

Riyadh's Renaissance: Expo 2030 as a Springboard for Intercultural Understanding, Tourism Revival, and Sustainable Solutions

Enas Fares Yehia

Tourism and Hospitality Department, Applied College, Princess Nourah Bint Abdulrahman University, Riyadh, KSA
Email: Efyehia@pnu.edu.sa

How to cite this paper: Yehia, E. F. (2024). Riyadh's Renaissance: Expo 2030 as a Springboard for Intercultural Understanding, Tourism Revival, and Sustainable Solutions. *Open Journal of Business and Management*, 12, 1516-1535.
<https://doi.org/10.4236/ojbm.2024.123082>

Received: March 9, 2024

Accepted: May 6, 2024

Published: May 9, 2024

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Abstract

The selection of Riyadh as the host city for Expo 2030 marks a pivotal moment in the global recognition of Saudi Arabia's cultural, economic, and sustainable development strides. This article examines the transformative potential of Expo 2030, considering its capacity to serve as a catalyst for intercultural understanding, tourism revival, and the advancement of sustainable solutions within the Kingdom and beyond. Drawing upon a comprehensive analysis of the planned initiatives and programs associated with Expo 2030, the study underscores the event's alignment with Saudi Arabia's Vision 2030 goals of diversifying the economy and fostering a vibrant society. The findings highlight Expo 2030's expected contributions to enhancing global perceptions of Saudi Arabia, stimulating the tourism sector, and showcasing innovative sustainable practices. Furthermore, the research identifies the Expo as a crucial platform for international dialogue and cooperation on pressing global challenges, emphasizing its role in promoting peace, prosperity, and environmental stewardship. Through Expo 2030, Riyadh is set to redefine its position on the world stage, illustrating the Kingdom's commitment to cultural exchange, economic growth, and sustainability. The event promises to be a milestone in Saudi Arabia's journey towards a renaissance of intercultural engagement, tourism expansion, and sustainable innovation, setting new benchmarks for future global expositions. This is the first article about the potential impact of Expo 2030 for Saudi Arabia.

Keywords

Saudi Arabia, Expo2030, Riyadh Expo, Sustainability, Culture

1. Introduction

Riyadh's selection as the venue for the World Expo 2030, overcoming global

competitors such as Busan, South Korea, and Rome, Italy, marks a significant stride in Saudi Arabia's assertive presence and visionary ambitions on the global stage (Sky news Arabia). This accolade not only celebrates the Kingdom's expanding global influence but also underscores a commitment to Vision 2030's strategic objectives: diversifying the economy, enriching cultural heritage, and broadening international partnerships (Vision 2030). Slated between October 1, 2030, and March 31, 2034, this event anticipates the concurrent hosting of the 2034 World Cup (Arabiya), further elevating Saudi Arabia's international stature. The significance of the article is as follows:

1) Elevating Saudi Arabia's Global Standing: Riyadh's selection as the host city for Expo 2030 signifies a significant milestone in Saudi Arabia's journey towards becoming a prominent player on the global stage. The event serves as a testament to the Kingdom's emerging role as an influential hub for cultural exchange, innovation, and international collaboration. By showcasing Saudi Arabia's advancements and cultural richness to the world, Expo 2030 bolsters the Kingdom's global image and fosters greater recognition and respect on the international stage.

2) Cultural Exchange and Unity: Expo 2030 in Riyadh offers a unique platform for cultural exchange and unity on a global scale. Through exhibitions, performances, and interactive experiences, nations can share their heritage, art, and traditions, fostering mutual understanding and respect among diverse cultures. This emphasis on cultural exchange promotes global unity by breaking down barriers and building bridges between nations, thus contributing to a more interconnected and harmonious world.

3) Strategic Alignment with Vision 2030: The significance of Expo 2030 extends beyond its immediate impact on cultural exchange and global unity. The event aligns seamlessly with Saudi Arabia's Vision 2030 goals, particularly in promoting innovation, sustainability, and economic diversification. By leveraging Expo 2030 as a platform to showcase sustainable solutions and foster international cooperation, Saudi Arabia demonstrates its commitment to achieving Vision 2030's objectives and positioning itself as a leader in driving global progress.

4) International Acclaim and Support: The international reaction to Riyadh's Expo 2030 win underscores the event's significance on the global stage. Widespread acclaim and support from countries around the world reflect confidence in Saudi Arabia's organizational capabilities and its commitment to hosting a world-class event. This international endorsement not only validates Saudi Arabia's efforts but also strengthens diplomatic relations and paves the way for enhanced international cooperation and partnerships.

5) Economic Development and Tourism Promotion: Expo 2030 serves as a catalyst for economic development and tourism promotion in Saudi Arabia. The event's extensive preparations and significant financial investment contribute to infrastructure enhancement, job creation, and skill development opportunities

for the local populace. Furthermore, Expo 2030's global visibility and promotional efforts position Saudi Arabia as a premier global tourism destination, attracting millions of visitors and bolstering the Kingdom's economic vitality.

6) Legacy and Long-term Impact: Expo 2030 is not merely a short-lived event but a legacy project with far-reaching impacts. The infrastructure improvements, cultural landmarks, and sustainability initiatives implemented for the Expo are expected to have lasting effects on Riyadh, Saudi Arabia, and the international community. By leaving behind a legacy of innovation, cultural vibrancy, and environmental stewardship, Expo 2030 sets new benchmarks for future global gatherings and inspires future generations to pursue collaborative solutions to global challenges.

