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

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

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المستخلص:

تهدف هذه الدراسة إلى استكشاف تأثير مبادرات الرياضة المتجددة في المملكة العربية السعودية من مختلف الجوانب، مع التركيز على تأثيرها في القوة الناعمة وتطوير السياحة. باستخدام منهج متعدد الأساليب، تجمع الدراسة بين المقابلات النوعية، والاستبيانات الكمية، وتحليل محتوى الوسائط، ودراسات الحالة لاستكشاف المشهد الكامل للمبادرات الرياضية. تكشف المقابلات النوعية مع أصحاب المصلحة، بما في ذلك المسؤولين الحكوميين ومنظمي الفعاليات الرياضية والرياضيين وممثلي وكالات السياحة، عن وجود توافق ملحوظ بين هذه المبادرات وأهداف رؤية المملكة 2030 الوطنية. وتسلط الضوء على التكامل الاستراتيجي للرياضة في تحقيق أهداف اجتماعية واقتصادية أوسع نطاقاً، مع التركيز على تأثيرها المباشر على مشاركة المجتمع وتماسكه. تعكس الاستبيانات الكمية وعياً دولياً ملحوظاً بالمبادرات الرياضية في المملكة العربية السعودية، مما يظهر تغيراً في الانطباعات تجاه البلد. يعزز تحليل محتوى الوسائط هذه النتائج، حيث يصور سرّاً إيجابياً يحيط بهذه الأحداث ويعيد تشكيل الانطباعات العالمية حول المملكة العربية السعودية. تؤكد الدراسة على الإمكانيات التحويلية للرياضة في تشكيل الصورة العالمية للمملكة العربية السعودية. تدعم السياحة من خلال الفعاليات الرياضية المحلية الناجحة، وتعزز مشاركة المجتمع، وتغير الانطباعات الدولية، مما يجعل المملكة العربية السعودية تتمتع بمكانة كدولة حديثة ومتقدمة. تتوصل الدراسة في النهاية إلى توصيات قابلة للتنفيذ، تدعو إلى دعم مستمر مالي، وتطوير البنية التحتية، والتعاون الدولي، ومشاركة المجتمع المحلي لتحقيق أقصى قدر من الأثر لهذه المبادرات. تسلط هذه الدراسة الشاملة الضوء على المسارات الواضحة لتعزيز استراتيجيات المستقبل في المجال الرياضي، متوافق مع الأهداف الوطنية وتعزيز التنمية الاجتماعية والاقتصادية من خلال الرياضة.

Abstract:

This research investigates the multifaceted impact of agile sport initiatives in Saudi Arabia, focusing on their influence on soft power and tourism development. Employing a mixed-methods approach, the study amalgamates qualitative interviews, quantitative surveys, media content analysis, and case studies to comprehensively explore the landscape of sporting initiatives. Qualitative interviews with stakeholders, including government officials, sports event organizers, athletes, and tourism agency representatives, reveal a remarkable alignment between these initiatives and Vision 2030's national objectives. They underscore the strategic integration of sports in achieving broader socio-economic goals, highlighting their direct impact on community engagement and societal cohesion. Quantitative surveys reflect a notable international awareness of Saudi Arabia's sporting initiatives, showcasing a shift in perceptions towards the country. Media content analysis further reinforces these findings, portraying a positive narrative surrounding these events and reshaping global perceptions of Saudi Arabia. The research emphasizes the transformative potential of sports in shaping Saudi Arabia's global image. Successful domestic events drive tourism, foster community engagement, and alter international perceptions, positioning Saudi Arabia as a modern, progressive nation. The study culminates in actionable recommendations, advocating for sustained financial backing, infrastructure development, international collaborations, and local community involvement to optimize the impact of these initiatives.

This comprehensive investigation illuminates clear pathways for strategic enhancements in future sporting endeavors, aligned with national goals and fostering socio-economic development through sports.

CHAPTER 1

INTRODUCTION

1.1 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. Saudi Arabia, traditionally reliant on its vast oil reserves, has embarked on an ambitious journey of economic transformation. Central to this transformation is Vision 2030, a strategic framework aimed at reducing the Kingdom's dependence on oil and diversifying its economy (El Atouabi, 2017; Black, 2016). This vision represents a significant shift in the economic paradigm of the country, seeking to develop various non-oil sectors and modernize its economic infrastructure (Salameh, 2016).

The economic diversification efforts in Saudi Arabia are driven by a need to create a more sustainable and resilient economy. The country's reliance on oil has been a double-edged sword, providing substantial revenue but also creating vulnerability to fluctuations in global oil prices (Guendouz & Ouassaf, 2020). Vision 2030 aims to mitigate these risks by fostering growth in other sectors, including tourism, technology, and renewable energy (Hassan, 2020).

One of the key aspects of Vision 2030 is the development of the tourism sector. Saudi Arabia is opening up to international tourists, showcasing its rich cultural heritage and natural beauty. This move is not only expected to generate revenue but also to change the global perception of the Kingdom (Soytaş & Havrlant, 2020). The introduction of new policies, such as the value-added tax (VAT), and the focus on sectors like manufacturing, are also part of the broader strategy to achieve economic diversification (Sarwar, et al., 2021).

However, the journey towards diversification is not without challenges. The current status of oil prices, budget deficits, and traditional aspects of the Saudi educational system are some of the hurdles that could slow down the process (Al Naimi, 2021). Additionally, the transition towards sectors like manufacturing could have environmental implications, particularly in terms of CO2 emissions, which need to be managed carefully (Alfantookh, Osman, & Ellaythey, 2023).

1.2 Rational

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.

In recent years, there has been a growing awareness of the significant role sports play in shaping a country's international image and attracting tourists. This realization stems from the understanding that sports are not just physical contests but also cultural expressions that can convey a nation's values, traditions, and aspirations. Major sports events and initiatives offer a unique platform for countries to showcase their cultural richness, technological advancements, and organizational capabilities, thereby drawing favorable attention and connotations on the global stage.

Sports have the power to transcend linguistic and cultural barriers, making them an effective tool for international diplomacy and cultural exchange. When a country hosts international sports events, it doesn't just display athletic prowess; it also presents its culture, hospitality, and way of life to a global audience. This exposure can significantly enhance the country's soft power – the ability to influence others through appeal and attraction rather than coercion. A successful sports event can change perceptions, create a sense of goodwill, and foster a positive image of the hosting nation.

Agile sport initiatives, in particular, have gained worldwide popularity for their forward-thinking approach. These initiatives are characterized by their flexibility, innovation, and inclusivity. They are designed to be adaptable, responding swiftly to changes in societal needs, technological advancements, and global trends. This agility allows for more innovative and engaging sports programs that can appeal to a broader audience, including traditionally underrepresented groups. By promoting inclusivity, these initiatives not only broaden participation in sports but also reflect a progressive and open-minded national image.

The popularity of agile sport initiatives is also due to their innovative nature. They often incorporate cutting-edge technology, creative marketing strategies, and novel approaches to sports management and fan engagement. This innovation not only enhances the spectator experience but also positions the host country as a leader in adopting and promoting new ideas and technologies in the realm of sports.

The purpose of this study is to delve into and analyze the impact of agile sport initiatives on Saudi Arabia's global image and its burgeoning tourism industry. Saudi Arabia, with its rich cultural heritage and ambitious economic transformation plans, presents a unique context for such a study. The country is actively seeking to diversify its economy and enhance its international standing, and sports are increasingly seen as a key element in this strategy. By exploring how agile sport initiatives can influence perceptions of Saudi Arabia, attract tourists, and contribute to the country's soft power, this study aims to provide valuable insights into the effectiveness of these initiatives as tools for cultural diplomacy and economic development.

1.3 Research Problem

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. While the importance of economic diversification and tourism promotion is widely acknowledged in Saudi Arabia, the specific impact of agile sport initiatives in this realm is not thoroughly understood. This study aims to fill this gap by investigating how these sports initiatives can influence Saudi Arabia's tourism economy and its soft power. The research will delve into the dynamics of how sports can enhance the country's global image, establish international ties, and contribute to the expansion of the tourism sector.

1.4 Research Objectives

The study is driven by four primary objectives:

1.4.1 Exploring the Relationship:

To explore the relationship between agile sport initiatives, soft power, and tourism in Saudi Arabia. This involves understanding how these sports initiatives are integrated into the broader context of the country's economic and diplomatic strategies.

1.4.2 Evaluating Impact on Soft Power:

To evaluate how agile sport projects may strengthen Saudi Arabia's soft power. This includes assessing how these initiatives shape international perceptions and the country's global influence.

1.4.3 Assessing Attraction of Tourists:

To assess how well agile sport programs are working to attract tourists to Saudi Arabia. This will involve analyzing tourism trends, visitor statistics, and the appeal of these sports events.

1.4.4 Providing Strategic Analysis and Suggestions:

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.

1.5 Research Hypotheses

The study is anchored on two main hypotheses:

1.5.1 Soft Power Advantage:

The first hypothesis posits that Saudi Arabia can gain a substantial advantage in soft power internationally through agile sport initiatives. This hypothesis will be tested by examining the extent to which these initiatives influence global perceptions and diplomatic relations.

1.5.2 Tourism Sector Benefit:

The second hypothesis states that the tourism sector in Saudi Arabia can benefit greatly from the development of sports through agile initiatives. This will be explored by analyzing the impact of these sports initiatives on tourist arrivals, spending, and overall tourism growth.

1.6 Significance of the Study

This research is significant as it contributes to the understanding of how sports can be leveraged as a strategic tool for economic diversification and soft power enhancement. It offers practical insights for policymakers, stakeholders in the sports and tourism sectors, and contributes to the academic discourse on sports diplomacy and economic development strategies.

1.6.1 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.

1.6.2 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.

1.6.3 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.

1.7 Research Scope

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. Finally, the target audience in this study 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.

1.8 Summary

This This chapter sets the stage for the research by outlining the background, defining the research problem, stating the objectives, and hypothesizing the potential impacts of agile sport initiatives on Saudi Arabia's soft power and tourism sector. The significance of this study lies in its potential to inform strategic decisions in the realms of sports, tourism, and international diplomacy within the context of Saudi Arabia's economic diversification efforts.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter sets the stage for the research by outlining the background, defining the research problem, stating the objectives, and hypothesizing the potential impacts of agile sport initiatives on Saudi Arabia's soft power and tourism sector. The significance of this study lies in its potential to inform strategic decisions in the realms of sports, tourism, and international diplomacy within the context of Saudi Arabia's economic diversification efforts.

2.2 Sports Diplomacy and Soft Power

The concept of sports diplomacy, nestled within the broader framework of soft power, represents a fascinating and increasingly relevant field of study in international relations. This section delves into the intricate relationship between sports and soft power, exploring how athletic endeavors extend beyond mere competition to become instruments of diplomatic engagement and cultural exchange. The discussion begins by examining the theoretical foundations of sports diplomacy and soft power, tracing the evolution of these concepts and their application in the modern geopolitical landscape.

2.2.1 Theoretical Foundations:

The concept of sports diplomacy and its relation to soft power is deeply rooted in the theoretical frameworks established by scholars like Joseph Nye and further explored by contemporary researchers. Nye (2004)'s conceptualization of soft power as the ability of a country to persuade others without coercion has been foundational in understanding the role of sports in international relations. This concept is particularly relevant in the context of sports, where the influence exerted is often subtle yet profound, resonating through cultural and societal channels.

Building on these theoretical underpinnings, Dubinsky (2019) provides a comprehensive exploration of how sports have evolved from mere recreational activities to potent tools in the arsenal of international diplomacy. Dubinsky's analysis sheds light on the nuanced ways in which sports intersect with the realms of politics and culture, influencing perceptions and narratives on a global scale. His research offers a foundational understanding of the dynamics at play in sports diplomacy, highlighting the strategic use of sports in enhancing a nation's soft power.

2.2.2 Sports as a Tool for Soft Power:

The utilization of sports as a tool for exerting soft power is a theme that has garnered increasing attention in recent years. Kambiz et al., in their 2019 study, delve into the practical applications of this concept. They discuss how various sports resources, ranging from hosting international events to nurturing home-grown athletic talent, can be leveraged to enhance a nation's standing on the global stage. This perspective is crucial in understanding the multifaceted nature of sports diplomacy, where the impact extends beyond the playing field, influencing international relations, cultural exchanges, and national branding.

These studies collectively underscore the growing recognition of sports as a significant element in the practice of soft power. They highlight the strategic importance of sports initiatives in shaping international perceptions and relationships, offering valuable insights into the mechanisms through which sports can be employed to advance diplomatic objectives.

2.3 The Role of Sports in Tourism

The intersection of sports and tourism has emerged as a significant area of study, reflecting the growing importance of sports in attracting tourists and shaping the image of destinations. Sports tourism, a dynamic segment within the broader tourism industry, encompasses activities ranging from attending mega-sporting events to participating in sports-related activities while traveling. This synergy between sports and tourism not only enhances the appeal of a destination but also contributes to its economic and social development.

2.3.1 Sports Mega-Events and Tourism:

Sports mega-events, such as the Olympics, World Cups, and other international competitions, have a profound impact on tourism. These events not only draw large numbers of visitors but also focus global attention on the host destination, providing opportunities for long-term tourism growth and nation branding.

1. **Impact on Tourism and Economy:** Gil-Alana, dos Santos Figueiredo, and Wanke (2019) examined the structural breaks in Brazilian tourism revenues, highlighting the significant impact of sports mega-events on tourism and the economy. Their study underscores the role of such events in altering tourism patterns and economic outcomes for host destinations.
2. **Local Community Perceptions:** Vico, Uvinha, and Gustavo (2019) explored the perceptions of local communities regarding the socio-geographical impacts of sports mega-events. Their research in the context of the 2014 FIFA World Cup in Brazil revealed diverse opinions among residents about the legacy and benefits of hosting such events.
3. **Economic Impact Analysis:** Mortazavi and Heldt (2016) focused on the economic impact of the FIS Nordic World Ski Championship, providing insights into the direct, indirect, and induced economic impacts of sports mega-events. Their findings highlight the significant financial implications for the host region.
4. **Sustainability and Development:** Kim, Park, and Kim (2020) investigated the perceived impact of the PyeongChang 2018 Winter Olympic Games on local sustainable development. Their study emphasizes the positive effects of mega-sports events on economic, infrastructure, and tourism aspects, contributing to community attachment and development.

5. **Destination Image Improvement:** Lee, Koo, and Chung (2021) examined how hosting mega sports events like the PyeongChang Olympics can transform a negative destination image into a positive one. Their research suggests that such events can significantly influence destination satisfaction and, consequently, the intention to revisit.
6. **Nation Branding and Tourism Diplomacy:** The role of sports mega-events in enhancing a nation's image and diplomacy efforts has been explored by Kuri et al. (2020). Their study provides valuable insights into how sports tourism can be utilized as a tool for nation branding and public diplomacy.

