Exploring Tourism's Contribution to Saudi Arabia's Vision 2030: Aligning with UN SDG 8 for Sustainable Growth

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ABSTRACT

This research explores how tourism contributes to successfully implementing the Saudi Arabia Vision 2030, mainly in terms of resilience and correlation with the sustainable development goal (SDG) 8. This paper adopts a Systematic Literature Review (SLR) methodology to examine efforts to promote tourism in support of KSA Vision 2030 and its compliance with SDG 8. Scopus, Web of Science, and Science Direct were the primary databases from which relevant articles were retrieved. Ten studies were finally considered eligible for the review. It is evident that the tourism industry accounts for a large percentage of the GDP reports, which highlight that tourism accounted for approximately 9% of Saudi Arabia's GDP in 2018, equating to $65 billion. Nevertheless, there are regulatory and ecological constraints. Outcomes reveal the importance of sustainable tourism as implemented in the Al-Ula and The Red Sea projects. In addition, community engagement and digital touchpoints, such as interactive screens, digital signage, and kiosks that enhance visitor interaction, stand out as successful strategies for the future of tourism experiences. It compares findings with extant research, providing practical strategies to ensure sustainable tourism development supports Vision 2030 and global SDGs. However, it is essential to note the limitations of this study, including the small sample size of reviewed articles, which may affect the generalizability of the findings. Therefore, this research has suggested the need to adopt strategic leadership, incorporate all stakeholders into the practices, and realize the value of technology in enhancing Saudi Arabia's tourism destination status.

1. INTRODUCTION

Vision 2030 of Saudi Arabia is an understandable strategic plan aimed at transforming the kingdom's economy and, therefore, decreasing the country's vulnerability to fluctuations in the price of oil. Tourism forms one of the core components of this strategy, with the government wishing to grow its contribution to the GDP from 3% as it was in 2019 to 10% in 2030 [1]. Tactical measures complement the ambitious goal of the e-visa program initiated in 2019, including infrastructure developments that entail NEOM and the Red Sea Project, as well as the renovation of cultural and historical AlUla. Through these, the authorities hope to reach 100 million international tourists a year by 2030, produce one million new jobs needed, and achieve business revenues of $80 billion annually [2].

There is a clear connection between the developed form of tourism and the eighth UN SDG, economics, and employment. As the sector develops, it is expected to solve important problems, such as unemployment among the young population of Saudi Arabia, which was approximately 27% in 2023 [3]. Another benefit of the industry is that there are possibilities to enhance the involvement of Chinese people, especially women and young people, in hospitality, cultural occasions, and serving careers [2, 4]. Since job creation and economic diversification initiatives are expected to be pursued as structural fixes to the labor market in the kingdom, tourism appears well-suited to help with the undertaking.

At the same time, the achievement of these goals is protected by specific difficulties. Tourism development can sow seeds of socio-ecological dilemmas in vulnerable natural areas like the Red Sea region, where ecosystems are at risk from overdevelopment [5, 6]. In addition, there is a skills gap in the industry, a problem occasioned by the challenges employers have to recruit competently trained professionals in hospitality and tourism management [7]. Another threat resides in accepting the public and a gradually expanding number of international tourists who, on the one hand, bring specific revenue to the island, while on the other hand, the population needs to maintain their common cultural standards and beliefs.

Despite this, the targets set in Vision 2030 must elaborate on the feasibility and the potential implementation progress. For example, creating one million new jobs and annual $80 billion in revenues never explain the conditions for building infrastructure and preparing the workforce for that end [8, 9]. Further, the relative analysis of tourism's effects on the economy compared with the other fields or international

averages would be useful. Through a Systematic Literature Review (SLR), this study examines sustainable tourism trends in Saudi Arabia using methods that past research has not widely adopted. Prior research tended to view only specific parts of tourism development and sustainability separately until researchers in this paper connected those findings to the overall SDG 8 consensus. The research highlights ways for communities to connect with tourists using digital tools while sharing practical strategies that match Saudi Arabia's local conditions. This research studies Al-Ula and The Red Sea projects to learn what works while addressing weaker points of earlier publications about ecological regulations. This research develops a complete view of sustainable tourism in Saudi Arabia while setting the foundation for future research that supports Vision 2030 objectives.