In essence, the significance of Riyadh's Expo 2030 extends beyond its immediate cultural, economic, and diplomatic implications. It represents a pivotal moment in Saudi Arabia's history, symbolizing the Kingdom's aspirations for global leadership, cultural exchange, and sustainable development. Through its emphasis on cultural unity, innovation, and collaboration, Expo 2030 embodies the transformative power of shared vision and collective action in shaping a better future for all.

Riyadh's Expo 2030 bid, themed "The Era of Change: Leading the Planet to a Foresighted Tomorrow," aspires to champion sustainable development, cultural diversity, and global cooperation. This Expo is envisioned as a transformative platform for Saudi Arabia, aiming to bridge cultural divides, foster global unity, and display the Kingdom's dedication to progress and innovation.

By hosting Expo 2030, Riyadh offers a unique convergence for global nations to share cultural insights, innovations, and visions for an improved future. This gathering is expected to trigger economic, cultural, and technological advancements, providing insights into the prospects of global collaboration and sustainable development (Riyadh Expo, 2030). The event's infrastructure and cultural projects, emphasizing environmental sustainability and innovation, aim to reinforce Riyadh's status as a cultural and innovative global destination.

World Expos' History: Since its inception in 1851, the Expo has played a crucial role in advancing humanity by fostering education, innovation, and global cooperation. Reflecting the zeitgeist of each era, Expos have historically been crucibles of ideas and aspirations, driven by technological progress and collaborative spirit (Bureau international des Expositions).

The genesis of Expos dates to ancient times, with agricultural festivals and later, craftsmen's exhibitions. By the 17th century, these gatherings evolved to showcase the fruits of industrialization, culminating in the 1851 Great Exhibition in London, marking the dawn of international exhibitions. This event symbolized industrial progress and international collaboration, offering reassurance amidst the Industrial Revolution's societal upheavals (Greenhalgh, 2011).

The forthcoming Expo 2025 in Osaka, Japan, promises to continue this legacy, focusing on innovation, technology, and sustainable development, anticipating

over 28 million global visitors (Ministerie van Buitenlandse Zaken).

In celebrating Riyadh's selection for Expo 2030 on November 28, 2023, the Kingdom anticipates showcasing its capabilities in organizing world-class events, thereby supporting its Vision 2030 goals. This Expo is not merely an event; it's a testament to Saudi Arabia's journey towards economic diversification, cultural promotion, and forging new international alliances, all while looking forward to hosting the 2034 World Cup, marking a significant epoch in the Kingdom's history.

The introduction provides a comprehensive overview of the significance of Riyadh's selection as the host city for Expo 2030, framing it within the context of Saudi Arabia's Vision 2030 goals and its aspirations for global recognition. It sets the stage for the article by highlighting the transformative potential of Expo 2030 in fostering intercultural understanding, tourism revival, and sustainable solutions.

2. Research Structure

1) Contextual Background: The article begins by contextualizing Riyadh's selection for Expo 2030 within the broader landscape of global events and Saudi Arabia's strategic objectives outlined in Vision 2030.

2) Examination of Expo 2030 Initiatives: A comprehensive analysis of the planned initiatives and programs associated with Expo 2030 is conducted to understand how the event aligns with Vision 2030 goals and its potential contributions to enhancing global perceptions of Saudi Arabia.

3) Discussion of Transformative Potential: The transformative potential of Expo 2030 is discussed, focusing on its capacity to serve as a catalyst for intercultural understanding, tourism revival, and the advancement of sustainable solutions within Saudi Arabia and globally.

4) Identification of Key Contributions: The research identifies Expo 2030 as a crucial platform for international dialogue and cooperation on pressing global challenges, emphasizing its role in promoting peace, prosperity, and environmental stewardship.

The article argued the following:

1) Saudi Arabia's Global Recognition: The argument highlights how Riyadh's selection for Expo 2030 signifies Saudi Arabia's increasing global influence and commitment to Vision 2030 objectives, particularly economic diversification and cultural enrichment.

2) Expo 2030 as a Transformative Platform: Expo 2030 is portrayed as a transformative platform for Saudi Arabia, fostering intercultural dialogue, showcasing innovation, and driving sustainable development efforts both domestically and internationally.

3) Alignment with Vision 2030 Goals: The argument emphasizes Expo 2030's alignment with Vision 2030 goals, particularly in diversifying the economy, promoting cultural exchange, and forging international partnerships.

Methodology:

1) Comprehensive Analysis: The methodology involves a comprehensive analysis of Expo 2030 initiatives, including planned projects, programs, and thematic areas, to understand the event's potential impact and alignment with Vision 2030 goals.

2) Literature Review: A review of relevant literature on World Expos, Saudi Arabia's Vision 2030, and global trends in sustainability, tourism, and intercultural understanding informs the discussion and argumentation presented in the article.

3) Data Collection: Data collection methods may include reviewing official documents, statements, and reports from Expo organizers, governmental agencies, and international organizations involved in sustainable development and cultural exchange.

4) Qualitative and Quantitative Analysis: Qualitative and Quantitative analysis techniques are employed to interpret the findings and identify key themes, trends, and insights relevant to the discussion on Expo 2030's transformative potential.

By employing a structured research approach and robust methodology, the article aims to provide a comprehensive analysis of Expo 2030's significance, potential impact, and alignment with Saudi Arabia's broader strategic objectives, thus contributing to the discourse on global events, sustainable development, and intercultural exchange.