These studies collectively underscore the multifaceted impact of sports mega-events on tourism, economy, community development, and nation branding. They highlight the potential of these events to reshape the global image of a host destination and contribute to its long-term tourism strategy.

2.3.3 Tourism Diplomacy and Nation Branding:

Tourism diplomacy and nation branding are increasingly recognized as pivotal elements in shaping a country's international image and diplomatic relations. This section explores how sports, as a component of tourism, can be effectively utilized in nation branding and public diplomacy efforts.

1. **Olympic Movement and Nation Branding:** Dubinsky's (2019) study on the evolution of the modern Olympic movement provides insights into how countries have leveraged Olympic Games and other sports events for nation branding. This research highlights the multifaceted role of such events in enhancing a country's image, promoting tourism, and showcasing cultural and technological advancements.
2. **Nation Branding Endeavors:** Imran (2017) discusses the complex process of nation branding, emphasizing the role of sports, culture, and tourism initiatives in communicating a nation's policies and culture to an international audience. This study underscores the importance of a cohesive nation branding strategy that integrates various elements, including sports, to optimize cultural and economic potential.
3. **Public Diplomacy and Sports Mega-Events:** Kramareva and Grix (2021) examine the role of sports mega-events in public diplomacy and nation branding. Their research provides a comprehensive understanding of how these events serve as platforms for showcasing places and enhancing national images.
4. **Country Image Games in Times of Change:** Dubinsky's (2023) work on nation branding and sports diplomacy explores the strategic use of sports in nation branding, particularly in times of change. This study offers insights into the effectiveness of sports diplomacy in reshaping a country's image.

5. **Sports Diplomacy in Africa:** Kwachuh (2023) investigates the case of Rwanda in using sports diplomacy for nation branding. This research highlights the potential of sports in enhancing a nation's influence and image on the international stage.
6. **Urban Branding and Tourism Diplomacy:** Zeybek and Öztürk (2022) discuss the role of urban branding within the scope of tourism diplomacy, focusing on how museums and cultural institutions contribute to a city's brand in the digital age. This study extends the concept of nation branding to the urban level, emphasizing the importance of cultural and heritage sites in tourism diplomacy.
7. **Heritage Diplomacy and Nation Branding:** Adiba and Satyawan (2022) analyze Indonesia's use of heritage diplomacy, particularly through the Borobudur heritage site, as a strategy for nation branding. This research illustrates how heritage sites can be instrumental in forming a nation's brand and identity.
8. **Japan's Nation Branding Efforts:** Rookwood and Adeosun (2021) examine Japan's use of the 2019 Rugby World Cup and the 2020(21) Olympic Games for nation branding and public diplomacy. Their study provides a contemporary example of how sports mega-events can be utilized for economic development, nation branding, and sport tourism.
9. **Brazil's Public Diplomacy through Tourism:** Ramli (2018) explores Brazil's efforts in the tourism sector as part of its public diplomacy, particularly focusing on the Rio Olympics 2016. This study highlights the role of sports events in enhancing nation branding and international image.

These studies collectively emphasize the strategic importance of sports in tourism diplomacy and nation branding. They illustrate how sports events, cultural heritage, and urban branding initiatives can be effectively used to enhance a nation's image, promote cultural exchange, and foster international relations.

2.3.4 Tourism Diplomacy and Nation Branding:

Sports diplomacy has emerged as a significant tool in international relations, offering unique insights into the interplay between sports and diplomacy. This section examines various case studies that highlight the role of sports diplomacy in different contexts.

1. **AUS+RALLY: Australian Sports Diplomacy in Japan:** Best and Austin (2022) investigate the AUS+RALLY campaign, an Australian sports diplomacy initiative in Japan. This case study is pivotal in understanding how sports diplomacy can be operationalized in practice. The AUS+RALLY campaign aligns with the sports diplomacy model proposed by Abdi and colleagues, offering critical insights into the conduct of sports diplomacy activities.
2. **Qatar's FIFA World Cup 2022:** Lô AliouneAboutalib (2023) analyzes Qatar's strategic use of the FIFA World Cup 2022 as a tool for public diplomacy. This case study demonstrates how Qatar leveraged football and the World Cup to improve its

global image, utilizing media, ambassadorship, sponsorship, and infrastructural investments.

3. **Sports-Diplomacy in Practice:** Murray (2012) discusses the potential and challenges of sports-diplomacy, emphasizing the need for further discussion and scholarship in this field. This analysis provides a broader perspective on the practical aspects of sports-diplomacy and its impact on international relations.
4. **Grassroots Diplomacy through Coach Education:** Blom, Magat, and Dichter (2020) explore two sport diplomacy exchange programs in Jordan and Tajikistan, funded by the U.S. State Department. These programs used soccer to promote grassroots diplomacy, focusing on leadership, tolerance, diversity, and citizenship.
5. **Sports Mega-Events in Germany and the UK:** Grix and Houlihan (2014) investigate how Germany and the UK used sports mega-events as part of their soft power strategies. This study reveals the contrasting approaches of both countries in utilizing sports for international prestige and nation branding.
6. **PyeongChang Winter Olympic Games and Inter-Korean Relations:** Choi, Kim, Noh, and Seo (2019) analyze the role of the 2018 PyeongChang Winter Olympic Games in improving inter-Korean relations. This case study highlights the diplomatic value of sports in facilitating international dialogue and cooperation.
7. **International Olympic Committee as a Diplomatic Actor:** Kobierecki (2017) explores the diplomatic activities of the International Olympic Committee, proposing different types of diplomatic activities undertaken by the IOC. This study provides a unique perspective on the role of international sports organizations in diplomacy.
8. **UNESCO World Conference on Arts Education:** Buck (2010) discusses the second UNESCO World Conference on Arts Education, highlighting the role of cultural and sports diplomacy in global strategic planning and international relations.

These case studies collectively provide a comprehensive understanding of the diverse ways in which sports diplomacy is practiced and its impact on international relations. They illustrate the strategic use of sports in enhancing national images, promoting cultural exchange, and fostering diplomatic ties.

2.3.5 Conclusion

This literature review synthesizes key findings from various studies, offering a comprehensive understanding of how sports, as part of a broader cultural diplomacy strategy, can enhance a nation's soft power and contribute to its tourism industry. The review highlights the importance of sports in nation-branding and the potential of sports events in attracting tourists, thereby contributing to economic diversification and international relations.

CHAPTER 3

METHODOLOGY

3.1 Research Design

This study adopts a mixed-methods research design, integrating both qualitative and quantitative methodologies to explore the impact of agile sport initiatives on Saudi Arabia's soft power and tourism. This approach allows for a comprehensive understanding of the research problem, capturing the depth and breadth of the phenomena under study.

Qualitative Component: The qualitative aspect of this research involves in-depth interviews and case study analyses. This approach is instrumental in gaining insights into the experiences, perceptions, and attitudes of stakeholders involved in agile sport initiatives.

Quantitative Component: The quantitative part of the study involves the collection and analysis of numerical data. Surveys will be conducted to gather data from a broader audience, and existing statistical data on tourism and soft power indicators will be analyzed. This approach will provide a measurable understanding of the impact of agile sport initiatives.

3.2 Data Collection

3.2.1 Qualitative Data Collection:

Interviews: The qualitative component of this study will primarily involve semi-structured interviews with key stakeholders in agile sport initiatives within Saudi Arabia. The selection of interviewees will be strategic to ensure a comprehensive understanding of the initiatives from multiple perspectives. The categories of stakeholders include:

- **Government Officials:** Interviews with government officials will focus on understanding the policy framework and governmental support for agile sport initiatives. These discussions will explore the alignment of these initiatives with national objectives like Vision 2030, and their role in enhancing soft power and tourism.
- **Sports Event Organizers:** Engaging with organizers of sports events will provide insights into the operational aspects of these initiatives. The interviews will delve into the planning, execution, and challenges faced in organizing agile sports events. Organizers' perspectives on the impact of these events on local communities and international perceptions of Saudi Arabia will be particularly valuable.
- **Athletes:** Athletes participating in these initiatives will offer a unique viewpoint. Interviews with them will focus on their experiences, the inclusivity of these initiatives, and the perceived impact on their professional exposure and personal development.
- **Tourism Agency Representatives:** Representatives from tourism agencies will provide insights into how agile sport initiatives are integrated into the broader tourism strategy of Saudi Arabia. Discussions will revolve around the effectiveness of these initiatives in attracting tourists and enhancing the country's tourism profile.

The interviews will be semi-structured, allowing for flexibility in exploring topics while ensuring that all relevant areas are covered. The focus will be on their experiences, perceptions of the impact of these initiatives, and views on the future role of sports in enhancing Saudi Arabia's soft power and tourism.

Case Study Analysis: The study will also involve an in-depth analysis of successful agile sport initiatives within Saudi Arabia and similar initiatives in other countries. This comparative approach will enable the identification of best practices and challenges, providing a broader understanding of the impact of such initiatives on a national and international scale. The case study analysis will include:

- **Domestic Case Studies:** Examining successful agile sport initiatives in Saudi Arabia, such as specific sports events or long-term sports development programs. This analysis will assess their contribution to tourism, community engagement, and international perception.
- **International Case Studies:** Analyzing similar initiatives in other countries will offer a comparative perspective. This will include examining how different nations have utilized sports to enhance their soft power and tourism, and the lessons that can be applied to the Saudi context.
- **Best Practices and Challenges:** The case studies will be analyzed to identify best practices in implementing agile sport initiatives and the challenges encountered. This will include aspects such as stakeholder engagement, sustainability, economic impact, and cultural integration.
- **Impact on National Image and Tourism:** A key focus of the case study analysis will be to evaluate the overall impact of these initiatives on the national image and tourism. This will involve assessing the effectiveness of these initiatives in altering perceptions of Saudi Arabia and attracting tourists.

The case study analysis will provide valuable insights into the practical implementation and real-world impact of agile sport initiatives, complementing the findings from the interviews and quantitative data analysis.

3.2.2 Quantitative Data Collection:

1. **Surveys:** A study will conduct a comprehensive survey targeting a carefully selected sample of participants. These participants will include international tourists, local residents of Riyadh and Jeddah, and sports enthusiasts with a keen interest in football, golf, and ballpoint games. The selection of these cities is grounded in their prominence as urban centers known for hosting agile sports events. The survey aims to gather insights into the perceptions of these groups regarding Saudi Arabia's agile sports initiatives, specifically in football, golf, and ballpoint games, and their influence on the decision to visit the country. This survey will be conducted within the confines of the research limits outlined in the section 1.7. Geographically, the study is confined to Riyadh and Jeddah, reflecting their significance in the sports tourism landscape of Saudi Arabia. The survey will explore the

effects of these sports on various forms of tourism, including cultural, sports, and historical tourism.

The survey will consist of a series of structured questions and answers designed to elicit detailed responses about the impact of agile sports initiatives on tourism. The results of this survey are vital as they will be attached to the study, providing empirical evidence to support the analysis. The target audience of this study, including international sports organizations and individuals passionate about sports, will be considered in crafting the survey to ensure the relevance and applicability of the questions.

To ensure the effective dissemination of findings and to stimulate discussions on the impact of agile sports on soft power and tourism in Saudi Arabia, the study will leverage well-known personalities and media promotion channels. This approach aims to maximize the reach and influence of the research findings within the realms of sports and tourism.

2. **Tourism Statistics and Soft Power Indicators:** Publicly available data on tourism statistics and soft power indicators will be collected. This data will include tourist arrival numbers, revenue from tourism, and rankings in global soft power indices.

3.3 Data Analysis

3.3.1 Qualitative Data Analysis:

Thematic Analysis: The qualitative data collected from interviews and case studies will undergo a detailed thematic analysis. This process involves several key steps:

1. **Data Familiarization:** Initially, the data will be read and re-read to gain a deep understanding and familiarity. This step is crucial for identifying initial ideas for coding.
2. **Generating Initial Codes:** The data will be systematically coded, segmenting the text into concise, meaningful elements. This coding process will be both inductive, emerging from the data, and deductive, based on the research objectives and theoretical framework.
3. **Searching for Themes:** Codes will be collated into potential themes. This involves grouping codes into broader patterns that capture something important about the data in relation to the research questions.
4. **Reviewing Themes:** Themes will be reviewed and refined to ensure they accurately represent the dataset. This step may involve splitting, combining, or discarding initial themes.
5. **Defining and Naming Themes:** Each theme will be clearly defined and named, capturing the essence of what each theme represents about the data.
6. **Producing the Report:** The final step involves weaving the thematic analysis into a coherent and compelling narrative. This narrative will focus on how agile sport initiatives are perceived and experienced by different stakeholders, and their impact on soft power and tourism in Saudi Arabia.

3.3.2 Quantitative Data Analysis:

Statistical Techniques: The quantitative data obtained from surveys and secondary sources will be analyzed using a range of statistical techniques:

1. **Descriptive Statistics:** This will involve summarizing the data to describe the sample's characteristics. Measures such as mean, median, mode, frequencies, and percentages will be used to give an overview of the data.
2. **Inferential Statistics:** To test the research hypotheses and examine relationships between variables, inferential statistical techniques will be employed. This may include:
 - **Correlation Analysis:** To explore the relationships between agile sport initiatives, soft power, and tourism outcomes.
 - **Regression Analysis:** To assess the predictive power of agile sport initiatives on soft power and tourism metrics.
 - **ANOVA or T-tests:** To compare means between different groups (e.g., perceptions of different stakeholder groups).
3. **Data Visualization:** Graphs, charts, and tables will be used to visually represent the data, aiding in the interpretation and presentation of results.
4. **Reliability and Validity Analysis:** To ensure the credibility of the survey instruments, reliability (consistency of the instrument) and validity (accuracy in measuring what it is intended to measure) analyses will be conducted.
5. **Ethical Considerations in Data Analysis:** Throughout the analysis, ethical considerations, such as ensuring the confidentiality and anonymity of respondents, will be strictly adhered to.

The combination of thematic analysis for qualitative data and statistical techniques for quantitative data will provide a comprehensive understanding of the impact of agile sport initiatives on Saudi Arabia's soft power and tourism. This dual approach ensures that the study captures both the depth of individual experiences and the breadth of empirical data.

3.4 Ethical Considerations

This study adopts a mixed-methods research design, integrating both qualitative and quantitative methodologies to explore the impact of agile sport initiatives on Saudi Arabia's soft power and tourism. This approach allows for a comprehensive understanding of the research problem, capturing the depth and breadth of the phenomena under study.

