

## رؤية المملكة 2030 وتأثيرها على القطاع السياحي

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**Abstract:**

The Objective of this research paper is to examine Saudi Arabia 2030 Vision and its significant impact on the tourism industry. In this research study, we will examine the vision of Saudi Arabia 2030 and tackle the existing issues and challenges that the kingdom is facing in the form of improving the country overall infrastructure, attracting international companies, becoming a leading country in supply and logistics, investing in renewable energy, and enhancing the tourism and entertainment industries.

**Introduction:**

Saudi Arabia is a country that is in the furthest part of southwestern Asia. It is bordered by the Arabian Gulf, United Arab Emirates and Qatar in the east; Red Sea in the west; Kuwait, Iraq and Jordan in the north; Yemen and Oman in the south. The Kingdom of Saudi Arabia occupies about four-fifths of the Arab Peninsula, with a total area of around 2,000,000 square kilometers (General information about the Kingdom of Saudi Arabia. General Authority for Statistics). Saudi Arabia has a significant importance in the Islamic world because it contains a rich Islamic heritage and the two holy mosques. The historical Islamic heritage is displayed in ancient museums and in cultural heritage sites to enable visitors to experience the ancient times and their rich heritage. In addition, Saudi Arabia has wonderful beaches, which can be an ideal destination for visitors who enjoy spending their leisure time in such relaxing sites.

**Research Problem:**

Saudi Arabia 2030 vision is a strategic framework that consists of many projects, which was developed by the Council of Economic and Development Affairs and chaired by Deputy Crown Prince Mohammed bin Salman in April 2016. According to Saudi Embassy ([saudiembassy.net/vision-2030](http://saudiembassy.net/vision-2030)) the vision is built around three primary themes: a vibrant society, a thriving economy, and an ambitious nation. The main objective of the vision is to diversify the economy and reduce the dependency from the

generated revenue from selling oil, which will lead to create many job opportunities for Saudis, while reshaping the social and cultural landscape of the country.

**The Importance and objectives of this research paper:**

The kingdom is becoming a tourist main attraction for all people around the world as it is heavily investing in building new cities, improving the country's infrastructure, and enhancing its entertainment industry. Tourism is the main service industry developing in the world. It is recognized as a critical factor in economic improvement in various countries. For that reason, tourism is a crucial factor in boosting positive economic growth. It has been demonstrated to be one of the most significant sources of income. Furthermore, due to the kingdom Islamic heritage, Saudi Arabia is the desired destination for two billion Muslims around the world. Saudi Arabia has a rich heritage, opulent history, and a blessing of natural beauty for tourism purposes. In recognizing these factors, the kingdom of Saudi Arabia has started to focus on tourism development to help and support the overall wellbeing of the economy. This diversification strategy is to help the nation stay afloat on the unpredictable economic times.

The kingdom of Saudi Arabia is aiming to become a leading country in the supply chain and logistic services. This strategic goal will serve as a crucial turning point for the success of businesses in Saudi Arabia, as it will ensure the availability of required goods and services to meet the demands of consumers. This will enable the kingdom to grow in various sectors steadily and firmly. As the availability of resources will eradicate the shortage issues of the required supplies. In addition, by having an optimized supply chain and logistics network, the kingdom of Saudi Arabia will be able to reduce the costs of materials and increase customers satisfaction, while creating more jobs and improving the economy of the country.

**Research limit:**

The research limitation in our research paper will be in the survey that we will develop and conduct in a pacific area. Our goal is to reach out to surveyors who are pacifically in the chosen area. At this stage, we have decided to conduct our survey and reach people who are living in the Riyadh area or its common visitors. Riyadh, which is the capital city of Saudi Arabia, is a top visitor attraction due to the magnificent recent developments such as Riyadh boulevard. Therefore, conducting our survey and limiting it to the Riyadh Area will be challenging but it will give us the accurate survey output that we desire. The survey will contain multiple choice, rating scale, matrix, ranking and demographic questions.

**Research Methodology:**

In this research paper we will rely on recognized newspapers, journal articles, government publications and reports, magazines, and books as a source for information. The diverse sources of information and data are important and valuable because they ensure that new insights and in-depth knowledge about the entire research paper is well comprehended. For instance, this research paper will adopt selective strategies by using materials that either discussed or reported tourism activities in KSA. Also, diverse sources will help to understand the progress that Saudi Arabia has and will be undertaken toward 2030 vision and the tourism industry.

**Research Hypotheses:**

Our research hypothesis is intended to examine and evaluate the positive impact of Saudi Arabia vision 2030's comprehensive economic transformation approach on the tourism industry. Saudi Arabia's Vision 2030 is expected to have a transformative impact on the tourism sector by attracting more international visitors, diversifying the country's tourism offerings, and stimulating economic growth.

**Literature Review:**

The literature on Saudi Arabia's Vision 2030 provides valuable insights into the challenges and opportunities associated with the plan. While there is widespread recognition of the necessity for economic diversification and social reforms, the literature also highlights the need for effective implementation and governance, as well as the potential risks and obstacles that may arise along the way.

Investment in the tourism sector can have promising results for generating jobs, enhancing economic diversification, and protecting the environment. In short, creating a balance among social, economic, and environmental sectors is possible through investment in the tourism sector.

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