

Midocean University

College of Administration

**Department / Master's in Business
Administration**



Research Title:

**Impacts of Saudi Vision 2030 on Event Production and Event
Management in Riyadh**

Mosab Mohammed Shaban

ID:253001012

Master of Business Administration

Academic Year:

2026

Introduction:

Over the last few years, Saudi Arabia has gone through noticeable economic and social changes. A major factor behind this shift is Saudi Vision 2030, which was launched in 2016 under the leadership of Mohammed bin Salman. The main goal of this vision is to reduce reliance on oil and develop other sectors such as tourism, entertainment, culture, and sports.

One of the industries that has clearly benefited from these changes is the event production and event management sector. In the past, large-scale public events in Saudi Arabia were relatively limited due to regulations, infrastructure, and cultural considerations. Today, the situation is very different—Riyadh has become a centre for major events, including festivals, exhibitions, concerts, and international conferences.

Organizations like the General Entertainment Authority and large initiatives such as Riyadh Season have played a key role in driving this growth. These efforts have significantly increased the demand for professional event services, including staging, lighting, sound systems, logistics, crowd control, and creative planning.

In addition, the event industry is now considered an important part of the country's economic diversification strategy. Events bring in tourists, create jobs, support local businesses, and attract international investment. As a result, Riyadh has seen major improvements in its infrastructure, with new venues, exhibition centres, and entertainment facilities being developed.

However, this rapid growth also comes with challenges. Issues such as workforce readiness, sustainability, regulations, and operational pressure on companies are becoming more noticeable. Because of this, it is important to study how Vision 2030 has shaped the events industry in a more structured, academic way.

This research aims to explore these changes, focusing on both the opportunities created and the challenges faced by professionals working in the event sector in Riyadh.

Research Problem:

Even though the event industry in Riyadh has grown quickly since the launch of Vision 2030, there is still a lack of academic research that clearly explains how these national changes have affected event production and management practices.

The increase in the number of events has created new opportunities, but it has also introduced operational challenges. These include shortages in the skilled workforce, higher demand for advanced infrastructure, evolving regulations, and increased competition between event companies.

Based on this, the research problem can be defined as follows:

There is a limited academic understanding of how Vision 2030 has influenced the structure, growth, and day-to-day operations of the event production and event management industry in Riyadh.

This study will attempt to bridge that gap by analysing both the positive impacts and the challenges linked to this transformation.

Importance of the Research:

This research is important for several reasons.

First, it adds to the limited academic studies that focus on the relationship between national development plans and the event industry, especially in regions like the Middle East.

Second, it helps explain how Vision 2030 has changed the event landscape in Riyadh, which can support decision-makers in evaluating current strategies and plans.

Third, it provides practical insights for event professionals and companies. Understanding these changes can help them adapt, improve their services, and stay competitive in a fast-growing market.

Fourth, the research can be useful for investors and entrepreneurs who are interested in entering the Saudi event sector, as it highlights key opportunities and market trends.

Finally, it can serve as a starting point for future studies related to tourism, entertainment, and cultural development in Saudi Arabia.

Research Hypotheses:

The study is based on the following assumptions:

- H1: Vision 2030 has led to a significant increase in the number and size of events in Riyadh.
- H2: Government initiatives have supported the growth of the event production sector.
- H3: Infrastructure improvements have enhanced the quality of event management.
- H4: Vision 2030 has created new job opportunities within the event industry.
- H5: Event companies are facing operational challenges due to rapid market growth.

Literature Review:

The event management industry is widely recognized as an important driver of tourism and economic development. Many studies show that events help improve a city's global image and attract visitors.

Cities like London, Dubai, and Singapore have successfully used events to boost tourism and strengthen their international presence. Similarly, Saudi Arabia has started to follow this path, especially after the introduction of Vision 2030.

The establishment of the General Entertainment Authority marked a turning point in the country's entertainment sector. Since then, the number of events has increased rapidly, covering areas such as music, sports, culture, and exhibitions.

One of the most prominent examples is Riyadh Season, which attracts millions of visitors every year and includes a wide range of activities.

Research also highlights the importance of event production in delivering high-quality experiences. This includes technical elements such as lighting, sound, staging, and digital effects, all of which play a key role in audience engagement.

At the same time, the industry is becoming more professional, with increasing demand for skilled workers in event planning, design, and production.

However, the literature also points out several challenges, including the need for better training, stronger regulations, and more focus on sustainability.

Overall, there is still a need for more research, specifically focused on Saudi Arabia, to better understand how these changes are shaping the industry.

Research Methodology:

This study will use a mixed-method approach, combining both qualitative and quantitative data.

Research Design

A descriptive and analytical approach will be used to examine the impact of Vision 2030 on the event industry in Riyadh.

Data Collection

Primary data will be collected through:

- Surveys with event professionals
- Interviews with organizers and production companies
- Questionnaires distributed to employees in the industry

Secondary data will include:

- Government reports related to Vision 2030
- Academic journals
- Industry reports on entertainment and events
- Publications from official authorities

Sampling

The study will target professionals working in Riyadh, including planners, production teams, marketers, and government representatives. Around 100–150 participants will be included.

Data Analysis

The data will be analysed using:

- Descriptive statistics
- Correlation analysis
- Comparative analysis

Research Structure:

The research will be divided into the following chapters:

- Chapter 1: Introduction
- Chapter 2: Literature Review
- Chapter 3: Methodology
- Chapter 4: Data Analysis
- Chapter 5: Discussion
- Chapter 6: Conclusion and Recommendations

Research Limitations:

This study may face some limitations

First, it focuses only on Riyadh, so the results may not fully represent other cities

Second, access to professionals for interviews may be limited

Third, the industry is evolving fast, meaning some findings may change over time

Initial Reference List:

Al-Hathloul, S. (2020). Economic diversification and development in Saudi Arabia.

Bowdin, G., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2012). Events Management. Routledge.

Getz, D. (2018). Event Studies: Theory, Research and Policy for Planned Events.

Saudi Ministry of Economy and Planning (2023). Vision 2030 Progress Report.

Reports from the General Entertainment Authority.

Academic publications discussing Saudi Vision 2030.

Industry reports related to Riyadh Season.