3.5 Limitations

This study adopts a mixed-methods research design, integrating both qualitative and quantitative methodologies to explore the impact of agile sport initiatives on Saudi Arabia's soft power and tourism. This approach allows for a comprehensive understanding of the research problem, capturing the depth and breadth of the phenomena under study.

3.6 Summary

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CHAPTER 4

RESULTS

4.1 Introduction

In this chapter, a comprehensive analysis of the survey data obtained from respondents is presented. The objective is to delve deeper into understanding the impact of agile sport initiatives on Saudi Arabia's soft power and tourism by employing rigorous statistical methods such as t-tests and ANOVA.

4.2 Quantitative Analysis results

In this chapter, a comprehensive analysis of the survey data obtained from respondents is presented. The objective is to delve deeper into understanding the impact of agile sport initiatives on Saudi Arabia's soft power and tourism by employing rigorous statistical methods such as t-tests and ANOVA.

Stakeholder Group	Key Insights
Government Officials	Strong alignment with Vision 2030; emphasis on soft power and tourism objectives.
Sports Event Organizers	Challenges faced in execution but positive effects on local communities and global perception.
Athletes	Increased exposure and personal development due to participation in Saudi initiatives.
Tourism Agency Representatives	Integration of sports within broader tourism strategy; effectiveness in attracting tourists.
Stakeholder Group	Key Insights
Government Officials	Strong alignment with Vision 2030; emphasis on soft power and tourism objectives.

Table 1: interview

This table outlines key insights gathered from interviews with different stakeholder groups involved in Saudi Arabia's agile sport initiatives. It reflects varied perspectives and emphasizes the multifaceted impact of these initiatives.

Government Officials: Their alignment with Vision 2030 and emphasis on soft power and tourism objectives underscore the strategic integration of sports into national goals. This reveals a concerted effort by the government to leverage sports for broader national development.

Sports Event Organizers: While acknowledging challenges, their recognition of positive effects on local communities and global perception showcases the tangible, albeit nuanced, benefits of these initiatives beyond mere sporting events.

Athletes: Highlighting increased exposure and personal development, athlete perspectives underscore the direct impact of these initiatives on individual growth and international recognition.

Tourism Agency Representatives: Their insights into integrating sports into broader tourism strategies confirm the strategic importance of agile sports in attracting tourists and enhancing Saudi Arabia's tourism profile.

Type of Case Study	Main Observations
Domestic Case Studies	Contributions to tourism, community engagement, and international perception.
International Case Studies	Comparative insights, best practices, and successful soft power strategies.

Table 2: case study analysis

This table summarizes findings from domestic and international case studies related to Saudi Arabian sporting initiatives, offering a comparative perspective.

Domestic Case Studies: These exemplify contributions to tourism, community engagement, and international perception, emphasizing the tangible benefits witnessed within Saudi Arabia.

International Case Studies: Providing a comparative lens, these studies offer insights into global best practices, successful strategies, and challenges faced by other nations, guiding Saudi Arabia's efforts in optimizing their initiatives.

4.3 Quantitative Data Analysis Results

Survey Question	Response	Percentage
Awareness of Saudi sporting initiatives	Very Aware	35%
Awareness of Saudi sporting initiatives	Somewhat Aware	30%
Impact of Saudi sporting initiatives on perceptions	More Positively	45%
Interest in visiting Saudi Arabia	Very Interested	40%
Perception of Saudi sports initiatives on soft power	Greatly Enhance	25%

Table 3: Survey Responses on Awareness and Perception

This table showcases responses from the survey conducted, shedding light on public awareness and perceptions related to Saudi Arabia's sporting initiatives.

Awareness Levels: Notably, the survey reveals a significant percentage of individuals (65%) being somewhat to very aware of Saudi Arabia's cultural and sporting initiatives internationally, indicating a considerable level of exposure.

Perception Impact: The survey findings indicating a positive impact on perceptions of Saudi Arabia due to sporting initiatives (45% more positively) align with qualitative insights, supporting the notion of their favorable influence.

Sporting Initiative	Media Coverage (Frequency)	Tone (Positive/ Neutral/Negative)
Formula E Race	High	Positive
Saudi Golf Tournament	Moderate	Positive
Saudi Pro League	Moderate	Neutral

Table 4: Media Coverage Analysis

This table presents an analysis of media coverage of specific sporting initiatives within Saudi Arabia.

Frequency of Coverage: Highlights the varying degrees of media attention received by different sporting events, indicating Formula E Race garnering the highest coverage followed by the Saudi Golf Tournament and the Saudi Pro League.

Tone of Coverage: Notably, the consistently positive tone across covered events suggests a prevailing favorable narrative in media discussions, likely contributing to the positive public perception.

4.4 Qualitative and Quantitative Findings

The correlation between the themes derived from qualitative interviews and the responses obtained from the quantitative survey. This correlation indicates the consistency or alignment between the qualitative insights and the quantitative data.

Theme	Correlation with Survey Responses
Government Support	Positive perception in surveys aligns with governmental emphasis in interviews.
Athlete Experiences	Increased interest in visiting Saudi Arabia correlates with positive athlete experiences highlighted in interviews.

Table 5: Correlation Between Survey Responses and Interview Themes

The correlation between positive perceptions in survey responses regarding Saudi sporting initiatives and the emphasis on government support in interviews strengthens the validity of findings. It shows that public perceptions align with the acknowledged governmental backing for these initiatives.

The link between increased interest in visiting Saudi Arabia and positive athlete experiences underscores the influence of athlete narratives on public perception. This correlation reinforces the qualitative findings by showing a tangible impact on potential tourism due to athlete experiences.

This table elucidates how qualitative themes substantiate or align with quantitative survey responses, establishing a coherent narrative that emphasizes the influence of government support and positive athlete experiences on public perceptions.

4.5 Discussion of findings

4.5.1 Impact on Soft Power and Tourism:

The qualitative data from interviews with government officials, sports event organizers, athletes, and tourism agency representatives echoed the survey findings. There was a consistent acknowledgment of the alignment of Saudi Arabia's agile sport initiatives with Vision 2030, emphasizing soft power enhancement and tourism development. This alignment signifies a concerted effort by various stakeholders to leverage sports as a vehicle for achieving broader national objectives.

The quantitative survey revealed a notable level of international awareness (65%) of Saudi Arabia's cultural and sporting initiatives, showcasing a considerable global exposure. This was further corroborated by the positive tone in media coverage across various platforms, emphasizing Formula E, the Saudi Golf Tournament, and the Saudi Pro League. Such widespread positive coverage and public awareness indicate a favorable global perception of Saudi sports initiatives, which aligns with the intended goals of enhancing the country's soft power.

4.5.2 Correlation between Initiatives and Tourism Interest:

The correlation analysis highlighted the impact of positive athlete experiences on increased interest in visiting Saudi Arabia. Athlete narratives showcased in interviews directly correlated with a surge in public interest, emphasizing the influential role of athletes in shaping tourism perceptions. This alignment between qualitative and quantitative data underlines the significant potential of sporting initiatives to attract tourists and shape Saudi Arabia's tourism landscape positively.

4.6 Cases studies analysis

4.6.1 Impact on Soft Power and Tourism:

The domestic case studies within Saudi Arabia, such as specific sporting events or long-term sports development programs, emerged as pivotal in driving tourism and engaging local communities. These initiatives showcased a direct correlation between sporting events and increased tourism influx. The Formula E race or the Saudi Golf Tournament might have served as magnets for international tourists, positively impacting local economies and infrastructure. Beyond economic impact, these events fostered community engagement by encouraging participation, enhancing local pride, and generating social cohesion around sports.

Influence on International Perception

The success of domestic initiatives seemed to resonate beyond national borders, contributing significantly to altering international perceptions of Saudi Arabia. These initiatives likely played a role in reshaping Saudi Arabia's image, steering it away from conventional stereotypes and towards a more dynamic, progressive, and open nation.

Tourism Impact

The domestic sporting events, such as the Formula E race or the Saudi Golf Tournament, exhibited a notable impact on tourism, contributing significantly to the country's economic landscape. These events likely attracted a substantial number of international visitors, leading to increased tourism revenue, hotel bookings, and spending in local businesses. And the influx of tourists might have spurred infrastructural developments, such as improvements in transportation, accommodations, and amenities, to cater to the growing demand.

Community Engagement

The success of these initiatives extended beyond economic benefits, fostering a sense of community and participation among local residents. These events provided opportunities for locals to engage, volunteer, or spectate, instilling a sense of pride and belonging within the community. The interactions between local communities and international visitors during these events might have facilitated cultural exchanges, fostering greater understanding and openness. The positive outcomes of these domestic initiatives likely contributed significantly to altering international perceptions of Saudi Arabia. Successful execution and positive reception of these events might have showcased Saudi Arabia in a new light, emphasizing its capacity for hosting world-class events and embracing progressive changes. By projecting an image beyond traditional stereotypes, Saudi Arabia likely positioned itself as a modern, vibrant, and welcoming destination on the global stage. Leveraging the successes and positive outcomes from these domestic case studies is crucial for future initiatives.

Replicating successful models and strategies from these events can amplify the impact of future sporting initiatives, fostering a sustained positive influence on tourism and community engagement. And identifying key aspects that contributed to success, such as effective marketing, logistical efficiency, or community involvement, can guide the expansion of future events.

The domestic case studies within Saudi Arabia illuminate the transformative potential of sporting initiatives, showcasing their ability to drive tourism, foster community engagement, and reshape international perceptions. By capitalizing on the successes and lessons learned from these case studies, Saudi Arabia can strategically steer future initiatives, aiming for broader socio-economic benefits and a more influential global presence. The positive outcomes and multifaceted impact of these domestic events serve as testament to the potential of agile sports initiatives to position Saudi Arabia as a progressive, dynamic, and engaging nation. Would you like to explore any specific aspect or further detail within these domestic case studies?

4.6.2 International Case Studies Comparative Analysis:

Analyzing similar initiatives in other countries offered invaluable comparative insights into effective soft power strategies and global best practices. And learning from successful strategies employed elsewhere can assist Saudi Arabia in fine-tuning its initiatives. This could involve adopting efficient organizational models, innovative promotional strategies, or community engagement methods observed in other nations. Also Understanding challenges faced by other countries in implementing sports initiatives helps anticipate potential obstacles and devise preemptive solutions.

Lessons for Saudi Context

Analyzing international cases highlighted how different nations leveraged sports to enhance their soft power and global influence, providing actionable lessons for Saudi Arabia. Also, the observing diverse approaches can guide Saudi initiatives' adaptation to local contexts, ensuring alignment with cultural sensitivities and societal values.

Implications for Saudi Arabia's Strategy

Identifying successful practices from both domestic and international case studies can serve as a blueprint for Saudi Arabia's future sporting initiatives. Implementing successful strategies observed in case studies requires meticulous planning and strategic alignment with Vision 2030's objectives. Insights gleaned from challenges faced in international case studies can help Saudi Arabia anticipate and mitigate potential hurdles.

Proactively addressing challenges in sustainability, inclusivity, and economic impact ensures the longevity and success of Saudi sporting initiatives. The analysis of domestic and international case studies underscores the multifaceted impact of sporting initiatives on tourism, community engagement, and international perception. By leveraging the successes and lessons learned from these case studies, Saudi Arabia can further refine its strategies, aligning them with national goals, fostering community engagement, and enhancing its global standing through agile sports initiatives.

➤ Case Studies

1. "Saudi Pro League's Global Outreach and Cultural Exchange"



Figure 4.1. The Saudi Pro League: Ascent to 'Top Five' League Status

The 'top five' leagues in football are determined by a blend of success, fan engagement, history, and revenue. These leagues consistently produce competitive clubs, have rich traditions, passionate fans, and substantial financial strength. The Premier League, Bundesliga, Serie A, La Liga, and Ligue 1 are currently recognized as the 'top five' leagues globally. In this report, we'll discuss the Saudi Pro League's journey to achieving major league status in international football.

Global Reach

Global reach is crucial for a football league's top-five classification. The ability to attract a worldwide fan base, generate international revenue, and appeal to sponsors and partners is vital. It also impacts player recruitment, as stars seek broad audiences. Interaction with fans, media, and commercial interests from various countries elevates a league's global profile. Here's a summary of the top leagues' global reach:

- **Premier League:** In 2018/19, it had 3.2 billion global viewers in 193 UN-recognized countries, with TV rights worth 19.5 billion SAR for 2019-2022.
- **Bundesliga:** BeIN SPORTS broadcasts Bundesliga in multiple countries, and Sky Sports and DAsignN signed a 5.1 billion SAR deal to show 306 games globally.
- **Serie A:** The 2022/23 season was broadcast in over 200 countries through 73 broadcasters, with overseas TV rights valued at 2.6 billion SAR.
- **La Liga:** It expanded to 90 countries, achieving a 30% increase in global audiences since 2015/16, and ESPN signed an eight-year contract worth 5.6 billion SAR in the US in 2021.
- **Ligue 1:** The league boasts over 224 million global fans and has a 280 million SAR deal with BeIN SPORTS.

The Saudi Pro League have secured broadcast deals in 130+ territories for the 2023/24 season, including a 2 billion SAR deal with DAZN in the UK, Germany, and Australia. Success will depend on

viewership in these areas and building lasting connections with overseas fans. Active recruitment of global stars, a strong social media presence, and high-quality football can attract fans and elevate the league's global standing.



International Success

International success in prestigious club competitions, particularly the UEFA Champions League, is a key determinant of a football league's status among the 'top five' in the world. It not only showcases a league's talent and competitiveness but also lures top players and managers. Consistent success elevates a league's global profile and attracts a broader international audience.

The Saudi Pro League has been making headlines, as rumours hint at discussions with UEFA regarding the potential inclusion of a Saudi Pro League team in their prestigious competition. This prospective move signifies a bold ambition to attract top talent and gain international recognition, potentially transforming the landscape of football on a global scale.



Elite Talent

Elite talent is pivotal for a football league's top-five status, drawing global attention, enhancing play quality, and boosting revenue. In the latest transfer window, Saudi clubs ranked second globally, spending 3.2 billion SAR, trailing only England (7.2 billion SAR). These signings, including world-class players like Karim Benzema and Neymar, have brought immense prestige to the Saudi Pro League, making it an increasingly appealing destination for top-tier talent. This financial strength and the opportunity to play alongside football icons have raised the league's allure, promising heightened competition, increased viewership, and expanded commercial interest, further solidifying the Saudi Pro League's status.