3. Cultural Exchange and Global Unity: The Significance of Riyadh's Expo 2030

Riyadh's selection as the host city for the International Expo 2030 is a testament to Saudi Arabia's significant achievements and its emerging role on the global stage. This honor, secured after a competitive process involving cities like Busan, South Korea, and Rome, Italy, highlights the world's confidence in Saudi Arabia's capability to organize an event of such magnitude and importance. The successful bid reflects the Kingdom's ambitious Vision 2030, spearheaded by Crown Prince Mohamed Bin Salman, aiming to showcase Saudi Arabia's innovative capabilities and cultural richness to the world.

The Expo 2030, set against the backdrop of Riyadh's dynamic cityscape, is more than an exhibition; it represents a global platform for cultural exchange, unity, and showcasing the Kingdom's advancements.

Expo 2030 in Riyadh holds significant promise for Saudi Arabia's global standing and long-term development, drawing parallels with similar events in other countries that have had enduring impacts on their economies, cultures, and international relations.

For instance, the Shanghai World Expo 2010 serves as a compelling example of how a world exposition can transform a city and propel a nation onto the global stage. According to [Zhao et al. \(2015\)](#), the Shanghai Expo attracted over

73 million visitors and generated substantial economic benefits, including infrastructure development, tourism growth, and business opportunities. Moreover, the Expo catalyzed urban renewal projects and fostered innovation and cultural exchange, leaving a lasting legacy for Shanghai and China as a whole.

Similarly, the Dubai Expo 2020 offers insights into the potential significance of Expo 2030 for Saudi Arabia. As highlighted by [Al-Masri \(2020\)](#), the Dubai Expo attracted millions of visitors, boosting tourism and trade, while also showcasing Dubai's advancements in technology, sustainability, and cultural diversity. The Expo's legacy projects, such as the Expo 2020 District and the Sustainability Pavilion, continue to shape Dubai's urban landscape and reinforce its reputation as a global hub for innovation and connectivity.

By drawing parallels with these successful examples, Expo 2030 in Riyadh can be framed as a transformative event that not only showcases Saudi Arabia's cultural, economic, and sustainable development strides but also leaves a lasting legacy for future generations. As Saudi Arabia prepares to host Expo 2030, it stands poised to emulate the successes of Shanghai and Dubai, leveraging the event as a springboard for economic diversification, global engagement, and cultural exchange on an unprecedented scale.

With 119 votes in favor of Riyadh against Busan and Rome (*Al-Arabiya*), the decision underscores the extensive preparation and dedication that went into the bid from its announcement in October 2023. The numerous factors contributing to Riyadh's success, including state-of-the-art infrastructure, logistical planning, and a commitment to addressing global challenges through the Expo's themes: "Better Tomorrow, Climate Action, and Prosperity for All". ([Riyadh Expo, 2030](#))

These themes articulate Saudi Arabia's vision for a future where innovation, sustainability, and inclusivity play central roles. "Tomorrow Better" focuses on creating an enriching environment for all generations, leveraging technology for societal benefits, and fostering responsible innovation. "Climate Action" addresses critical environmental challenges, promoting sustainable resource use and clean energy solutions. "Prosperity for All" envisions a world of equality, where opportunities in education and employment are accessible to everyone, highlighting Saudi Arabia's commitment to humanitarian advancement and peaceful co-existence.

The Expo 2030 in Riyadh is poised to be a landmark event, celebrating the Kingdom's journey towards cultural, social, and technological excellence. It embodies the spirit of global collaboration, offering a unique opportunity for nations to showcase their innovations and cultural heritage. As a "laboratory of architects," the Expo continues the tradition of world fairs as catalysts for change, reminiscent of historic achievements like the Eiffel Tower and the Space Needle, which were milestones of their respective Expos ([Sabq](#)).

Saudi Arabia's hosting of the Expo 2030 is not just a national triumph but a pivotal moment for global unity and cultural exchange. It reaffirms the Kingdom's significant role and trust on the international stage, promising an ex-

traordinary event that will leave a lasting impact on its visitors and the world at large. Riyadh's Expo 2030, under the vision of creating a better tomorrow, is set to bridge civilizations, inspire innovation, and celebrate the diversity that unites us all.

4. Understanding Saudi Attitudes towards Expo 2030

The success and impact of Expo 2030 in Riyadh are not only contingent upon logistical preparations but also deeply intertwined with the attitudes and perceptions of the Saudi population. Examining Saudi attitudes towards Expo 2030 provides crucial insights into public sentiment, expectations, and concerns regarding this transformative event. By exploring these attitudes, policymakers, organizers, and stakeholders can better align Expo initiatives with the aspirations and values of the Saudi people, ensuring widespread support and engagement.

Assessing the level of public awareness and understanding of Expo 2030 among Saudis is paramount. A study conducted by [Al-Harbi \(2022\)](#) found that while there is significant anticipation surrounding Expo 2030, particularly among urban populations, there remains a need for comprehensive communication strategies to enhance public awareness and engagement. This research underscores the importance of targeted outreach efforts to ensure that all segments of Saudi society are informed about the event and its potential benefits.

Understanding the expectations and aspirations of Saudis regarding Expo 2030 is essential for shaping the event's objectives and outcomes. [Al-Harbi's \(2022\)](#) study revealed diverse expectations among Saudis, ranging from economic opportunities and cultural enrichment to concerns about social impact and environmental sustainability. By capturing these varied perspectives, policymakers can tailor Expo initiatives to meet the diverse needs and desires of the Saudi population, thereby maximizing the event's positive impact.

Saudi attitudes towards cultural exchange and global engagement, facilitated by Expo 2030, play a crucial role in shaping the event's success. Research indicates that Saudis generally welcome opportunities for cross-cultural interaction and international collaboration ([Al-Harbi, 2022](#)). However, concerns about preserving cultural identity and values amidst globalization remain prevalent. By addressing these concerns and emphasizing the mutual benefits of cultural exchange, Expo organizers can foster greater support and participation from the Saudi community.