2. METHODOLOGY

This paper adopts an SLR methodology to examine efforts to promote tourism to support KSA Vision 2030 and its compliance with SDG 8. Therefore, the SLR method yields non-biased results from the currently available literature, which allows for the recognition of essential topics and further research perspectives.

2.1 Search strategy

In the context of article selection, an electronic search was performed to cover the significant peer-reviewed international DBs containing full-text articles, industry reports, and conference proceedings. Thus, Boolean operators and appropriate keywords were applied to focus on the study's research topic.

2.2 Keywords and Boolean operations

Table 1 shows the keywords and Boolean operators employed in performing research to identify literature of interest. Selecting keywords connected with tourism in Saudi Arabia, Vision 2030, sustainable development, and challenges narrows the search. AND, OR, and phrase searches represent the scope and content of issues concerning the connection between tourism and SDG 8.

2.3 Databases and search string

The academic databases used and the search strings applied are shown in Table 2. These are Scopus, Web of Science, and Science Direct for listing peer-reviewed articles. Specific keywords and Boolean operands were used to generate searches related to Saudi Arabia's tourism under Vision 2030.

2.4 Inclusion and exclusion criteria

Table 3 outlines the criteria for inclusion and exclusion of studies used in this study. These criteria increase relevance and paper quality since they filter articles on or after 2018, published in English, and specific to Saudi Arabia's tourism industry. This systematic filter excludes unrelated or unattainable sources, bringing about a relevant and credible review. The study used 10 studies for a systematic review, but the small sample size is a limitation and limits the generalizability of findings to different research contexts.

Table 1. Keywords and Boolean operations

Concept	Keywords	Boolean Operations
Tourism in Saudi Arabia	"Saudi Arabia tourism" OR "tourism in KSA" OR "Saudi Vision 2030 tourism"	("Saudi Arabia tourism" OR "tourism in KSA") AND Vision 2030
Vision 2030	"Vision 2030" AND "tourism"	"Vision 2030" AND ("tourism" OR "hospitality")
Sustainable Development	"Sustainable tourism" OR "economic growth tourism" OR "UN SDG 8"	("sustainable tourism" AND SDG 8) OR ("economic growth" AND "tourism")
Challenges and Impacts	"Tourism challenges" OR "environmental impact tourism" OR "tourism policy Saudi Arabia"	("tourism challenges" OR "environmental impact") AND "Saudi Arabia"

Table 2. Databases and search string

Database	Search String
Scopus	("Saudi Arabia tourism" OR "tourism in KSA") AND ("Vision 2030" OR "UN SDG 8")
Web of Science	("sustainable tourism" AND "economic growth") AND ("Saudi Arabia" OR "Vision 2030")
Google Scholar	("Tourism challenges in Saudi Arabia" OR "tourism environmental impact") AND ("policy" OR "Vision 2030")
ScienceDirect	("Saudi Vision 2030" AND "tourism development") AND ("economic growth" OR "sustainable tourism")
Emerald Insight	("Tourism development Saudi Arabia" AND "UN SDG 8") OR ("sustainability challenges" AND "Vision 2030")

Table 3. Inclusion and exclusion criteria

Criteria	Inclusion	Exclusion
Publication Year	Articles published from 2018 onwards to ensure alignment with Vision 2030 and recent developments.	Articles published before 2018 that do not provide relevant insights into Vision 2030.
Language	Articles written in English.	Articles written in English or translations need more clarity.
Relevance	Studies directly addressing tourism in Saudi Arabia, Vision 2030, or UN SDG 8.	Studies focusing on general tourism unrelated to Saudi Arabia or not addressing Vision 2030.
Document Type	Peer-reviewed articles, conference papers, and government/industry reports.	Editorials, opinion pieces, and non-academic blogs.
Accessibility	Full-text articles are available through open access or institutional subscription.	Articles with restricted access or abstracts without full text.