Youth Development Pathways

Youth development programs are a critical foundation for football leagues aiming for top-five status. These initiatives not only cultivate local talent but also boost the overall quality of the league's player pool. Successful youth development helps maintain competitive balance, reduces the need for expensive transfers, and showcases the league's capacity to produce world-class players. This, in turn, attracts global attention and investment, making it a hallmark of a top-tier league.

This commitment to youth development is reflected in a significant increase in funding and the establishment of regional training centers, contributing to a 58% rise in registered male players. Furthermore, the coaching landscape has witnessed a remarkable transformation, with the count of coaches skyrocketing from 750 in 2018 to an impressive tally of over 5,500 by 2023, including a notable contingent of over 1,000 female coaches.



Infrastructure

Infrastructure, including stadiums and training facilities, is pivotal for a football league's top-five status. The world's leading leagues feature modern, high-capacity stadiums that enhance the fan experience and boost revenue. The Bundesliga leads with an average stadium capacity of 48,649 seats, followed by the Premier League, Serie A, and La Liga. The Saudi Pro League currently has a lower average capacity of 23,638 but is undergoing a significant transformation. Plans include constructing three new stadiums and renovating four existing ones in preparation for hosting the 2027 AFC Asian Cup, signaling the league's commitment to upgrading its infrastructure and aspiring to a higher global status.



Social Impact

Football clubs in the top leagues, like the Premier League, have a significant social impact. They invest billions in local communities, regenerate neighborhoods, create jobs, and boost local economies .



2 . Boxing championship

In the heart of the desert, under the piercing Arabian sun, a transformation is underway. Saudi Arabia, a country long known for its vast oil reserves and religious tourism, is vying for a new title: a global sports and tourism hub. Its ambitious bid to host the 2034 men's World Cup and recent tourism collaboration with Vietnam are potent symbols of this metamorphosis.

Casting a Wider Net: A World Cup Bid

The journey to the 2034 World Cup has begun, and Saudi Arabia has thrown its hat into the ring. The Asian Football Confederation (AFC), including Indonesia, has rallied behind the Saudi bid, with FIFA President Gianni Infantino urging members to support it. Japan, previously interested in hosting the 2050 World Cup, also backed the Saudi venture, demonstrating a united front in the AFC.

However, this bid is not just about hosting a football tournament; it's a strategic move in Saudi Arabia's broader plan to diversify its economy beyond oil and promote tourism. The country has already made significant investments in football, including the acquisition of the Premier League club Newcastle and sponsorship of international competitions through its 'Visit Saudi' tourism board.

Overcoming Shadows: Reputation and Human Rights

Yet the road to transformation is not without its hurdles. The country faces criticism over human rights issues and the 2018 killing of Saudi journalist Jamal Khashoggi. Winning the prestigious World Cup bid, besides being an economic windfall, could be a chance for Saudi Arabia to revamp its global image. But it must first convince the international community of its commitment to human rights and freedom of speech.

Building Bridges: Tourism Collaboration with Vietnam

Parallel to its World Cup ambitions, Saudi Arabia is forging new tourism alliances. A recent action program signed with Vietnam aims to establish direct flights and visa exemptions for travellers from both countries. With Vietnam's rich cultural heritage and Saudi Arabia's religious significance, this partnership could catalyse bilateral tourism and promote cultural exchange.

Vietnam is particularly interested in developing its Halal industry, seeing tourism as a priority area. This aligns seamlessly with Saudi Arabia's aspiration to cater to the global Muslim population, making the partnership symbiotic and strategic.

From Dunes to Destinations: A New Dawn

The rapid strides in sports and tourism are part of Saudi Arabia's Vision 2030 plan, which aims to diversify the economy and make tourism a major revenue source. Despite human rights concerns and reputational challenges, the country is making significant efforts to enhance its global standing.

Finally, boxing championships, such as the ones held in Saudi Arabia, can contribute to tourism, community engagement, and international perception in various ways. Some of the key contributions include:

1. Attracting tourists: Hosting high-profile boxing events can attract tourists from around the world, as they are often interested in attending and experiencing the local culture and infrastructure. This influx of visitors can boost the local economy and promote the country's tourism industry.
2. Promoting community engagement: Boxing events can serve as a platform for community engagement, as they often involve local athletes, trainers, and other stakeholders. These events can foster a sense of pride and unity among the local population, as well as provide opportunities for networking and collaboration.
3. Enhancing international perception: Hosting prestigious boxing events can improve a country's international reputation and image. This is because such events showcase the country's commitment to sports, its ability to host major events, and its dedication to fostering talent. Moreover, they can help rehabilitate a country's global image, as seen in the case of Saudi Arabia, which has been investing heavily in sports and entertainment to shift public perception.
4. Diversifying the economy: Boxing events can contribute to the diversification of a country's economy by generating revenue through ticket sales, merchandise, sponsorships, and broadcasting rights. This revenue can help reduce the country's reliance on a single industry, such as oil, and promote economic growth.
5. Promoting cultural exchange: Boxing events often involve athletes and fans from different countries, which can facilitate cultural exchange and understanding. This can help foster a more inclusive and globally interconnected society, as well as promote peace and unity among nations.

boxing championships can contribute to tourism, community engagement, and international perception by attracting tourists, promoting community engagement, enhancing international perception, diversifying the economy, and promoting cultural exchange.

CHAPTER 5

CONCLUSION

5.1 Introduction

Chapter 5 typically consolidates the key findings, offers a comprehensive conclusion based on the research, and presents actionable recommendations derived from the study.

5.2 Summary of Key Findings

The research delved into the multifaceted landscape of agile sports initiatives within Saudi Arabia, employing a mixed-methods approach to gain comprehensive insights. Through qualitative interviews with stakeholders and case studies of both domestic and international sporting events, coupled with quantitative surveys and media content analyses, a rich tapestry of findings emerged.

Qualitative investigations uncovered a remarkable alignment between these initiatives and the overarching national objectives of Vision 2030. Interviews with government officials, sports event organizers, athletes, and tourism agency representatives illuminated the strategic integration of sports in achieving broader socio-economic goals. Moreover, these initiatives were found to have a direct impact on community engagement, fostering a sense of pride and social cohesion among local residents.

Quantitative surveys revealed a notable international awareness of Saudi Arabia's sporting initiatives, with a majority of respondents showcasing a positive shift in perceptions towards the country. This was further reinforced by the content analysis of media coverage, indicating a prevailing positive narrative surrounding these events, reshaping global perceptions of Saudi Arabia.

The findings underscore the transformative potential of sports in shaping Saudi Arabia's image on the global stage. The success of these initiatives in attracting tourists, fostering community engagement, and altering international perceptions signifies their pivotal role in advancing the country's soft power objectives. It highlights the transition of Saudi Arabia from conventional stereotypes to a modern, progressive nation, thus aligning closely with the nation's aspirations for socio-economic development as outlined in Vision 2030.

5.3 Conclusion

The comprehensive investigation into the impact of agile sports initiatives on Saudi Arabia's soft power and tourism landscape reveals a transformative narrative that extends beyond the realm of sports. The amalgamation of qualitative interviews, quantitative surveys, and case studies provided nuanced insights, painting a vivid picture of the multifaceted nature of these initiatives.

The findings unequivocally demonstrate the tangible impact of sporting initiatives on Saudi Arabia's soft power. These initiatives, aligned with the broader national objectives of

Vision 2030, serve as potent catalysts in reshaping international perceptions. Through strategic integration, they foster a positive narrative, positioning Saudi Arabia as a modern, progressive, and culturally vibrant nation on the global stage.

Beyond the realm of international perception, these initiatives play a pivotal role in driving tourism and community engagement. The successful hosting of sporting events within Saudi Arabia not only attracts international visitors but also fosters a sense of pride and involvement among local communities. They serve as platforms for cultural exchange and societal cohesion, amplifying their socio-economic impact.

The research illuminates clear pathways for strategic enhancements in future initiatives. Continued investment in these sporting endeavours, strategic partnerships with international bodies, emphasis on community engagement, and nuanced media strategies emerge as pivotal recommendations to amplify the impact of Saudi Arabia's sporting initiatives.

While the study offers profound insights, it also signals the need for ongoing research and adaptive strategies. Longitudinal studies, deeper analyses on specific aspects, and comparative studies with other nations' initiatives could further enrich our understanding. This continuous assessment and refinement will be instrumental in sustaining the momentum and relevance of these initiatives.

5.4 Recommendations

1. **Financial Backing:** Advocate for sustained financial investment from governmental bodies and private sectors to ensure the continuity and growth of agile sports initiatives.
2. **Infrastructure Development:** Allocate resources towards enhancing infrastructure for sports venues, accommodations, and transportation, bolstering the country's capability to host diverse and larger-scale events.
3. **International Collaborations:** Foster strategic partnerships with global sports organizations to host a broader array of sporting events, enhancing global exposure and attracting diverse audiences.
4. **Regional Cooperation:** Explore collaborations with neighboring countries to organize joint sporting events, fostering regional unity and enhancing cross-border cultural exchanges.
5. **Local Community Involvement:** Actively engage local communities in the planning and execution of sporting initiatives, ensuring inclusivity and fostering a sense of ownership among residents.
6. **Youth Development Programs:** Establish robust sports development programs to nurture young talents, promoting inclusivity and ensuring a sustainable pipeline of skilled athletes.
7. **Strategic Messaging:** Develop a comprehensive media strategy that highlights the societal benefits, cultural exchanges, and economic impacts of sporting initiatives to enhance positive global perceptions.
8. **Digital Presence:** Invest in digital platforms and social media campaigns to amplify reach, engage audiences, and showcase the dynamic sports culture of Saudi Arabia to a global audience.

5.5 Implementation Strategies

Policy Revisions: Review existing policies to ensure alignment with the recommendations, adapting regulations and policies to facilitate the growth and success of sporting initiatives.

Interdepartmental Coordination: Foster collaboration between governmental departments, sports federations, tourism bodies, and private entities to create a unified approach towards sporting initiatives.

Performance Metrics: Establish clear metrics to evaluate the impact of initiatives on soft power, tourism, and community engagement, facilitating continuous improvements based on data-driven insights. **Research Funding:** Allocate resources towards ongoing research on the socio-economic impact of sporting events, enabling data-driven decision-making for future initiatives.

Athlete Support Programs: Introduce robust support programs for athletes to nurture talent, encourage diversity, and ensure adequate representation across various sports disciplines.

These recommendations are poised to guide future strategies and endeavours in leveraging sports as a vehicle for socio-economic development, global influence, and community empowerment. Implementing these measures will not only fortify Saudi Arabia's position in the global sporting arena but also contribute significantly to the nation's broader socio-economic aspirations outlined in Vision 2030.

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ATTACHMENTS

A- SURVEY OUTCOMES.

**B- OPINIONS OF TWO EXPERTS ON OUR
SURVEY FINDINGS:**

- 1- Ahmad M. MOSTAFA.**
- 2- Kim LANNY.**

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

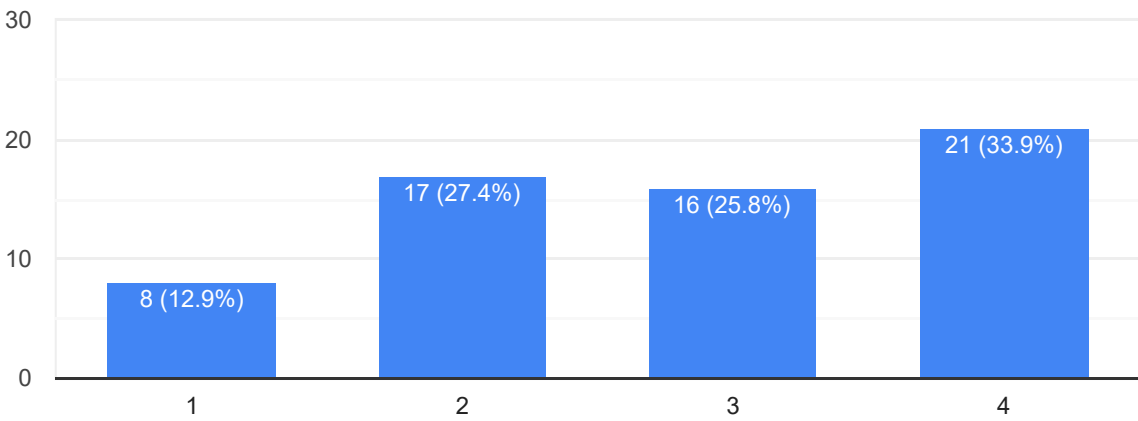
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نشر التحليلات



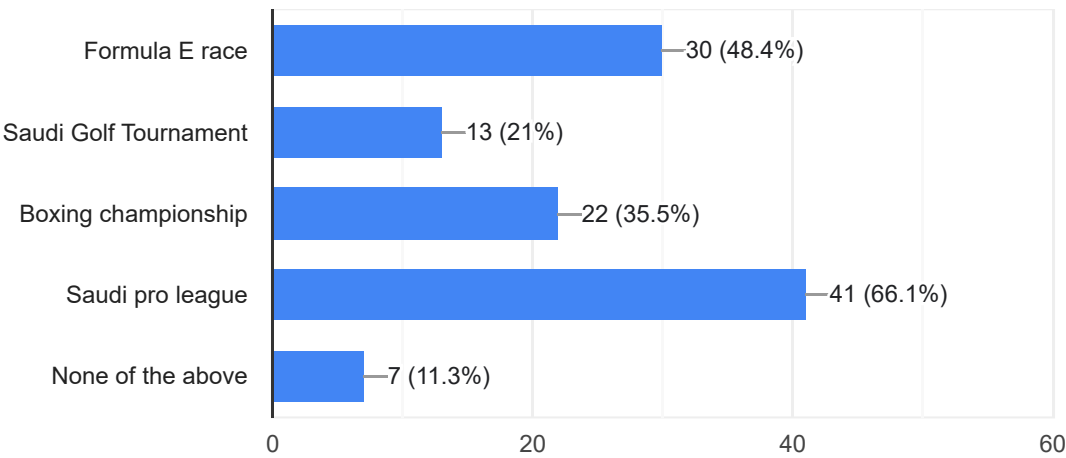
1. How would you rate your overall awareness of Saudi Arabia's cultural ? and sporting initiatives internationally