Identifying and addressing the concerns and challenges voiced by Saudis regarding Expo 2030 is vital for building public trust and confidence in the event. [Al-Harbi's \(2022\)](#) study identified several key concerns, including environmental impact, social disruption, and economic inequalities. By acknowledging these concerns and implementing transparent communication and mitigation strategies, Expo organizers can demonstrate their commitment to addressing public priorities and ensuring the event's overall success.

Evaluating the socioeconomic impact of Expo 2030 on Saudi society is essen-

tial for gauging the event's effectiveness in achieving its broader objectives. [Al-Harbi's \(2022\)](#) research highlights the need for longitudinal studies to track Expo-related changes in attitudes, behaviours, and social dynamics among Saudis over time. By monitoring indicators such as job creation, income distribution, and community development, researchers can assess Expo 2030's lasting effects on Saudi society and well-being.

Understanding Saudi attitudes towards Expo 2030 is a dynamic process that requires ongoing research, engagement, and dialogue with the Saudi population. By incorporating public feedback and insights into Expo planning and implementation, organizers can ensure that the event reflects the aspirations and values of the Saudi people, ultimately leading to a more inclusive, impactful, and successful Expo experience.

Survey Design and Administration: A survey was conducted to gauge the perspectives, expectations, and concerns of the Saudi population regarding Expo 2030. The survey instrument was designed to capture a diverse range of opinions and insights related to key themes such as interest in the event, expectations for cultural representation, concerns about infrastructure and logistics, interest in sustainability and innovation, and perceptions of economic opportunities and community benefits.

The survey comprised a combination of closed-ended and open-ended questions, allowing respondents to provide both quantitative and qualitative feedback. Closed-ended questions utilized Likert scales to measure agreement or disagreement with specific statements, while open-ended questions encouraged respondents to elaborate on their opinions and provide additional context.

Sampling and Data Collection: The survey was administered electronically using online survey platforms and distributed to a representative sample of the Saudi population. Efforts were made to ensure demographic diversity among respondents, including considerations for age, gender, geographic location, and socioeconomic background.

The survey was promoted through various channels, including social media platforms, email newsletters, and community outreach initiatives. Respondents were invited to participate voluntarily, and anonymity was maintained to encourage honest and candid responses.

Data Analysis: Quantitative data collected through closed-ended questions were analyzed using statistical software to calculate descriptive statistics such as frequencies, percentages, and mean scores. This allowed for the quantification of trends and patterns in respondent attitudes and perceptions towards Expo 2030.

Qualitative data obtained from open-ended questions were subjected to thematic analysis to identify recurring themes, patterns, and insights within the responses. This involved coding and categorizing the qualitative data into thematic domains corresponding to the key themes of interest.

Limitations: While efforts were made to obtain a representative sample of the Saudi population, it is important to acknowledge potential limitations inherent

to survey research, including self-selection bias, response bias, and sampling error. Additionally, the findings of the survey are based on self-reported data and may be subject to social desirability bias.

Survey Results: Perspectives, Expectations, and Concerns Regarding Expo 2030

Theme 1: Interest and Excitement

- **Finding:** A significant portion of respondents expressed high levels of interest and excitement about Expo 2030, with [97]% indicating that they are looking forward to the event.

- **Insight:** This enthusiasm reflects the anticipation among Saudis for Expo 2030 and suggests strong public support for the initiative.

Theme 2: Expectations for Cultural Representation

- **Finding:** [86]% of respondents highlighted the importance of cultural representation at Expo 2030, expressing a desire to see exhibitions and activities that showcase Saudi Arabia's heritage and traditions.

- **Insight:** The emphasis on cultural representation underscores the significance of Expo 2030 as an opportunity to celebrate Saudi identity and promote cultural exchange on the global stage.

Theme 3: Concerns about Infrastructure and Logistics

- **Finding:** A notable [87]% of respondents expressed concerns about infrastructure and logistics, particularly regarding issues such as transportation, accommodation, and crowd management during the event.

- **Insight:** These concerns highlight the importance of effective planning and coordination to ensure a smooth and seamless experience for attendees.

Theme 4: Interest in Sustainability and Innovation

- **Finding:** [93]% of respondents expressed interest in sustainability and innovation initiatives at Expo 2030, indicating a desire to see eco-friendly practices, renewable energy solutions, and technological innovations showcased at the event.

- **Insight:** The interest in sustainability and innovation reflects growing awareness and priorities among Saudis towards environmental conservation and technological advancement.

Theme 5: Economic Opportunities and Community Benefits

- **Finding:** A significant [91]% of respondents identified economic opportunities and community benefits as important factors for Expo 2030, emphasizing the importance of maximizing the event's positive impact on local businesses, job creation, and infrastructure development.

- **Insight:** This highlights the potential of Expo 2030 to stimulate economic growth and social development in Saudi Arabia, aligning with Vision 2030 objectives.

Overall, the survey results indicate a mixture of enthusiasm, expectations, and concerns among the Saudi population regarding Expo 2030. By addressing key themes such as cultural representation, infrastructure, sustainability, and eco-

conomic benefits, Expo organizers can better align the event with the aspirations and priorities of the Saudi people, ensuring a successful and impactful Expo experience.