2.5 Data analysis

Thematic analysis was used to analyze the data collected for this study, a common qualitative research technique for extracting, categorizing, and making meaning out of patterns in data. Thus, the process was pursued in accordance with the six-phase approach of previous study [10], starting from the familiarity stage, where an initial understanding of the themes and repeated patterns of experience is obtained. Features were then systematically coded for relevance to create the core framework for clustering relevant ideas into broader themes. These themes were emergent inductive; that is, the narratives of the data were subsequently triangulated, and a peer review group agreed with them to establish contextual validity and reliability. The use of thematic analysis was particularly justified because the analyzed studies present intricate relations between tourism and Vision 2030, where multiple and sometimes contradictory views must be synthesised systematically and nuancedly.

3. RESULTS

PRISMA is one of the well-established reporting checklists for systematic reviews and meta-analysis. Five hundred records were retrieved by subjecting the databases to thorough searches. Based on abstract and title screening, inclusion, and exclusion criteria, non-relevant studies were excluded, and 10 articles only qualified for the final review (Figure 1).
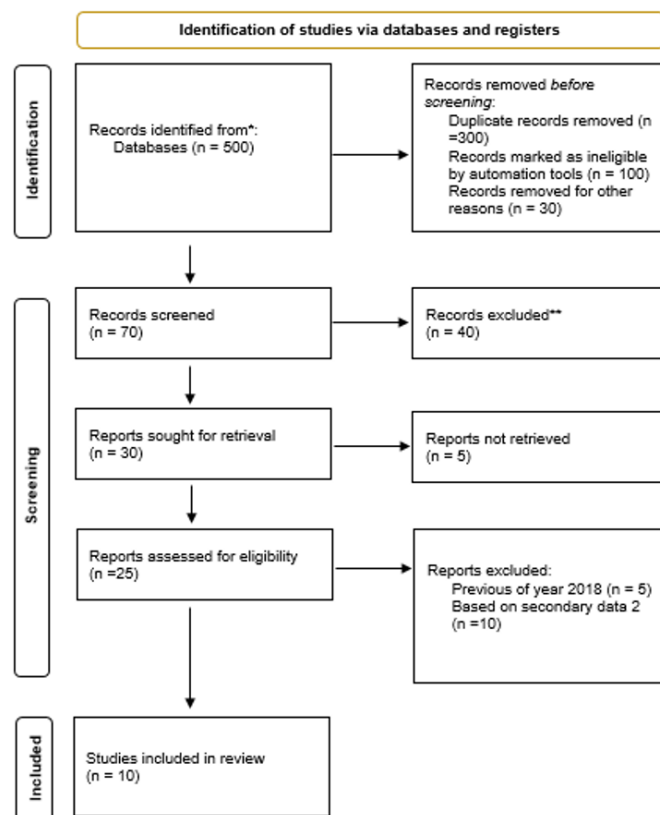

Figure 1. PRISMA framework

Table 4. Theme 1: Tourism and vision 2030

Study	Method	Findings	Conclusion
[5]	Quantitative, surveys	Tourism is pivotal to Vision 2030, with challenges like leadership and regulatory constraints highlighted.	Participatory leadership and strategic focus are essential to tourism's success under Vision 2030.
[11]	Quantitative, surveys	Biodiversity protection maintains positive links between sustainability-focused values and farm tourist fulfillment alongside rational fuel utilization promoting all altruistic and biospheric personal value development.	It is essential to develop pro-environmental behaviors within farm tourist groups because improved values can result in better well-being with sustainable Al-Ahsa regional tourism practices.
[12]	Case study, surveys	It identified challenges and strategies for positioning Saudi Arabia as a global tourism destination.	Strategic marketing and addressing barriers can help Saudi Arabia achieve global tourism branding.

