

## عنوان الاقتراح

# تأثير مبادرات الرياضة الرشيقة في تعزيز القوة الناعمة والسياحة في المملكة العربية السعودية

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## Proposal Title

# The Effect of Agile Sport Initiatives on Enhancing Saudi Arabia's Soft Power and Tourism

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## 1 Research Title

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"The Effect of Agile Sport Initiatives on Enhancing Saudi Arabia's Soft Power and Tourism."

## 2 Introduction

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### 2.1 Background

Saudi Arabia has realized that it needs to minimize its reliance on oil revenues and diversify its economy. The country has launched a concentrated effort to boost tourism and strengthen its soft power internationally to achieve this goal. The strategy plan for the future of Saudi Arabia, known as Vision 2030, places a strong emphasis on the development of the tourism sector and presenting a positive image abroad.

### 2.2 Rationale

Recently number of people have realized how sports can influence a country's soft power and attract tourists. Sports events and initiatives can show a nation's values and culture, draw favorable connotations, and get international attention. Agile sport initiatives, which emphasize flexibility, innovation, and inclusivity, have gained popularity worldwide. The purpose of this study is to explore and analyze the impact of such initiatives on Saudi Arabia's global image and its tourism industry.

### 2.3 Research Objectives

**The primary objectives of this study are:**

- To explore the relationship between agile sport initiatives, soft power, and tourism in Saudi Arabia.
- To evaluate how agile sport projects may strengthen Saudi Arabia's soft power.
- To assess how well agile sport programs are working to attract tourists to Saudi Arabia.
- To offer analysis and suggestions for investments, policy choices, and tactics that will best utilize agile sport initiatives to enhance the country's tourism industry and raise Saudi Arabia's profile internationally.

### 3 Research Problem

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This study aims to investigate the possible impacts of agile sport initiatives on Saudi Arabia's tourism economy and soft power. While there is growing recognition of the importance of diversifying the economy and promoting tourism, the specific impact of agile sport initiatives remains underexplored.

This research will dive into the dynamics of how sports may improve the country's global image, establish international ties, and contribute to the expansion of the tourism sector.

### 4 The Importance of Research

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#### 4.1 Economic Diversification

The primary objective of Saudi Arabia is to diversify its economy and decrease its reliance on oil revenues. The promotion of tourism through agile sport initiatives can contribute to achieving this objective by attracting international visitors and generating revenue. This research can give significant insights for policymakers and stakeholders in the tourism industry by investigating the possible impact of agile sport initiatives on tourism.

#### 4.2 Soft Power Projection

Improving Saudi Arabia's soft power is essential if the country wants to increase its influence and stature internationally. Agile sport initiatives have the power to positively represent the nation and influence how the world views it. By comprehending the relationship between agile sport initiatives and soft power, ideas for using sports as a tool to improve Saudi Arabia's status internationally and build closer diplomatic and commercial ties can be informed.

#### 4.3 Tourism Promotion

Tourism is an important sector in Saudi Arabia's efforts to diversify its economy. Through initiatives in agile sport, the nation may promote its natural beauty, heritage of culture, and hospitality to attract tourists. This study can help guide marketing and promotional strategies for the travel and tourism sector by shedding light on how well agile sports initiatives attract tourists.

## 5 Research Hypothesis

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**The following are the main hypotheses supporting this research:**

- 10.1** First hypothesis: Saudi Arabia can gain a substantial advantage in soft power internationally through agile sport initiatives.
- 10.2** The second hypothesis states that the tourism sector in Saudi Arabia can benefit greatly from the development of sports through agile initiatives.

## 6 Literature Review

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Literature Review: This section review will delve into existing research on the relationship between sports, soft power, and tourism. It will examine relevant case studies, best practices, and theoretical frameworks. Important subjects to cover will be the function of sports diplomacy, effective nation-branding initiatives including sports, and the influence of sporting events on tourism.

## 7 Research Methodology

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### 7.1 Research Design

This study will employ a mixed-methods research methodology to investigate the research problem. The study design will consist of a combination of qualitative and quantitative methodologies.

### 7.2 Research Design

Qualitative research methods, such as conducting interviews with stakeholders engaged in agile sport initiatives and analyzing case studies of successful initiatives, will result in a comprehensive and detailed understanding of the perspectives and experiences surrounding these initiatives. The utilization of quantitative methodologies, such as surveys and data analysis of tourism statistics and soft power indicators, would facilitate the systematic gathering and examination of numerical data to evaluate the effects of these initiatives.

### 7.3 Data Analysis

The qualitative data will be subjected to thematic analysis, identifying key themes and patterns emerging from the interviews and case studies. Statistical techniques will be utilized to assess the quantitative data to investigate the relationships between agile sport initiatives, soft power indicators, and tourism outcomes.

## 8 Research Structure

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**The research paper will be structured as follows:**

1. Introduction.
2. Background.
3. Rationale.
4. Research Objectives.
5. Literature Review.
6. Research Methodology.
7. Research Design.
8. Data Collection.
9. Data Analysis.
10. Findings and Analysis.
11. Discussion and Interpretation of Results.
12. Conclusion.

## 9 Research Limits

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The research is limited by some crucial aspects. The study's time scope encompasses the previous five years up to the present, allowing for a contemporary analysis of the topic. Furthermore, the geographical scope is limited to the significant urban centers of Riyadh and Jeddah, as these cities have become known for hosting a variety of agile sports events. Moreover, the present study particularly examines the effects of three widely practiced agile sports, which include football, golf, and ballpoint games, which have had great growth in popularity in Saudi Arabia in recent times. This study examines the effect of various sports on various forms of tourism, such as cultural, sports, and historical tourism. The target audience encompasses international sports organizations and individuals that possess a strong passion for sports. In order to maximize the impact of agile sports on soft power and tourism in the Kingdom, the research will make use of well-known personalities and media promotion channels as methods to disseminate findings and stimulate discussions on the subject.

## 10 Initial List of References

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