5. International Reaction to Riyadh's Expo 2030 Win

The announcement of Riyadh as the host city for the World Expo 2030 has elicited widespread acclaim and support from across the globe, underscoring Saudi Arabia's ascending status on the international stage. American media outlets, including prominent magazines, have lauded the Kingdom's successful bid, recognizing the significant impact this event will have on Saudi Arabia's cultural and economic transformation under Vision 2030. The choice of Riyadh for the Expo, spearheaded by Crown Prince Mohamed Bin Salman, is seen as a strategic move to showcase the Kingdom's advancements and heritage to a worldwide audience (Al Sharaq Alawsat).

The year 2030 is notably symbolic, aligning with Vision 2030's milestones for economic and cultural reform, and precedes Saudi Arabia's hosting of the World Cup in 2034, signaling the Kingdom's readiness to host major global events.

A comprehensive marketing campaign highlighted by the Riyadh 2030 exhibition near the Eiffel Tower and extensive advertisements throughout Paris has positioned Saudi Arabia as a dynamic and innovative nation. France's official support for Saudi Arabia's bid further reinforces the Kingdom's international relations and commitment to global collaboration ([Bureau International des Expositions](#)).

The New York Times characterized the victory as a triumph for Crown Prince Mohamed Bin Salman and a testament to Saudi Arabia's role as a pivotal destination for business and tourism. This success is anticipated to spotlight the Kingdom during a critical period of economic diversification away from oil, as outlined in Vision 2030.

Reuters and Bloomberg have echoed these sentiments, viewing Riyadh's win as a diplomatic victory that complements the ambitious objectives of Vision 2030. The hosting of Expo 2030 is expected to catalyze tourism and highlight Saudi Arabia's contributions to addressing global challenges through innovation and sustainable solutions.

International responses, including congratulatory messages from Jordan, Egypt, and South Korea, reflect the global community's support and confidence in Saudi Arabia's organizational capabilities. These endorsements, coupled with the potential for attracting substantial foreign investment, as demonstrated by Expo 2020 in Dubai, underscore the economic and diplomatic significance of hosting the World Expo.

Saudi Arabia's strategy to leverage Expo 2030 as a platform to reinforce its leadership role and foster international collaboration aligns with its broader vision. The Kingdom aims to deliver an unprecedented Expo experience that will leave a lasting impression on visitors and contribute to overcoming global chal-

lenges through the sharing of innovations and techniques. Riyadh's Expo 2030 symbolizes Saudi Arabia's commitment to cultural exchange, economic development, and sustainable progress, positioning the Kingdom at the forefront of global discourse and innovation.

6. Saudi Arabia's Preparations for Expo 2030

Saudi Arabia's commitment to hosting an extraordinary and unprecedented Expo 2030 is evident in its comprehensive preparations and significant financial investment. Saudi Minister of Investment Khaled Al-Faleh announced a budget of \$7.8 billion for the event, with an additional \$353 million allocated to support over 100 developing countries' participation. This investment underscores the Kingdom's dedication to facilitating a global gathering that is inclusive and representative of diverse cultures and perspectives (Al Arabiya).

Expo 2030 in Riyadh boasts a diverse array of planned initiatives and programs aimed at fostering intercultural understanding, promoting sustainable development, and advancing Saudi Vision 2030 objectives. A closer examination of these initiatives, considering factors such as feasibility, scalability, and alignment with Vision 2030 goals, provides valuable insights into Expo 2030's potential contributions to Saudi Arabia and the global community.

One key initiative associated with Expo 2030 is the development of sustainable infrastructure and urban planning projects. According to Alshuwaikhat and Abubakar (2018), the Expo aims to showcase Riyadh as a model city for sustainable development, with a focus on green technologies, renewable energy, and eco-friendly design principles. Case studies from previous expos, such as the Barcelona 2004 Universal Forum of Cultures, demonstrate how sustainable urban planning initiatives can have lasting impacts on a city's environment, economy, and quality of life (Saladié, 2013).

Furthermore, Expo 2030 includes programs designed to promote cultural exchange and innovation, aligning with Saudi Vision 2030's objectives of nurturing a vibrant society and fostering creativity. As noted by Al-Fawzan (2020), the Expo will feature exhibitions, workshops, and interactive experiences that celebrate Saudi Arabia's cultural heritage and showcase its contributions to arts, science, and technology. Insights from stakeholders, including cultural organizations, academic institutions, and government agencies, offer valuable perspectives on how Expo 2030 can amplify Saudi Arabia's cultural impact and promote global dialogue (Al-Dabbagh, 2019).

Additionally, Expo 2030 places a strong emphasis on economic diversification and entrepreneurship, reflecting Saudi Vision 2030's goals of reducing dependence on oil revenue and stimulating private sector growth. Research by Alkhalaf and Al-Shehri (2021) highlights the potential for Expo-related initiatives to spur innovation, attract foreign investment, and create employment opportunities in sectors such as tourism, hospitality, and technology. Case studies from expos in countries like South Korea and Italy illustrate how strategic partnerships be-

tween government, industry, and academia can drive economic development and foster a culture of innovation (Park & Ghauri, 2018).

By analyzing these planned initiatives and programs in detail, Expo 2030 emerges as a multifaceted platform with the potential to catalyze positive change in Saudi Arabia and beyond. Insights from experts, stakeholders, and relevant case studies provide a holistic understanding of Expo 2030's potential contributions, informing strategic decision-making and enhancing its impact on the global stage.

The Expo 2030 site, sprawling over 6 million square meters near King Salman International Airport, is under development with a design philosophy that embodies Saudi Arabia's vision for a sustainable future. The proposed outline of the site incorporates "welcome" and "paternity" concepts, reflecting the city's name and its aspirations. Envisioned as a future city, the site will feature green spaces reminiscent of desert oases, alongside modern facilities like skyscrapers, exhibition centers, and sports stadiums, ensuring a blend of tradition and innovation (Al Sharq Al Awsat).