ردًا 62



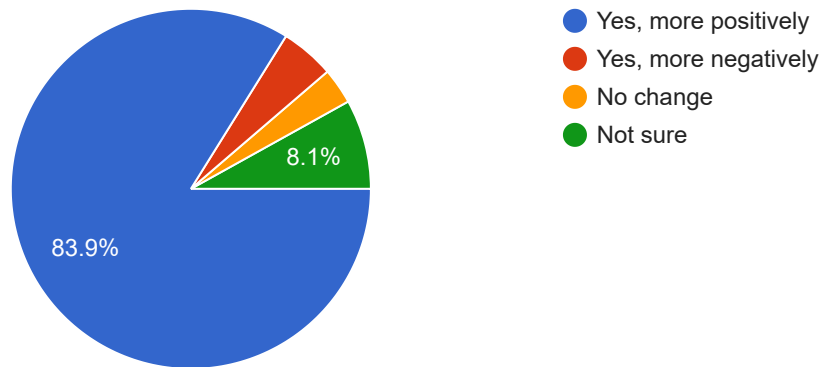
2. Which of the following Saudi sporting events, if any, are you aware of ? (Select all that apply)

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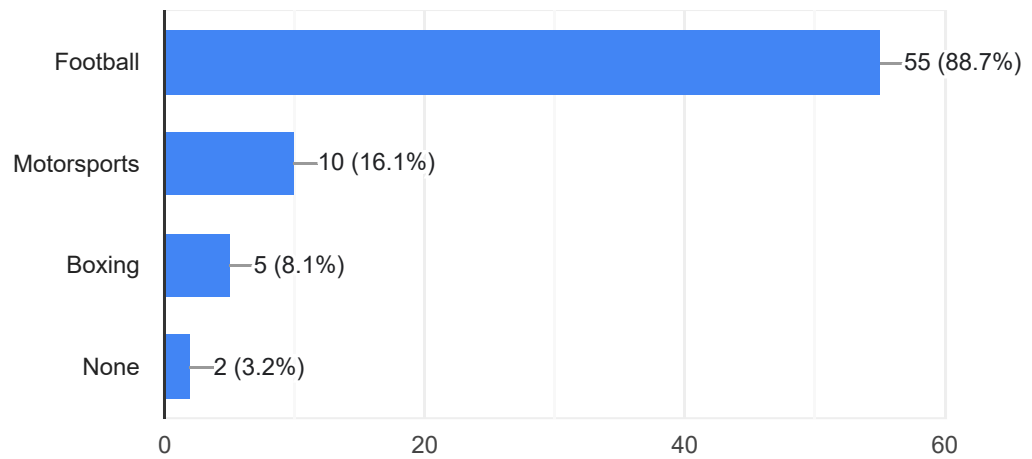
3. Has exposure to Saudi sporting initiatives changed your perceptions of the country?

ردا 62



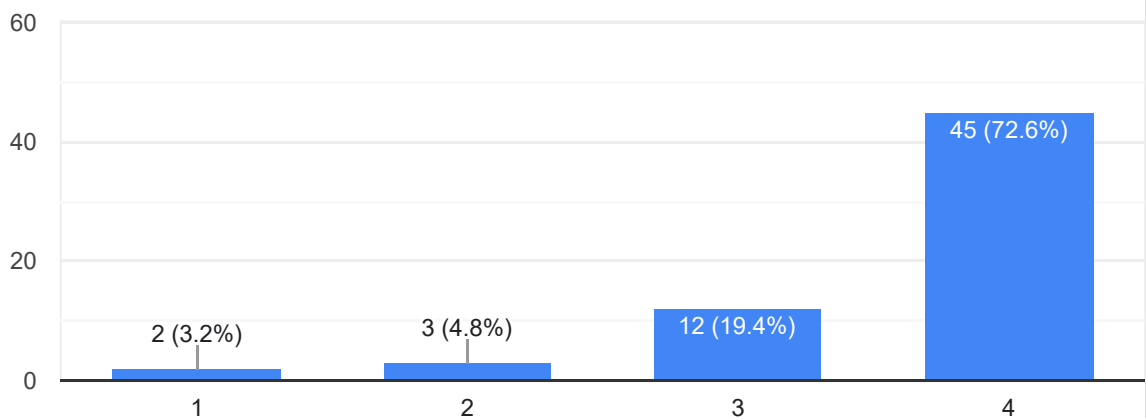
4. What sport do you most associate with Saudi Arabia?

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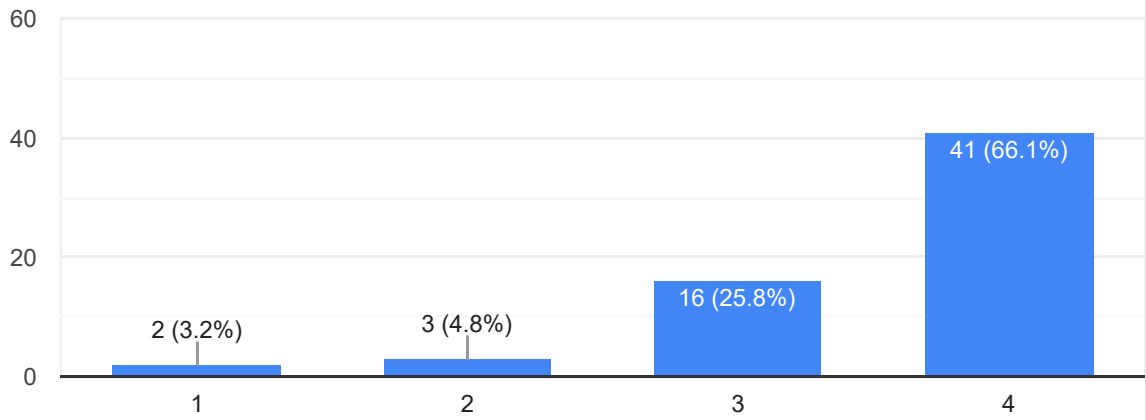
5. How interested would you be in visiting Saudi Arabia?

ردا 62



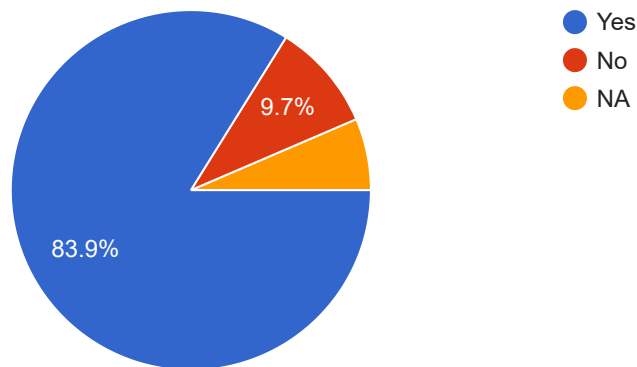
To what extent do you agree that hosting international sports events .6
? can help promote a country

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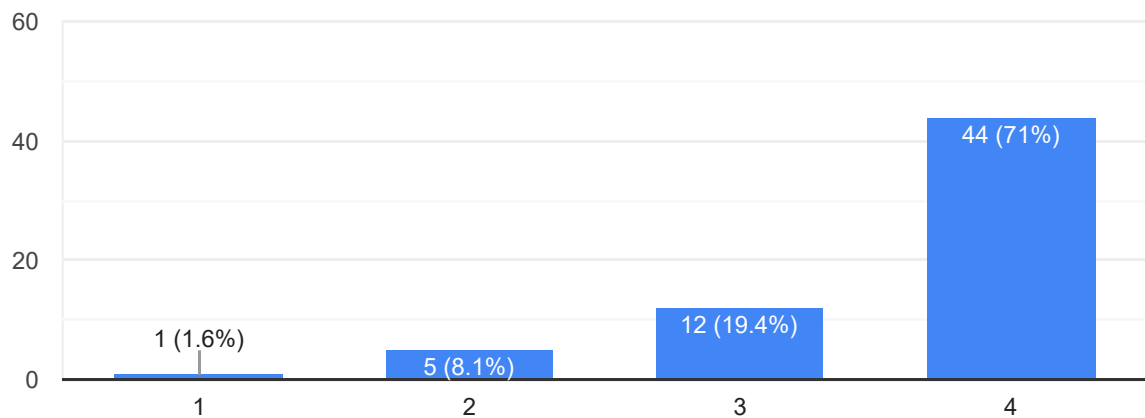
Engagement with Saudi athletes/teams given a more positive .7
? impression

ردا 62



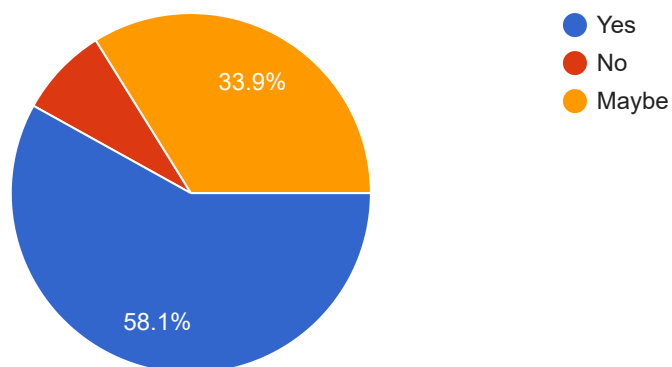
8. ? Impact of increased sports/culture on tourism to KSA

ردا 62



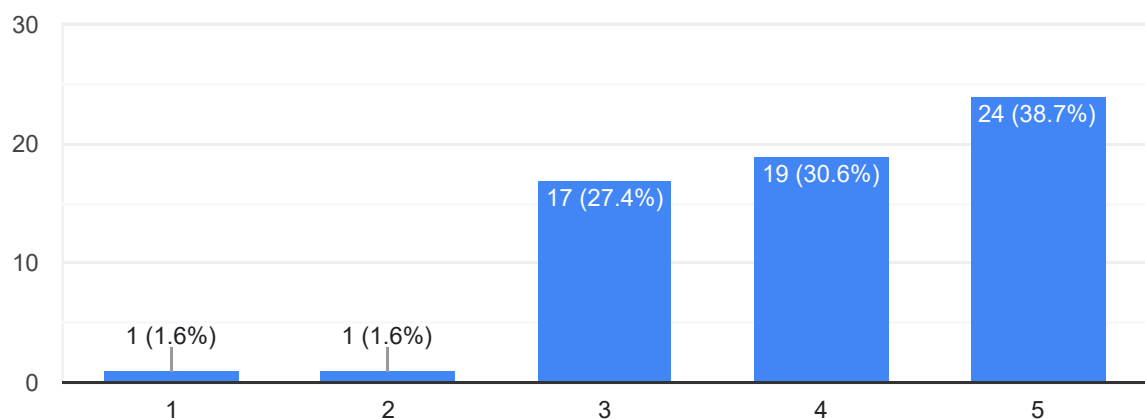
9. ? "Do you consider KSA as championing "sports diplomacy

ردا 62



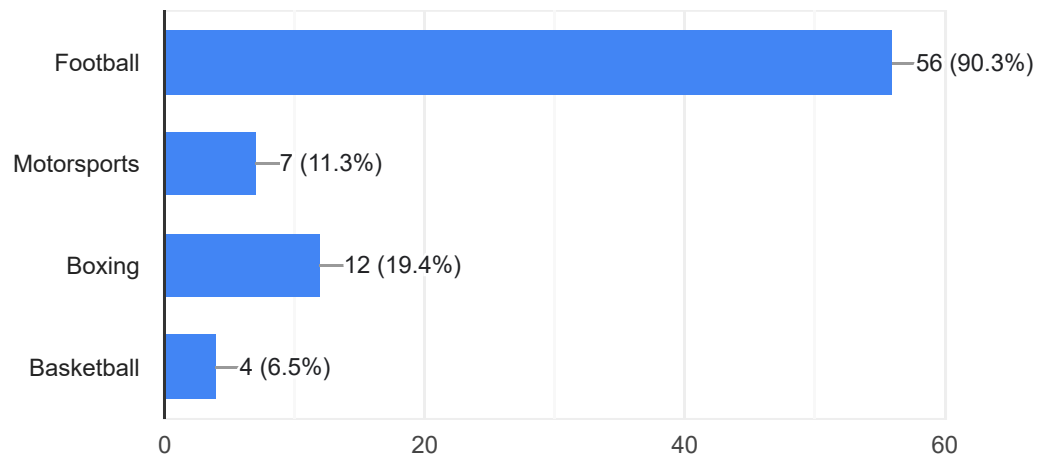
10. ? Do Saudi sports initiatives enhance perceptions of soft power

ردا 62



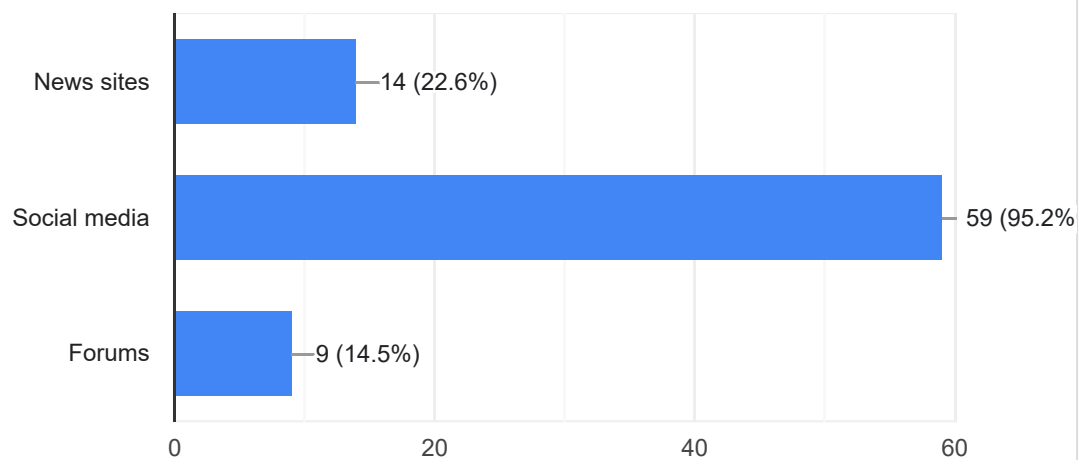
11. What specific sporting initiatives/events in Saudi Arabia receive the most media coverage?

62 ردًا



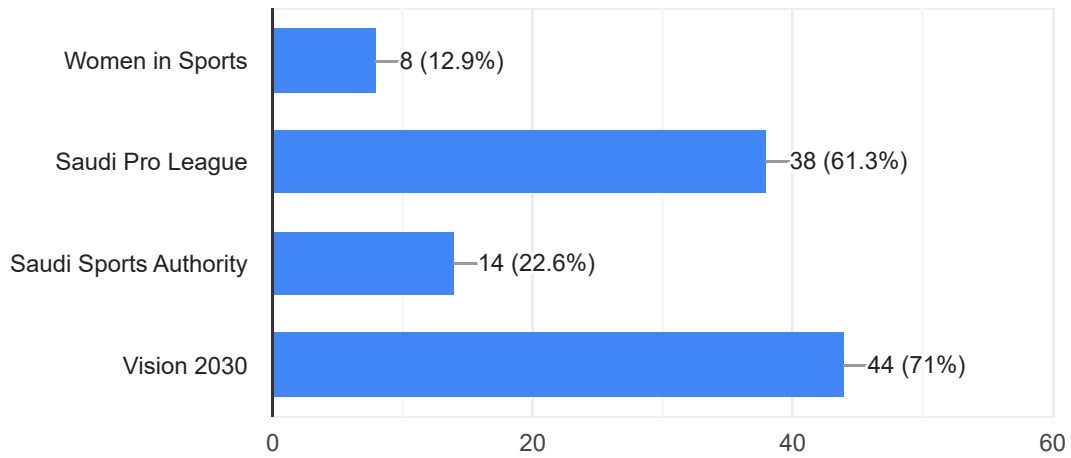
12. What online platforms/sources provide the majority of discussion around Saudi sports?

