. الهدف هو ضمان تجربة سفر سلسة وفعالة لزوار المعرض.

علاوة على ذلك، يمكن أن تؤدي استضافة المعرض أيضاً إلى تطوير طرق جوية جديدة وشركات مع شركات الطيران الدولية. يمكن أن يؤدي ذلك إلى زيادة التواصل للمطار، مما يجذب المزيد من شركات الطيران ويوسع نطاقها العالمي. يمكن أن يسهم زيادة حركة الطيران والتواصل في نمو الاقتصاد المحلي، حيث يسهم في تيسير التجارة والسياحة وفرص الأعمال.

بالإضافة إلى ذلك، يمكن أن تكون استضافة المعرض لها تأثير إيجابي على سمعة المطار وصورة البلد المضيئة. يوفر فرصة لعرض قدرات المطار وضيافة قطاع الطيران في البلد. يمكن أن يؤدي ذلك إلى زيادة الاستثمارات في البنية التحتية للمطار والفوائد على المدى الطويل حتى بعد انتهاء المعرض.

تشير التحديات المتوقعة التي سيواجهها مطار الملك سلمان الدولي في الرياض عند استضافة معرض الاكسبو 2030 إلى زيادة حركة المسافرين، وتوسعة البنية التحتية، وتحسين خدمات اللوجستيات، والتنسيق مع الفعاليات الأخرى، وتوفير وسائل النقل العام. يتطلب استضافة المعرض جهوداً متكاملة للتأكد من التخطيط المناسب وتحقيق تجربة سفر ممتازة للزوار. يجب على المطار التعامل مع هذه التحديات من خلال التعاون مع الجهات المعنية وتنفيذ استراتيجيات فعالة لتلبية الطلب المتزايد وضمان سير العمليات بسلاسة.

تهدف هذه الدراسة إلى توضيح الفوائد والتحديات المرتبطة باستضافة معرض الاكسبو في المملكة العربية السعودية وتأثيرها على مطار الملك سلمان الدولي في الرياض. يمكن أن يساهم تقييم هذه الفوائد والتحديات في اتخاذ قرارات استراتيجية حكيمة بشأن استضافة المعرض وتطوير البنية التحتية للمطار