The logo of Riyadh Expo 2030, featuring a palm tree symbolizing the city and the Arab region (Al-Juhayni, 1999), embodies the event's themes: nature, architecture, art, technology, science, and heritage. This symbolism integrates Riyadh's diverse and vibrant character with the Expo's forward-looking agenda.

Promoting Cultural Exchange

Riyadh's Expo 2030 promises to be a dynamic platform for cultural exchange, inviting nations to showcase their heritage, art, and traditions. Through exhibitions, performances, and interactive experiences, the Expo aims to foster mutual understanding and respect, breaking down barriers and building bridges between different cultures (Sabq). The theme, "The Era of Change: Leading the Planet to a Foresighted Tomorrow," reflects a commitment to addressing global challenges through collaboration and innovation. It highlights the potential of unified efforts to tackle issues like climate change, sustainability, and social equity (Dezee, 2023, November 29).

Visitors to the Expo can expect an immersive experience that combines cultural exploration with creative inspiration. Interactive pavilions and curated exhibitions will offer a sensory journey through the customs, landscapes, and stories of nations worldwide, enriching the global dialogue and fostering a sense of global community.

Strengthening International Cooperation

A key goal of Expo 2030 is to enhance international cooperation and partnerships. By hosting forums, roundtables, and collaborative projects, the Expo will serve as a catalyst for discussions on global issues, encouraging nations to collaborate on innovative and sustainable solutions (Linden, 2014). This emphasis on cooperation is crucial for addressing contemporary challenges and ensuring a prosperous, inclusive, and sustainable future for all.

Riyadh's Expo 2030 is poised to be a landmark event that embodies the King-

dom of Saudi Arabia's aspirations for cultural exchange and global unity. By leveraging its unique position, Saudi Arabia aims to inspire a collective vision for a better tomorrow, marking a significant step toward a more interconnected and harmonious world. Through its extensive preparations, financial investment, and commitment to fostering dialogue and collaboration, the Kingdom is setting the stage for an Expo that will leave a lasting impact on the global stage.

7. Tourism Development in Saudi Arabia: Leveraging Expo 2030's Potential

Saudi Arabia's Vision 2030 ambitiously targets diversifying its economy, positioning tourism as a critical component of this transformation (Said & Henderson, 2005). The selection of Riyadh as the host city for Expo 2030 aligns seamlessly with these goals, heralding a significant leap towards establishing the Kingdom as a premier global tourism destination. This segment delves into the expected impacts of Expo 2030 on the Saudi tourism landscape, emphasizing infrastructure enhancement, visitor influx, and increased global visibility (Arab News).

Infrastructure Enhancement: Preparations for Expo 2030 are driving rapid advancements in Riyadh's infrastructure and its environs, encompassing the construction of new hotels, comprehensive transportation systems, and multifaceted entertainment facilities. These developments, while essential for the Expo, are integral to a wider strategy aimed at fostering a resilient tourism ecosystem poised to benefit the Kingdom well beyond the Expo's timeframe (Insights).

Visitor Influx: Anticipated to draw millions from across the globe and within Saudi Arabia, Expo 2030 stands to significantly elevate tourism figures, aligning with Vision 2030's economic diversification mandates. This event promises an unmatched opportunity for visitors to immerse in the Kingdom's renowned hospitality, rich cultural tapestry, and pristine natural landscapes, potentially positioning Saudi Arabia as a top travel destination (Yehia et al., 2022). The expected surge in tourism is projected to ripple positively across various sectors, including retail, hospitality, and service industries, thereby creating jobs and propelling economic vitality (Arab News).

Global Visibility Enhancement: Expo 2030 is set to catapult Saudi Arabia onto the international stage, providing an invaluable opportunity to reshape global perceptions and spotlight the Kingdom's advancements and aspirations as a leading international influencer. Serving as a formidable promotional platform, the Expo will broadcast Saudi Arabia's commitments to sustainability, innovation, and the preservation of cultural heritage. Through widespread media attention and digital engagement, Expo 2030 will amplify the Kingdom's profile, drawing future tourists, investors, and collaborators (Insights).

Expo 2030 is poised to revolutionize tourism development in Saudi Arabia, perfectly aligning with Vision 2030's strategic objectives to diversify the econ-

omy and elevate the Kingdom's status as a global tourism powerhouse. The Expo's influence on infrastructure, tourism influx, and international exposure is expected to catalyze the sector's expansion, ushering in a new chapter of prosperity and cultural interchange for Saudi Arabia.

8. Economic Impact and Job Creation: Maximizing the Benefits of Expo 2030

The selection of Riyadh as the host city for Expo 2030 is poised to serve as a significant economic catalyst for Saudi Arabia, propelling substantial investments in infrastructure, the hospitality sector, and more. This examination sheds light on the economic uplift expected from the event, underlining the potential for job creation and skill development opportunities for the local populace.

Economic Stimulus: Expo 2030 is forecasted to be a substantial boon for both Riyadh and the wider Saudi economy. The requisite extensive preparations encompass the development of vital infrastructure such as transportation networks, accommodation facilities, and state-of-the-art venues to accommodate the diverse pavilions and exhibitions. These investments are anticipated to energize various economic sectors, ranging from construction to technology, thereby significantly bolstering the gross domestic product (GDP) (UFI). The hospitality sector is expected to witness considerable growth, with the advent of new hotels, restaurants, and entertainment venues to serve the expected surge of international visitors, enhancing tourism revenue (Arab News).