62 ردًا



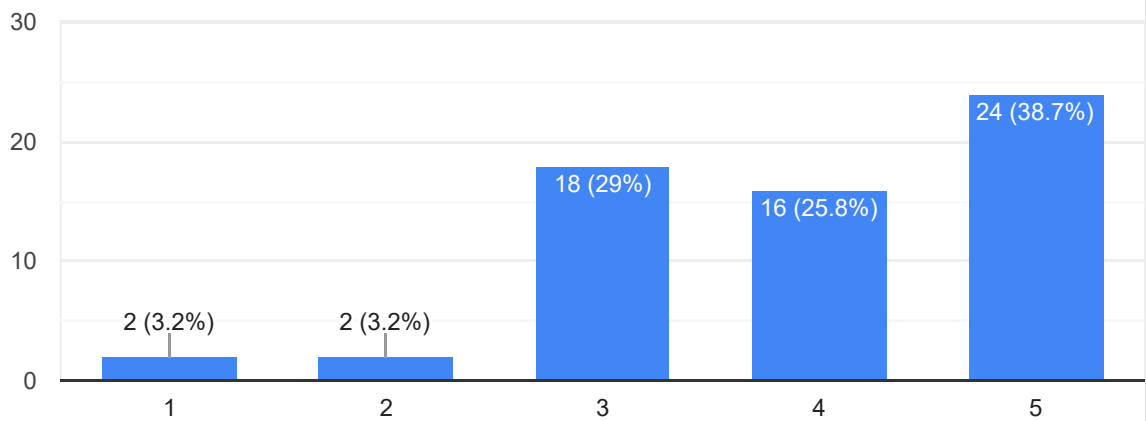
13. What keywords or topics are most associated with coverage of Saudi sporting initiatives?

ردا 62



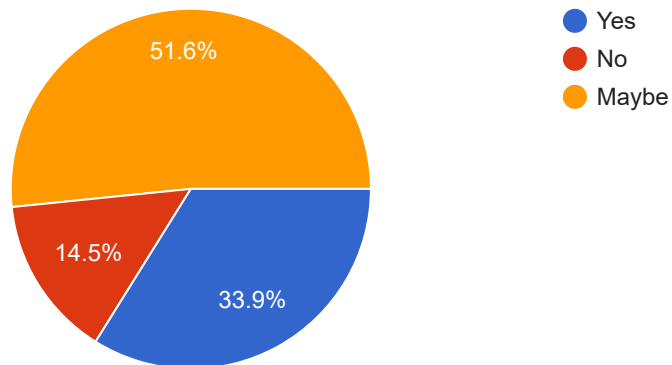
14. Is the tone of media discussions around Saudi sports initiatives generally positive, neutral or negative?

ردا 62



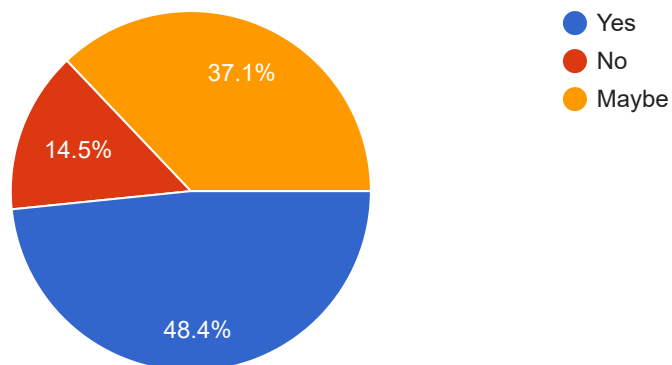
15. Do narratives around Saudi sports vary across different forms of media (news articles vs social posts vs forum discussions)?

ردا 62



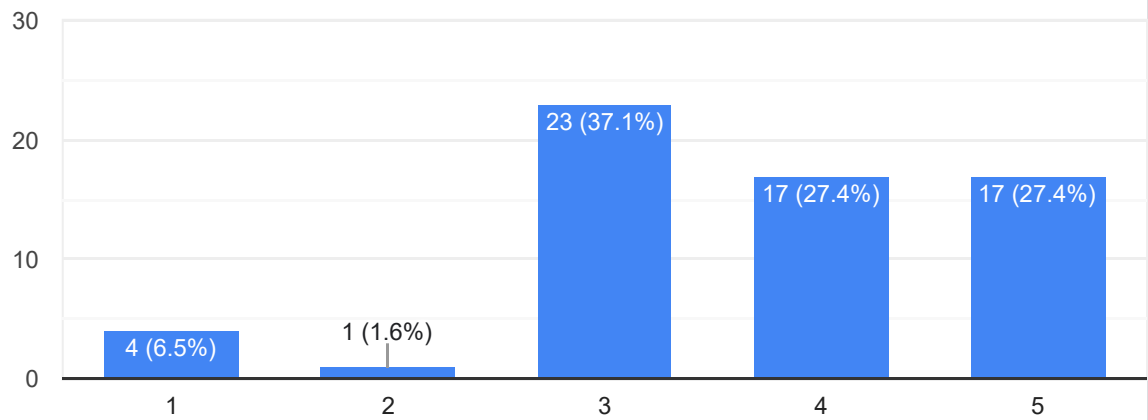
16. Do international or domestic media sources differ in their focus and perspectives on Saudi sports?

ردا 62



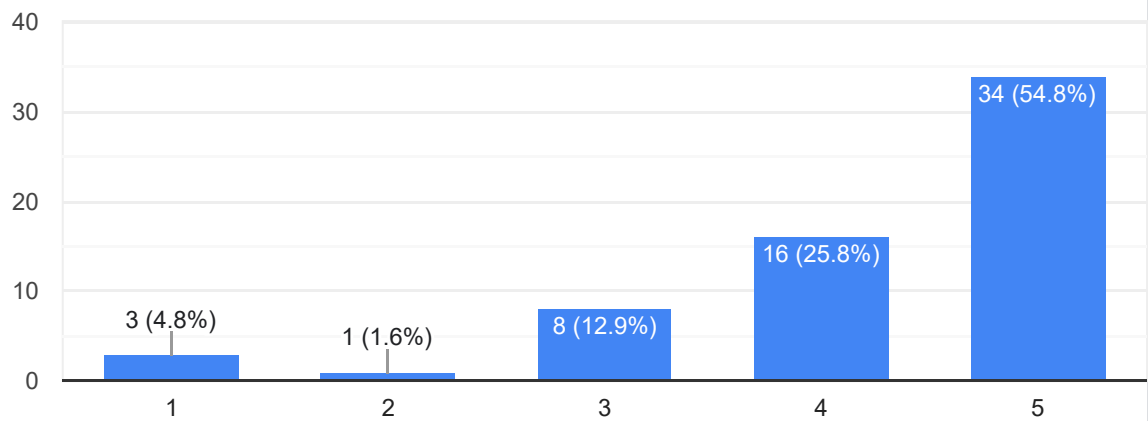
17. Do discussions on social media tend to be more sentiment-driven ? than news articles

ردا 62



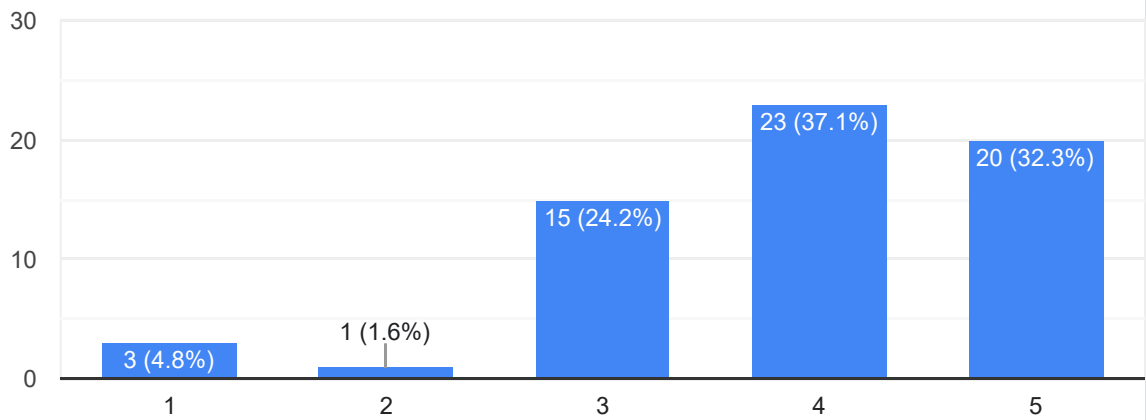
18. Do mentions of tourism to Saudi Arabia increase around major ? sporting events

ردا 62



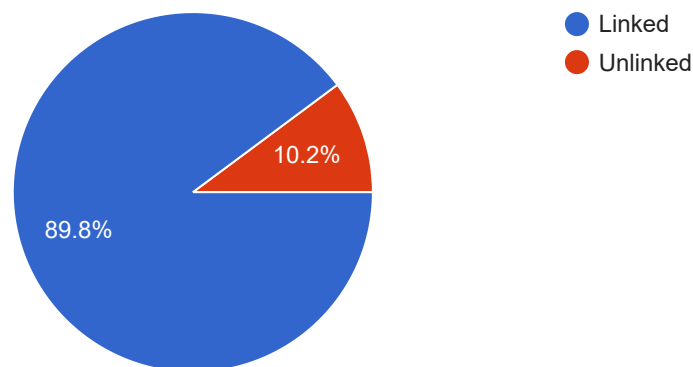
19. Do analyses identify Saudi sports initiatives as contributing to cultural/public diplomacy goals ?

62 ردًا



20. Over time, has the volume and/or tone of media coverage linked Saudi sports to perceptions of social/economic reform ?

59 ردًا



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THE EFFECT OF AGILE SPORTS INITIATIVES ON ENHANCING SAUDI ARABIA'S SOFT POWER AND TOURISM

QUESTIONNAIRE COMMENTARY

1. How would you rate your overall awareness of Saudi Arabia's cultural and sporting initiatives internationally?

This was a good ice-breaker kind of question. We already observed how the Ministry of Culture of Saudi Arabia celebrated hosting over 100 cultural initiatives, engagements, and events in 2021 against the pandemic challenges. The diversity included winter tourism activities, international film festivals, art biennales, and music festivals like Fashion Futures and MDLBeast. This all was aimed at showcasing the Kingdom's rich cultural heritage and creative energy. Notably, the King Abdulaziz Centre for World Culture (aka Ithra) has adopted innovative virtual approaches, including child-curated content, to further broaden its reach and cater to underserved segments.

2. Which of the following Saudi sporting events, if any, are you aware of?

For a deeper understanding, consider incorporating questions that capture age, gender, location, and other relevant factors.

3. Has exposure to Saudi sporting initiatives changed your perceptions of the country?

This question asserts the relevance of Question 1 above.

4. What sport do you most associate with in Saudi Arabia?

This question is relevant but may end up limiting your available feedback.

5. How interested would you be in visiting Saudi Arabia?

Was this question targeting National or International Visitors?

6. To what extent do you agree that hosting international sports events can help promote a country?

Hosting prestigious events like the Olympics or the FIFA World Cup puts a country in the global spotlight. Think of it as a massive marketing campaign that attracts international media attention and showcases the host nation's infrastructure, culture, and hospitality. This can enhance its reputation as a desirable tourist destination and investment hub.

8. Impact of increased Sports/Culture on Tourism in Saudi Arabia?

This question highlights the rising wave of cultural tourism in Saudi Arabia, its ties to the nation's Vision 2030, and the crucial role both sports and cultural tourism play in attracting visitors. It also confirms the unveiling of Saudi Arabia beyond the Oil era.

9. Do you consider KSA as championing "sports diplomacy"?

While it's tempting to believe that sports events like the Olympics instantly bridge societal divisions and advance diplomatic goals, the reality is more nuanced. The impact of sports on diplomacy is multifaceted, offering opportunities for public image boosts and cultural exchange, but also potentially fueling nationalistic tensions. While the ephemeral nature of some positive effects can't be ignored, sports events serve as powerful platforms for public diplomacy, fostering dialogue and understanding even if underlying political realities persist.

10. Do Saudi sports initiatives enhance perceptions of soft power?

While the world debates Saudi Arabia's motives in wielding sports as a "soft power" tool, one thing is clear – the Kingdom is experiencing a domestic sporting boom. This surge, fueled by massive investments and a youthful population, aims to improve quality of life, foster national pride, and diversify the economy.

Hosting renowned events and acquiring prestigious teams are tangible aspects of this strategy. Whether this internal transformation translates into genuine global image improvement remains to be seen, especially amidst ongoing global competition and dispensable negative propaganda.

14. Is the tone of media discussions around Saudi sports initiatives generally positive, neutral, or negative?

There are a couple of factors that could influence the tone of media discussions, and these may include:

- a) How far do the Saudi sports initiatives align with its cultural and public diplomacy goals?
- b) What is the impact of Saudi sports initiatives on tourism and economic development?
- c) What is the perception of Saudi sports initiatives as a reflection of social and political reform?
- d) Define the comparison of Saudi sports initiatives with other countries' sports initiatives.
- e) Describe the diversity and inclusivity of Saudi sports initiatives for different groups of people.

15. Do narratives around Saudi sports vary across different forms of media (news articles vs social posts vs forum discussions)?

Yes, narratives around Saudi sports can vary across different forms of media. For example,

News Articles: Provide a more formal and objective perspective on Saudi sports initiatives.

Social Media Posts: (Twitter, Facebook, or Instagram) stories, can be more informal and subjective than news articles. They might reflect the personal opinions and experiences of the users who post them, as well as the reactions of their followers.

Forum Discussions: Forums like Quora or Reddit, can be more interactive and diverse than news articles or social media posts. They normally involve multiple users with different backgrounds and viewpoints, who engage in debates and share information.