Vision 2030 in Saudi Arabia highlighted that the tourism sector will take a central position in future development, affecting economic diversification, improving social welfare, and improving the kingdom's status. Tourism is considered one of the key activities that may contribute to deviation from the oil-dependent approach to the kingdom's economic development and thus support economic diversification policy. Many scholars have considered how tourism is situated within this broader conception and outlined its risks and prospects for success (Table 4).

AlNemer [5] employed a quantitative research method by developing a survey to investigate tourism and Vision 2030. The study discovered that tourism is relevant in transforming the kingdom's economic and social structure. However, AlNemer [5] noted that several factors might slow the realisation of tourism's policy goals and objectives, such as leadership and policy regime [13, 14]. The issues of fragmented stakeholders, excessive bureaucracy, and leadership voids are some of the reasons that negatively impact Saudi Arabia's Vision 2030 in Tourism. The government and private sector, as well as communities' lack of synchronisation, create problems in the work progression of

projects, and lengthy procedures hinder infrastructure enhancements. Such gaps, including inconsistent strategic direction and inadequate investment in people, also slow progress. The study concludes that for the kingdom to succeed, a participative leadership style is needed within the tourist industry so that personnel at all levels of government, along with personnel from the private sector and local communities in Saudi Arabia, must work more closely together. Therefore, these issues will require long-term strategies such as developing comprehensive infrastructure plans, investing in workforce training, and creating public-private partnerships to ensure sustainable growth. The results of this study have shown that high-governance structures and synergistic commitment from all stakeholders are crucial to attaining the tourism objectives stated in Vision 2030.

AlAli et al. [11] revealed that pro-environmental behaviors enhance rural tourism in Al-Ahsa. According to AlAli et al. [11] quantitative survey, biodiversity protection and rational fuel utilization have been shown to develop altruistic with biospheric personal values along with sustainability-focused values fulfilling the needs of farm tourists. The monitoring promotion of pro-environmental attitudes within farm tourist

demographics produces better wellness outcomes and sustained tourism activities in the regional area. Further, AlAli et al.'s [11] work shows that environmental value promotion creates pathways that directly benefit tourist satisfaction and support sustainable tourism development despite AlNemer's [5] identification of systemic barriers [15, 16].

Alyoubi [12] uses the case study method with surveys to assess the issues and approaches of advertising Saudi Arabia for tourism. The paper also outlines six challenges for the kingdom. At the same time, it cannot compete on the global stage today, which includes infrastructure, lack of international marketing, and perceptions of KSA as a closed destination for some people. Nevertheless, Alyoubi's [12] research also identifies the following possible solutions to the barriers above: launching a series of marketing campaigns targeting Saudi Arabia as a tourist hot spot, investing in infrastructure, the extent of transportation facilities, accommodation, and service quality, among others. According to Alyoubi [12], the kingdom can enhance its global tourism positioning by increasing its focus on making the Saudi Arabian nation friendly to international tourists and exploring and promoting its cultural and natural tourist sites. The case study is justified by asserting that Saudi Arabia can achieve its goal of becoming one of the top global tourist destinations by 2030, providing that the appropriate level of marketing and investment is made.

Sustainable tourism is a foundational idea that occupies a more and more significant place in Saudi Arabia's tourism master plan for its Vision 2030 program. Ecological and socio-cultural tourism are essential considerations in the sustainable growth of the tourist industry, thereby avoiding negative impacts on the environment [17]. Prior research has examined how the Saudi Arabian Tourism Authority and its tourism development projects, AlUla and the Red Sea, including its sustainability strategy.