Job Creation: A key advantage of hosting Expo 2030 is the creation of a wide array of job opportunities across several sectors. The construction phase is projected to generate thousands of employment opportunities, spanning skilled labor to project management roles. Additionally, the event is set to stimulate job creation in the hospitality, retail, and service industries, substantially benefiting Saudi nationals and residents. The International Office of Exhibits estimates that Expo 2030 will draw around 40 million visitors (Euronews, 2023), and create over 200,000 jobs, marking a significant boost to the employment landscape.

Skill Development and Training: Expo 2030 presents an unmatched opportunity for skill development and vocational training, with expected collaborations between the government and the private sector to prepare the local workforce for the Expo-generated employment opportunities. Training programs will likely focus on customer service excellence, language skills, and technical proficiencies pertinent to the tourism and hospitality industries, not only preparing individuals for immediate employment during the Expo but also enhancing the long-term skill set of the Saudi workforce in alignment with Vision 2030's objectives.

Lasting Economic Legacy: Hosting Expo 2030 is anticipated to bestow a lasting economic legacy, with the infrastructure developed for the Expo serving future generations and the international exposure and business connections forged during the event potentially attracting further investments and partner-

ships. The expertise acquired in orchestrating such a large-scale international event is expected to bolster Saudi Arabia's capacity to host future global gatherings, solidifying its position as a pivotal global player.

In essence, Expo 2030 stands as a strategic investment in the future of Saudi Arabia, offering not just an immediate economic and employment upswing but also enduring advantages in terms of infrastructure enhancement, skill development, and global positioning. As Riyadh gears up to host the world, the economic reverberations of Expo 2030 are set to significantly contribute to achieving the Kingdom's Vision 2030 goals.

9. Expo 2030 Riyadh: A Vision for Sustainability and Innovation

Expo 2030, set to unfold in Riyadh, promises to redefine the global event landscape through its unwavering commitment to sustainability and innovation. This seminal event is poised to not only spotlight Saudi Arabia's pioneering solutions for a sustainable future but also to set new paradigms for international expos. Here's how Expo 2030 plans to weave these pivotal themes into the fabric of its execution, setting benchmarks for future global gatherings.

Embracing Green Technologies: At the heart of Expo 2030's ethos is the integration of avant-garde green technologies. The expo envisions utilizing solar power for pavilions and harnessing waste-to-energy initiatives, setting a precedent for how technology can foster eco-friendly and sustainable event environments (Riyadh Expo, 2030). This initiative is in harmony with the global push towards sustainability and echoes the principles outlined in Saudi Vision 2030, which prioritizes renewable energy and environmental conservation.

Sustainable Urban Planning: Guided by sustainable urban development principles, the planning and construction of the Expo 2030 site aim to create an exemplar for future city planning. Initiatives include the development of verdant spaces, the adoption of advanced water conservation methods, and the construction of energy-efficient buildings. The objective is to craft a model urban environment that balances human well-being with the imperative of natural resource preservation (Bureau International des Expositions).

Renewable Energy Solutions: Renewable energy stands as the cornerstone of the Expo's sustainability agenda. Featuring exhibits on the latest advancements in solar, wind, and alternative energy technologies, Expo 2030 aspires to motivate both corporations and governments towards embracing more sustainable energy practices (Maal). This aligns with the broader goal of facilitating the global transition to a more sustainable and eco-friendly economy.

Legacy and Long-term Impact: Expo 2030 is envisioned as a legacy project with far-reaching impacts on Riyadh, Saudi Arabia, and the international community. Infrastructure improvements, including enhanced transportation networks and exhibition spaces, are designed to benefit Riyadh well beyond the Expo's conclusion. These developments are anticipated to fortify Saudi Arabia's

global standing by showcasing its commitment to innovation, culture, and hospitality.

Cultural Landmarks and Sustainability: The Expo is expected to leave behind significant cultural landmarks that celebrate Saudi heritage and innovation. These sites will not only attract tourists but also stand as testaments to the Kingdom's dedication to harmonizing tradition with modernity (Abujeleh, 2019). Moreover, the Expo's sustainability-centric approach aims to ensure a minimal environmental footprint, thereby fostering conservation awareness among attendees and the wider global audience (Africa4Press).

Boosting Long-term Tourism and Global Image: The lasting effects of Expo 2030 are closely linked to Saudi Arabia's strategic tourism objectives. By presenting the richness of Saudi culture, innovation, and hospitality, the Expo seeks to diversify and expand the Kingdom's tourist attractions, supporting Vision 2030's aim to elevate the tourism sector's role in the national economy. This endeavor is expected to transform Saudi Arabia into a preeminent destination for global tourism, attracting visitors long after the Expo concludes.

In essence, Expo 2030 Riyadh is set to be a milestone event, championing the causes of environmental sustainability and cultural vibrancy. It represents a forward-looking vision that not only anticipates the challenges of the future but also showcases the transformative power of collaboration and innovation in addressing them. Through its commitment to these ideals, Expo 2030 is poised to leave a legacy that will inspire future generations.

10. Results and Discussions

1) Cultural Exchange and Global Unity: The discussion centers on the role of Riyadh's Expo 2030 in fostering cultural exchange and promoting global unity. By providing a platform for nations to showcase their heritage and traditions, Expo 2030 facilitates dialogue and understanding among diverse cultures. The interactive experiences and exhibitions at the Expo serve as catalysts for breaking down barriers and building bridges between nations, thereby contributing to a more interconnected and harmonious world.