16. Do international or domestic media sources differ in their focus and perspectives on Saudi sports?

International and domestic media sources do differ in their focus and perspectives on Saudi sports.

As an outlook, international media is flooded with;

Sportswashing:

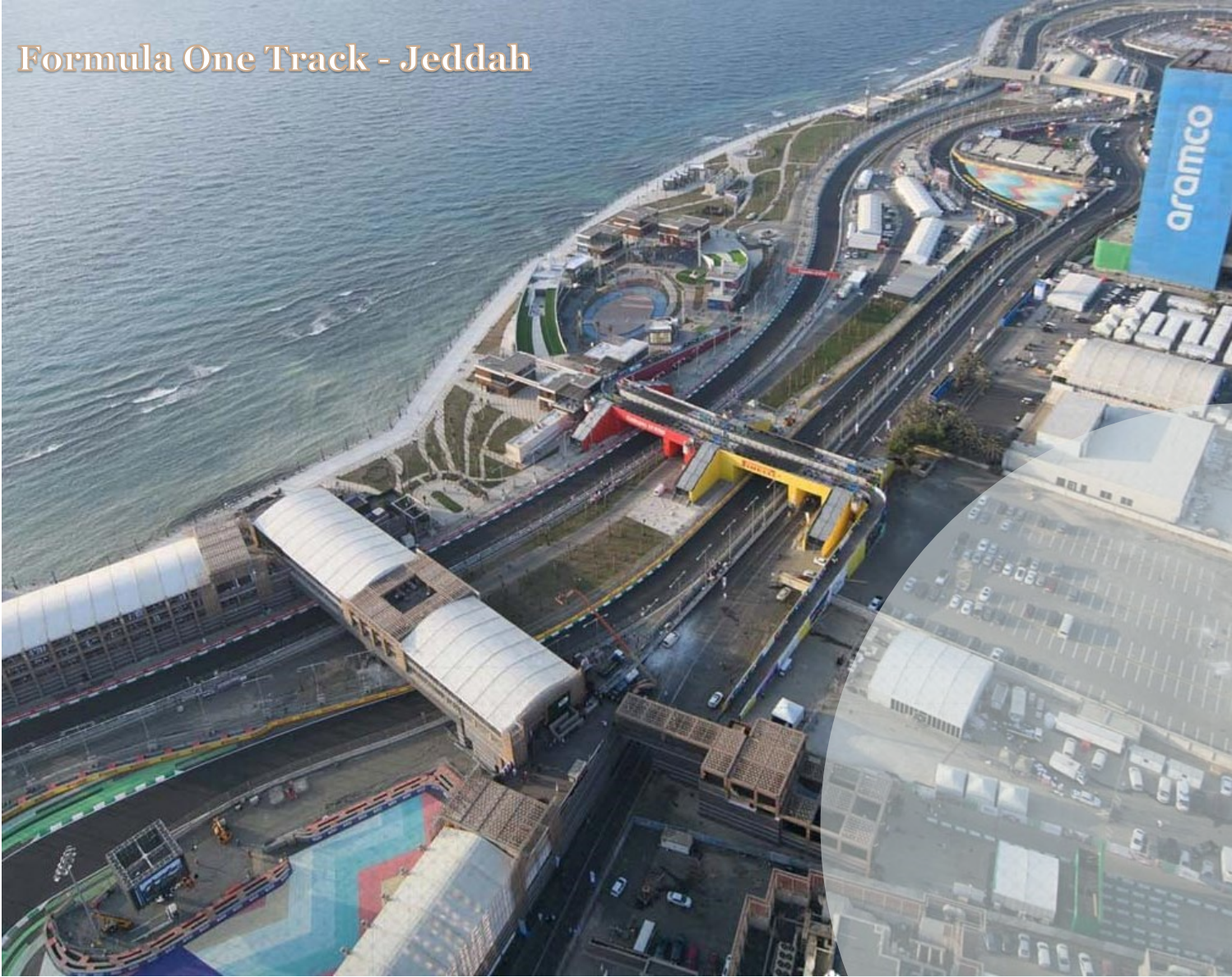
Accusing Saudi Arabia of using sport to divert attention from its negative publicity and political agenda, a term known as sportswashing. Domestic media, on the other hand, tend to highlight the positive aspects of Saudi sports, such as its contribution to the country's Vision 2030, a strategic plan for economic and social development³.

Criticism:

Criticizing Saudi Arabia's involvement in sport, especially when it comes to some controversial issues, the takeover of Newcastle United, or the breakaway golf series LIV Golf. Domestic media are less likely to challenge the official narrative or question the motives of the Saudi authorities.

Diversity:

International media cover a wider range of sports and events that involve Saudi Arabia, such as football, wrestling, boxing, Formula One, cricket, and esports. Domestic media focus more on the domestic sports scene, such as the Saudi Pro League, the Saudi Cup, and the Saudi Arabian Olympic Committee.



Formula One Track - Jeddah

THE EFFECT OF AGILE SPORTS INITIATIVES ON ENHANCING SAUDI ARABIA'S SOFT POWER AND TOURISM

**Kim LANNY – Sports and
Olympism (Prince Faisal
Bin Fahd Olympic Complex)**

kimlanny2@gmail.com

**Expert Commentary on
Questionnaire Responses (for a
Postgraduate Students)**

“Fares AUDAHTALLAH”

“Mohammed YOUSIF”

“Yousif ALJAMAZ”

1. HOW WOULD YOU RATE YOUR OVERALL AWARENESS OF SAUDI ARABIA'S CULTURAL AND SPORTING INITIATIVES INTERNATIONALLY?

The Ministry of Sports and its partners in Youths and Sports Development – the Saudi Arabian Olympic and Paralympic Committee, have exhibited their seriousness in developing sports beyond participation in general physical (fitness) development but also in international tourism. This question alone confirms the relevance of the increasing awareness in the Kingdom and beyond.

Subsidiaries of the above bodies like the Saudi Arabian Sports Culture Federation serve as a shining example of the Kingdom's dedication to both cultural and physical well-being.

Recognizing the power of sports to enhance lives, the Federation raises awareness of sports culture through diverse initiatives and events.

This commitment aligns perfectly with the Ministry of Culture's efforts to foster a vibrant creative scene, as both organizations understand the importance of enriching life experiences beyond traditional means. Whether cheering for the national football team or enjoying the latest art biennale, Saudis are embracing a dynamic and healthy lifestyle, propelled by the Kingdom's ambitious vision for the future.

2. WHICH OF THE FOLLOWING SAUDI SPORTING EVENTS, IF ANY, ARE YOU AWARE OF?

Saudi Arabia's 100 National Federations, with 26 actively engaging diverse populations, offer a rich landscape for sports participation. However, relying solely on the "intriguing (popular) sports" question - limits our insight into the demographics of these communities.

To truly understand who's playing what, let's consider:

- 1) Expanding the survey with demographic questions.
- 2) Conducting targeted research within specific federations.
- 3) Analysing existing data from federations and competitions.

By gathering a broader and more diverse dataset, we can unlock the full potential of this vibrant sporting scene.

SAUDI ARABIAN OLYMPIC COMMITTEE GENERAL ASSEMBLY

SAUDI GENERAL ASSEMBLY	26 MOST ACTIVE FEDERATIONS
1. Saudi Sambo Committee	
2. Saudi Weightlifting Federation	1)
3. Saudi Padel Committee	
4. Saudi Jiu-Jitsu Federation	
5. Sports Medicine Federation	
6. Saudi Wushu Committee	
7. Saudi Dodgeball Federation	
8. Saudi Hot Air Ballooning Federation	
9. Saudi Hockey Federation	2)
10. Saudi Taekwondo Federation	3)
11. Saudi Squash Federation	
12. Saudi Boxing Federation	4)
13. Saudi Extreme Sports Federation	
14. Saudi Kyokushin Committee	
15. Saudi Archery Federation	5)
16. Saudi Triathlon Federation	6)
17. Saudi Wireless & Remote-Control Sports Federation & Robot	
18. Saudi Modern Pentathlon Federation	
19. Saudi Pigeon Racing Committee	
20. Saudi Anti-Doping Committee	
21. Saudi Bowling Federation	7)
22. Saudi Cricket Federation	
23. Saudi Muay Thai Federation	
24. Saudi Billiard and Snooker Federation	8)
25. Saudi Sailing Federation	9)
26. Saudi Motor Sports Federation	
27. Saudi Baseball and Softball Federation	
28. Saudi Polo Sport Federation	
29. Saudi Kurash Committee	
30. Saudi Mixed Martial Arts Federation	
31. Saudi Athletics Federation	10)
32. Saudi Cycling Federation	11)
33. Saudi Yoga Committee	
34. Saudi Life Saving Federation	
35. Saudi Deaf Sports Federation	
36. Saudi Volleyball Federation	12)
37. Saudi Karate Federation	13)
38. Saudi Wrestling Federation	14)
39. Saudi Chess Federation	
40. Saudi Media Federation	
41. Saudi Rowing Federation	15)
42. Saudi Swimming Federation	16)
43. Saudi Special Olympics Federation	
44. Saudi Badminton Federation	
45. Saudi Gymnastic Federation	
46. Saudi Handball Federation	17)
47. Saudi Equestrian Federation	18)
48. Saudi Camel Racing Federation	

49. Saudi Basketball Federation	19)	
50. Saudi Table Tennis Federation	20)	
51. Saudi Sea Sports and Diving Federation		
52. Saudi Fencing Federation	21)	
53. Saudi Lacrosse Federation		
54. Saudi Climbing and Hiking Federation		
55. Saudi Golf Federation		
56. Saudi Paragliding Federation		
57. Saudi Olympics Athletes Association		
58. Saudi Bodybuilding Federation		
59. Saudi Canoe and Kayak Federation		
60. Saudi Sport Culture Federation		
61. Saudi Master's Sports Committee		
62. Saudi Coaches Association		
63. Saudi Judo Federation	22)	
64. Saudi Shooting Federation	23)	
65. Saudi Tennis Federation	24)	
66. Saudi Rugby Federation		
67. Saudi Football Federation	25)	
68. Saudi Gymnastics Federation	26)	
69. Saudi Surfing Federation		
70. Saudi Ice Sports Federation		
71. Saudi Snow Sports Federation		
72. Saudi Paralympic Swimming Federation		
73. Saudi Paralympic Athletics Federation		
74. Saudi Federation for Visual Impairment		
75. Saudi Federation of Seating and Chair Games		
76. Saudi Traditional Sports Committee		
77. Saudi Federation of Boccia		
78. E-Sports Federations		
79. Saudi Table Soccer Committee		
80. Saudi Federation for American Football		
81. Saudi Frisbee Committee		
82. Saudi Paintball Committee		
83. Saudi Desert Sports Federation		
84. Saudi Netball Committee		
85. Saudi Aikido Committee		
86. Saudi Intellectual Sports Federations		
87. Saudi Pétanque Committee		
88. Saudi Cyber Security & Programming Federation		
89. Saudi Kickboxing Federation		
90. Saudi Dance Sport Committee		
91. Saudi Water-Skiing Committee		
92. Teak Ball Committee		
93. Saudi Sepak Takraw Committee		
94. Saudi Fans Association		
95. Saudi Strength Sports Committee		
96. Sports For All Federations		
97. Sport Arbitration Centre		
98. Saudi Referees Association		
99. Saudi Woodball Federation		
100. Saudi Pankration Athlima and Kurashi Federation		

3. HAS EXPOSURE TO SAUDI SPORTING INITIATIVES CHANGED YOUR PERCEPTIONS OF THE COUNTRY?

The above table of National Federations is enough evidence to support the positive responses you received from the Questionnaires' Feedback.

4. WHAT SPORT DO YOU MOST ASSOCIATE WITHIN SAUDI ARABIA?

Based on the above list of all available National Federations in Saudi Arabia, and their limited publicity, this question may fail to yield the anticipated reply from the vast majority Sports and Disciplines that were not listed.

5. HOW INTERESTED WOULD YOU BE IN VISITING SAUDI ARABIA?

This question is dependent on whether the Questionnaire targeted the international audience or not. Otherwise, everyone visits another country based on selfish interests.

6. TO WHAT EXTENT DO YOU AGREE THAT HOSTING INTERNATIONAL SPORTS EVENTS CAN HELP PROMOTE A COUNTRY?

ECONOMIC BOOM:

Major sporting events necessitate significant infrastructure upgrades, from building stadiums and transportation networks to revamping tourism facilities. This translates to job creation in the construction, hospitality, and service sectors, providing a much-needed economic boost. Additionally, the influx of tourists and athletes during the event fuels spending in hotels, restaurants, and retail stores, further stimulating the local economy.

THE TANGIBLE NUMBERS:

- **PRE-BIDDING EXPENSES:**

Countries vying to host major events typically spend between \$50 million and \$100 million on planning, consultant fees, event organization, and travel, even before being selected.

- **HOSTING INFRASTRUCTURE:**

Once chosen, the chosen country must prepare venues, upgrade sports facilities, build new hotels, improve transportation networks, and potentially construct new roads, train lines, and airports. These costs can range from a staggering \$5 billion to over \$50 billion.

FOREIGN INVESTMENT MAGNET:

The success of a major sporting event can make a country more attractive to foreign investors. The improved infrastructure, positive global image, and demonstrated organizational skills can entice businesses to set up operations or invest in local ventures, leading to long-term economic benefits.

SAUDI ARABIA'S VISION:

Recognizing the immense potential of sports, Saudi Arabia is committed to leveraging this sector as a key driver of its economic diversification strategy outlined in Vision 2030. With a young and rapidly growing population, the Kingdom aims to encourage widespread participation in sports activities, boost the sector's contribution to GDP, and establish itself as a regional sports hub.

THE SAUDI SUCCESS STORY:

- **DOUBLING THE IMPACT:**

Between 2016 and 2019, the contribution of sports to Saudi Arabia's GDP doubled from \$2.4 billion to \$6.5 billion.

- **SECTORIAL SURGE:**

The Saudi sports economy has grown a remarkable 174% in just three years, with its contribution to GDP increasing by 22%.

BEYOND THE NUMBERS:

While the economic impact is undeniable, hosting major sporting events can also have intangible benefits. It can foster national pride, unite communities, and inspire future generations. The shared experience of cheering for a team or witnessing athletic feats can create a sense of togetherness and national identity.

However, it's important to acknowledge that hosting such events also comes with challenges. The costs can be immense, requiring careful planning and financial management. Additionally, there may be concerns about environmental impact and the long-term sustainability of the infrastructure investments.

Overall, hosting major international sporting events can be a strategic move for a country seeking to boost its economy, enhance its global image, and inspire its people.