Table 5. Theme 2: Sustainable tourism and environmental sustainability challenges

Study	Method	Findings	Conclusion
[18]	Comparative analysis	Sustainable practices in AlUla and The Red Sea projects show commitment to ecological preservation.	Sustainable tourism is vital for long-term economic and environmental benefits in Saudi Arabia.
[19]	Co-integration regression test	A positive relationship between tourism and economic growth; challenges with carbon emissions.	Tourism development must integrate environmental sustainability into policy and practices.
[20]	Panel ADRL framework	Economic growth supports tourism growth; ecological footprint and CO_2 emissions are significant concerns.	Sustainable practices must balance economic growth with environmental and social priorities.

A study by Filippi and Mazzetto [18] is helpful in understanding how two main tourism projects in Saudi Arabia, Al-Ula and the Red Sea, have adopted sustainable practices in the process of developing those two iconic locations. This is evident in the use of renewable energy for production and the use of water in these projects, which take an environmentally friendly approach to marketing the country as a tourist destination (Table 5). However, this study fails to address the arms and opportunities that exist regarding these sustainability endeavours. For example, as these undertakings will seek to preserve the area's environment, the capacity and constant expansion could greatly challenge Saudi Arabia's easily strained ecosystems. A large number of tourists can result in resource depletion, increased waste, and interferences with communities, which are elements that need to be managed to make sure that the sustainable development of such programs can occur. Secondly, many aspects as a result of cultural tourism development, including alteration of cultural sites/objects and community displacement, are usually neglected, although they are very significant factors determining the sustainability of the tourism sector [20, 21].

Faisal et al. [19] considered the economic impacts of the tourism sector, applying the co-integration regression test for the research on the correlation between the development of tourism and economic growth in Saudi Arabia. The co-integration regression tests show the correlation between diverse variables and their coefficients. The FMOLS results display a -0.003 negative relationship with carbon dioxide for tourism expenditure, which is statistically insignificant at 0.68. On the other hand, the overall results found with the DOLS method are a little positive at the margin (coefficient = 0.05, p = 0.08), though insignificant. The constant term (C) is estimated at 3.5 under FMOLS but is non-significant (p = 0.13). Their evidence shows the relationship between tourism and the country's economic development, meaning that tourism can potentially boost the national economy. However, the study also conducted a study on the social cost of this growth, mentioning the problems of carbon emissions and resource non-renewal. Faisal et al. [19], therefore, contend that it is necessary for Saudi Arabia to develop tourism policies to incorporate ecological sustainability to solve the problem of the effects caused by the expansion of the tourism sector. As the directed research concurs with the concepts of Filippi and Mazzetto [18], there is an emergence of social expectation of the need to improve the sustainability consideration of mass tourism projects' impact on concealed environment expenses. This is evidenced by the co-integration regression test results, thus showing that while promoting economic growth, the physical costs surrounding tourism could very easily offset the gains and, in the process, render unsustainable the physical resource base of the sector [18].

Tourism and its links to economic development, as well as problems with the environment, were also described by Wani et al. [20]. This study used the Panel ARDL model to analyse the interactive effects of economic development, tourism promotion, and environmental changes in Saudi Arabia. While agreeing with their assertion that economic development is an essential predictor of tourism development, their research also highlighted the unsustainability impact that current tourism expansion requires in terms of CO_2 emissions [14, 15]. This particular investigation brings to light the fact that the questions of environmental responsibility and sustainability and the question of the growth of the economy cannot be effectively solved in isolation from one another. The body of research as a whole indicates that, although economic development is a major factor in stimulating tourism, Saudi Arabia must resolve certain sustainable political problems that may harm the surroundings and the people. Hence, based on

the research studies of Filippi and Mazzetto [18], Faisal et al. [19], and Wani et al. [20], the conclusion is that economic growth as espoused in Vision 2030 can only be arrived at in Saudi Arabia if Sustainable environmental and social Tourism Management Policies are put in place.