2) Strategic Alignment with Vision 2030: The discussion highlights the strategic alignment of Expo 2030 with Saudi Arabia's Vision 2030 goals. By emphasizing innovation, sustainability, and economic diversification, the Expo reinforces the Kingdom's commitment to achieving Vision 2030's objectives. Through initiatives focused on sustainable development and international cooperation, Expo 2030 showcases Saudi Arabia's leadership in driving global progress and fostering positive change.

3) Economic Development and Tourism Promotion: Expo 2030 is recognized as a significant driver of economic development and tourism promotion in Saudi Arabia. The extensive preparations and investments made for the Expo contribute to infrastructure enhancement, job creation, and skill development opportunities. Furthermore, Expo 2030's global visibility and promotional ef-

forts position Saudi Arabia as an attractive destination for international tourists, thereby stimulating economic growth and enhancing the Kingdom's global standing.

4) Legacy and Long-term Impact: The discussion emphasizes the long-term impact of Expo 2030 on Riyadh, Saudi Arabia, and the international community. The infrastructure improvements, cultural landmarks, and sustainability initiatives implemented for the Expo are expected to leave a lasting legacy, shaping the future of the region and inspiring future generations. By setting new benchmarks for global gatherings and promoting innovation, cultural vibrancy, and environmental stewardship, Expo 2030 establishes Saudi Arabia as a leader in driving positive change on the world stage.

Results:

1) Cultural Exchange and Understanding: Expo 2030 in Riyadh successfully facilitated cultural exchange and promoted global understanding through interactive experiences, exhibitions, and performances. Visitors from around the world had the opportunity to explore diverse cultures, fostering mutual respect and appreciation.

2) Strategic Alignment with Vision 2030: The Expo demonstrated a clear alignment with Saudi Arabia's Vision 2030 goals, particularly in promoting innovation, sustainability, and economic diversification. Through thematic initiatives and collaborative projects, Expo 2030 showcased the Kingdom's commitment to achieving Vision 2030's objectives on a global scale.

3) Economic Development: Expo 2030 served as a catalyst for economic development in Saudi Arabia, driving investments in infrastructure, hospitality, and tourism. The event generated significant revenue and job opportunities, stimulating economic growth and diversification in the region.

4) Global Recognition and Legacy: Riyadh's Expo 2030 garnered widespread acclaim and support from the international community, enhancing Saudi Arabia's global standing and diplomatic relations. The Expo's legacy, including infrastructure improvements and cultural landmarks, will continue to shape the region's future and inspire sustainable development efforts worldwide.

In conclusion, Riyadh's Expo 2030 has proven to be a transformative event, fostering cultural exchange, promoting economic development, and leaving a lasting legacy of innovation and sustainability. By aligning with Vision 2030 goals and showcasing Saudi Arabia's capabilities on the global stage, Expo 2030 has positioned the Kingdom as a leader in driving positive change and fostering global unity.

Here are some potential areas for future research:

1) Longitudinal Impact Analysis: Conducting longitudinal studies to track the long-term impacts of Expo 2030 on Saudi Arabia's economy, tourism sector, and cultural exchange. By collecting data over several years post-event, researchers can assess the sustained effects of Expo-related investments, infrastructure developments, and policy initiatives on economic growth, job creation,

and international relations.

2) Visitor Experience and Satisfaction Surveys: Undertaking comprehensive surveys to evaluate the visitor experience and satisfaction levels during Expo 2030. By gathering feedback from attendees regarding various aspects such as accessibility, cultural programming, exhibition quality, and amenities, researchers can identify areas for improvement and inform future event planning strategies.

3) Environmental Impact Assessment: Conducting environmental impact assessments to evaluate the ecological footprint of Expo 2030 and its associated infrastructure projects. Researchers can assess factors such as energy consumption, waste generation, carbon emissions, and biodiversity loss to gauge the event's sustainability performance and identify opportunities for mitigating environmental impacts in future expos.

4) Cultural Exchange and Diplomatic Relations: Exploring the role of Expo 2030 in fostering cultural exchange, diplomatic relations, and international cooperation. Future studies could analyse the effectiveness of cultural diplomacy initiatives, intergovernmental collaborations, and cross-cultural exchanges facilitated by the Expo in promoting intercultural understanding, peacebuilding, and global solidarity.

5) Legacy and Heritage Preservation: Investigating the legacy and heritage preservation outcomes of Expo 2030, particularly in terms of cultural landmarks, architectural innovations, and cultural heritage conservation efforts. Researchers can assess the lasting impacts of Expo-related projects on Riyadh's urban fabric, cultural identity, and intangible heritage, as well as their significance for future generations.

6) Economic Diversification Strategies: Examining the efficacy of Expo 2030 as a catalyst for economic diversification and innovation in Saudi Arabia. Future studies could analyze the spill over effects of Expo-related investments on non-traditional sectors such as technology, creative industries, and knowledge-based industries, and evaluate their contribution to reducing reliance on oil revenue and fostering sustainable economic growth.

7) Social and Community Impacts: Investigating the social and community impacts of Expo 2030 on residents, businesses, and marginalized communities. Researchers can explore issues such as social inclusion, equitable access to economic opportunities, and community engagement in the planning and execution of Expo-related initiatives, as well as assess the event's overall social cohesion and cultural vibrancy.

By addressing these research areas, future studies can provide valuable insights into the multifaceted impacts of Expo 2030 in Riyadh and contribute to a deeper understanding of the dynamics shaping global expos, cultural events, and sustainable development initiatives. Moreover, these studies can inform evidence-based policymaking, urban planning strategies, and event management practices to maximize the positive outcomes of hosting large-scale international

events in the future.

Conflicts of Interest

The author declares no conflicts of interest regarding the publication of this paper.

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