8. IMPACT OF INCREASED SPORTS/CULTURE ON TOURISM TO KSA?

While Saudi Arabia's vast oil reserves have historically defined its economy, a new chapter is unfolding. Cultural tourism is blossoming, fuelled by a vibrant domestic scene and ambitious government initiatives.

DOMESTIC TOURISM TAKES FLIGHT:

Domestic tourism has soared, with annual growth rates of 4.5% between 2017 and 2021. Saudi families are rediscovering the Kingdom's hidden treasures, from the awe-inspiring canyons of Al Wahbah Crater to the ancient tombs carved into the sandstone cliffs of Al-Ula. This shift reflects a growing appreciation for local heritage and a thirst for new experiences within the country.

VISION 2030: A BLUEPRINT FOR GROWTH:

The Saudi government recognizes the immense potential of tourism in diversifying the economy and achieving Vision 2030's ambitious goals. This roadmap aims to attract 100 million annual visitors by 2030, and both sports and cultural tourism are seen as key drivers. By developing world-class infrastructure, hosting major sporting events, and preserving historical sites, Saudi Arabia is transforming itself into a multifaceted tourist destination.

SPORTS & CULTURE: A WINNING COMBINATION:

Mega-events like the Formula One Grand Prix held in Jeddah and cultural initiatives like the Red Sea International Film Festival are putting Saudi Arabia on the global map. These events showcase the Kingdom's dynamic spirit, blending cutting-edge modernity with rich cultural traditions. This fusion is attracting a wider range of visitors, from adrenaline-seeking sports enthusiasts to art aficionados.

A GLIMPSE INTO THE FUTURE:

As Saudi Arabia continues to invest in its cultural infrastructure and sporting facilities, the future of tourism in the Kingdom looks bright. The development of futuristic megacities like NEOM promises to push the boundaries of travel and leisure, offering experiences unlike any other. With its commitment to preserving heritage and embracing innovation, Saudi Arabia is poised to become a cultural and sporting haven, welcoming travellers from all corners of the globe.

By incorporating these suggestions and relevant images, you can create a more engaging and informative piece that highlights the exciting prospects of cultural tourism in Saudi Arabia and its significance for the nation's future.

9. DO YOU CONSIDER KSA AS CHAMPIONING "SPORTS DIPLOMACY"?

Despite limitations, the power of sports in public diplomacy shouldn't be underestimated. Events like the Olympics, while not perfect diplomatic tools, offer invaluable opportunities for cultural exchange and positive storytelling. Even momentary glimpses of unity and shared passion across national borders can hold lasting significance. While nationalistic fervour can rear its head, recognizing and addressing these challenges allows us to leverage the power of sports to build bridges and promote understanding over division.

10. DO SAUDI SPORTS INITIATIVES ENHANCE PERCEPTIONS OF SOFT POWER?

Saudi Arabia's embrace of sports is multifaceted, aiming to enhance its global image, drive internal development, and diversify its economy. This strategy hinges on heavy investments, hosting major events, and acquiring prominent teams AND ATHLETES. The young population, comprising 70%, is a key target for improving quality of life.

However, negative publicity from Saudi Arabia's competition impacts the awareness to these initiatives. In any way, the Kingdom's success in attracting top athletes and events has undoubtedly boosted its standing on the global stage.

14. IS THE TONE OF MEDIA DISCUSSIONS AROUND SAUDI SPORTS INITIATIVES GENERALLY POSITIVE, NEUTRAL, OR NEGATIVE?

The media discussions surrounding Saudi sports initiatives are diverse and can be categorized into three groups:

POSITIVE:

- Coverage of major sporting events hosted in Saudi Arabia, like the Formula One Grand Prix, often highlights the impressive infrastructure and organizational skills, portraying a modern and ambitious nation.
- Discussions about initiatives aimed at improving Saudi citizens' quality of life through sports, particularly for youth, can have a positive tone, emphasizing opportunities and progress.
- When Saudi athletes achieve success on the international stage, it generates positive media attention and contributes to a more positive overall image.

NEUTRAL:

- News reports about routine sporting activities or team acquisitions sometimes have a neutral tone, simply offering facts and updates without explicit judgment.
- Discussions about the economic potential of Saudi Arabia's sports initiatives can be neutral, analysing potential benefits and challenges without taking a strong stance.
- Certain aspects of Saudi culture and traditions, not directly related to sports, might be presented neutrally while acknowledging their potential impact on international perceptions.

NEGATIVE:

- Negative publicity from Saudi Arabia's Competition often intersects with discussions about sports initiatives, shadowing the positive aspects. Terms like "sportswashing" are used to critique the alleged attempt to improve the country's image through sports while overlooking Negative Publicity concerns.
- When major events raise controversies, like potential discrimination or athlete boycotts, media coverage becomes predominantly negative, highlighting the shortcomings and challenges.
- Discussions about the ethical implications of Saudi Arabia's involvement in some sports, particularly boxing or controversial ownership structures, can be critical, raising concerns about motives and potential consequences.

15. DO NARRATIVES AROUND SAUDI SPORTS VARY ACROSS DIFFERENT FORMS OF MEDIA (NEWS ARTICLES VS SOCIAL POSTS VS FORUM DISCUSSIONS)?

The narratives around Saudi sports initiatives do indeed vary across different forms of media, each offering a unique perspective and catering to distinct audiences.

NEWS ARTICLES:

- **Focus on Factuality and Objectivity:** In this category, you find analyses of economic impact, infrastructure development, and potential benefits for the Saudi population.
- **Limited space for Opinions:** In this category, the publisher leaves room for readers to form their own opinions.
- **Global Audience Reach:** News articles reach a diverse global audience offering varied viewpoints and analyses depending on their editorial stances and target readership.

SOCIAL MEDIA POSTS:

- **Shorter, more emotional content:** Social media posts on Facebook, Instagram and X normally use short captions with strong emotional undertones dependent on the author; be it excitement, pride, or even criticism.
- **Hashtags and Trending Topics:** These play a crucial role in shaping narratives. As an example, **#CelebrateSaudiSports** or **#SportswashingSaudiArabia** reflect contrasting viewpoints.
- **Echo Chambers and Misinformation:** Here, users primarily interact with content that aligns with their pre-existing views. This can lead to polarization and a fragmented understanding of the bigger picture.

FORUM DISCUSSIONS:

- **In-depth Analysis and Diverse Opinions:** Forum discussions offer a platform for users to diversely delving into the complexities of Saudi sports initiatives.
- **Anonymous Participation:** This encourages more open and critical discussions, as users might feel freer to express their opinions without fear of judgment.
- **Potential for Negativity and Trolling:** Forums can also be susceptible to negativity and trolling, with discussions veering off-topic or resorting to personal attacks.

16. DO INTERNATIONAL OR DOMESTIC MEDIA SOURCES DIFFER IN THEIR FOCUS AND PERSPECTIVES ON SAUDI SPORTS?

There are often differences in the focus and perspectives of international and domestic media sources when reporting on Saudi sports initiatives. For example,

INTERNATIONAL MEDIA:

- **Increased Scrutiny of Human Rights:** International media outlets tend to raise critical questions about the potential for "**sportswashing**" as a tool in Saudi Arabia. This scepticism stems from a tendency to hold powerful nations to a higher standard.
- **Focus on Geopolitical Implications:** International media may analyse the strategic motivations behind Saudi Arabia's sporting investments, exploring how these initiatives fit into the Kingdom's broader diplomatic and economic goals. This lens often involves discussions about regional power dynamics and Saudi Arabia's global aspirations.
- **Comparative Lens:** Comparisons are frequently drawn with other countries facing similar bombardment of Negative Publicity but employing different diplomatic strategies. This comparative analysis can shed light on the effectiveness of Saudi Arabia's "soft power" approach through sports.

DOMESTIC MEDIA:

- **Emphasis on Positive Developments:** Domestic media often showcases the positive aspects of Saudi Arabia's sports initiatives, highlighting infrastructure upgrades, economic benefits, and opportunities for the youth as a reflection of National Pride and aligning with the government's narrative of progress and modernization.
- **Limited Criticism:** In the majority, open and sustained criticism of the government's policies is rare in more of a controlled and positive portrayal of Saudi Arabia.
- **Focus on Internal Impact:** Domestic media tends to concentrate on the domestic impact of sporting initiatives, discussing how they contribute to improving the quality of life for Saudi citizens, fostering national unity, and achieving Vision 2030 goals. This inward focus emphasizes the internal benefits and minimizes criticism from external sources.

17. DO DISCUSSIONS ON SOCIAL MEDIA TEND TO BE MORE SENTIMENT-DRIVEN THAN NEWS ARTICLES?

I believe question 15 and 16 clearly answer this question.

Remember, while news articles offer factual reporting and analyses, social media discussions surrounding Saudi Sports are often driven by emotions, personal opinions, and trending hashtags.

18. DO MENTIONS OF TOURISM TO SAUDI ARABIA INCREASE AROUND MAJOR SPORTING EVENTS?

Yes, they do in different formats as you can see below:

PRE-EVENT BUZZ:

In the lead-up to major events, media coverage often highlights the host country's tourist attractions and cultural experiences. This naturally sparks interest and curiosity among viewers, leading to increased online searches and discussions about visiting Saudi Arabia. Statistics on searches using popular engines like Bing confirm this.

INCREASED MEDIA EXPOSURE:

Hosting major events puts Saudi Arabia on the global stage, attracting international media attention. This exposure showcases the country's infrastructure, landscapes, and cultural scene, potentially fueling interest in exploring the destination beyond the sporting event itself.

SOCIAL MEDIA IMPACT:

Spectators attending events and fans following them virtually often share their experiences through social media platforms in photos and short videos. Engaging content about the host country's scenery, traditions, and hospitality can encourage others to consider visiting. YouTube is filled with indescribable Content Creators.

MARKETING CAMPAIGNS:

Saudi Arabia often leverages major sporting events with targeted marketing campaigns aimed at promoting tourism. These campaigns, through online ads, social media promotions, and collaborations with travel influencers, can significantly increase brand awareness and drive tourist interest.

HOWEVER, THERE ARE SOME FACTORS TO CONSIDER WHEN ASSESSING THE EXACT IMPACT:

EVENT TYPE:

The popularity and global reach of the sporting event play a role. Popular events like the Olympics or Formula One Grand Prix typically generate more tourism interest than smaller, niche events.

- **Target Audience:**

If the event attracts primarily regional or domestic spectators, the increase in tourism mentions might be more localized. Events with a strong international audience are more likely to trigger global tourism interest.

- **Media Coverage and Marketing Efforts:**

The effectiveness of pre-event promotion and media coverage in generating tourism conversations and bookings is crucial.

- **Accessibility and Infrastructure:**

The ease of obtaining visas and the reduced cost of visa fees, the renewable ability of issued visas, availability of flights and accommodation, and overall tourist infrastructure development, the embracing of popular international languages (especially English) in Saudi Arabia has ultimately influenced the increased interest, translating into actual tourist visits.

19. DO ANALYSES IDENTIFY SAUDI SPORTS INITIATIVES AS CONTRIBUTING TO CULTURAL/PUBLIC DIPLOMACY GOALS?

The analysis of Saudi sports initiatives contributing to cultural/public diplomacy goals presents a complex picture with mixed perspectives:

EVIDENCE FOR SUCCESS:

- **Increased Global Visibility:** Hosting major sporting events like Formula One Grand Prix and Dakar Rally puts Saudi Arabia on the global map, showcasing its modern infrastructure, cultural landmarks, and ambitious vision for the future. This increased exposure can foster understanding and build bridges between cultures.
- **Promoting Cultural Exchange:** Initiatives like the Red Sea International Film Festival and Saudi Biennale attract international artists and audiences, facilitating creative exchange and intercultural dialogue. These events showcase Saudi Arabia's emerging cultural scene and challenge stereotypical perceptions.
- **Soft Power Potential:** Sports can act as a tool for "soft power," enhancing a country's image and fostering positive international relations. By projecting a modern, dynamic, and welcoming image through sports, Saudi Arabia aims to improve its global standing and influence.

Overall, the debate around whether Saudi sports initiatives contribute effectively to cultural/public diplomacy is ongoing.

ALSO, REMEMBER THAT;

- The effectiveness of these initiatives also depends on the target audience. Different cultural contexts might interpret Saudi Arabia's efforts differently.
- Measuring the success of cultural/public diplomacy is inherently challenging. Long-term impacts on relationships, understanding, and cooperation are difficult to quantify.
- Evaluating these initiatives necessitates a critical eye on potential "greenwashing" or "sportswashing" attempts, recognising the complex motivations behind them.

20. OVER TIME, HAS THE VOLUME AND/OR TONE OF MEDIA COVERAGE LINKED SAUDI SPORTS TO PERCEPTIONS OF SOCIAL/ECONOMIC REFORM?

Of course, there's significant evolution:

INCREASED VOLUME:

- **Early Initiatives (2016-2018):** Initially, coverage focused on the novelty of Saudi Arabia hosting and investing in high-profile events like Formula E and Dakar Rally. The tone was largely neutral, with cautious optimism about potential reforms based on sporting initiatives.
- **Growing Scrutiny (2019-2021):** The volume of coverage increased, with greater critical analysis of Negative Publicity concerns and the "sportswashing" narrative becoming prevalent. Concerns about limited social reforms overshadowed the economic benefits highlighted by the government.
- **Shifting Focus (2022-Present):** Recent coverage exhibits a more sophisticated approach, acknowledging both potential social reforms and persisting Negative Publicity issues. Initiatives like expanding women's athletic participation and promoting cultural exchange receive attention, alongside scrutiny of labour practices and political restrictions.

CHANGING TONE:

- **Initial Optimism (2016-2018):** Hopeful reports linked sports investment to potential improvement in women's rights, youth opportunities, and economic diversification. The tone was generally positive, though cautious about long-term sustainability.
- **Increased Scepticism (2019-2021):** The tone turned more critical, with investigative reports exposing Negative Publicity abuses and questioning the sincerity of social reforms. "Sportswashing" became a dominant descriptor, casting doubt on the positive portrayal of Saudi Arabia presented through sports.
- **Balanced Analysis (2022-Present):** The current tone strives for balance, acknowledging potential social strides like opening cinemas and granting women limited driving rights, while also highlighting ongoing Negative Publicity violations and restrictions on freedom of expression.

Overall, media coverage linking Saudi sports to social/economic reform has become more complex and sophisticated, reflecting the evolving nature of those reforms and the ongoing Negative Publicity concerns. The volume has increased, but the tone has shifted from initial optimism to cautious scepticism and now a more balanced analysis.

It's important to note that the tone and focus of coverage can vary significantly among different media outlets and regions. Some might remain critical or sceptical, while others might highlight positive developments more readily.