Tourism development is connected with the notion of the community and sustainable measures needed in a dynamically growing context such as the Kingdom of Saudi Arabia. The tourism development under Vision 2030 of the kingdom targets sustainable economic benefits that can encompass the community [13, 16].

Table 6. Theme 3: Community and tourism development

Study	Method	Findings	Conclusion
[6]	Surveys, structural equation modelling	Community attachment influences perceived benefits; knowledge impacts satisfaction.	Community involvement is critical for sustainable and inclusive tourism development.
[17]	Field study, surveys	Camping is gaining popularity in Riyadh, indicating untapped opportunities in nature tourism.	Investment in nature tourism, like camping, can diversify tourism offerings and enhance economic growth.
[7]	Leximancer analysis	Tourism policies in the MENA region need more integration of peace and sustainability objectives.	Better collaboration between NGOs and policymakers can align tourism development with the SDG goals.
[22]	Quantitative survey	Positive country image leads to heightened tourist satisfaction and superior experiences by functioning through cognitive image as an essential mediator.	The necessity of developing multidimensional positive national images for rising tourism destinations.

In their study, Alsaloum et al. [6] examine the antecedents of community attachment and knowledge on beneficiary perception toward tourism outputs and satisfaction. The study did establish that those with moderate to high awareness of the tourism programmes tend to have a positive attitude towards the effects of tourism in the communities ($\beta = 0.439$, $p < 0.05$). This shows that local people can be useful to the development of tourism since their participation ensures that the development is related to their expectations and cultural practices (Table 6). According to the study, community attachment refers to the level of emotions residents have for the community, while perceived tourism advantage refers to the effects residents perceive regarding tourism in the community. The study emphasises that perceptions of tourism among the communities are more positive among residents with medium and high awareness of the tourism programmes. They pointed out the need for increased local people's participation in developing their tourist sites so that their needs are appreciated. It is most important to have two-way communication between tourists as the planners and inhabitants of an area where the tourism projects are developed. To this end, the study proposes what it calls a 'top-bottom approach' in which local communities not only receive information concerning tourism development plans but they are directly involved in the decision-making process on the same, thus guarantying that the made decisions are their expectations and cultural beliefs [14].

Taibah et al. [17] conducted a field study and survey to capture the phenomenon of camping in Riyadh as an example of the primarily untapped in terms of nature-based tourism experience. The analysis shows negative but statistically significant relationships between various drivers of nature tourism, such as camping in Riyadh. For example, the link between the perceived role of satisfied visitors on nature tourism in Saudi Arabia and the actual TripAdvisor site visits to nature tourism sites is 0.164, $t = 3.19$, $p < 0.003$. Moreover, the cross-tabulation between the idea that nature tourism should belong to the Saudi Tourism Ministry vision and camping is 0.200 and a significance of 0.000. Interestingly, when the chi-square and mean values were compared, the correlation coefficient of Riyadh-specific camping intention and the importance placed on nature tourism from the Saudi perspective was $0.238(p = 0.000)$. However, the actual visitation is more strongly related to the reasonable value camping packages available in Riyadh, with a coefficient of $0.409(p = 0.000)$, meaning that better offers could contribute considerably to increasing tourism rates. These results provide evidence for nature-based tourism in Riyadh. However, the correlation coefficients are not very strong, meaning that there are indicators that have to improve to enhance the level of nature-based tourism in Riyadh [15]. This study ascertains that leveraging this trend may help Saudi Arabia expand its tourism product diversification, thus fostering the kingdom's diversification objectives [7, 12]. Suppose Saudi Arabia encourages camping and other similar outdoor excursions. In that case, the country can tap into different groups of households, both domestic and international tourists, in diversifying revenue sources, thereby boosting the economy and the sense of togetherness among Saudi households [13]. On this front, it aligns with the vision.

International tourism can help develop local communities yet threaten to destroy their historic ways of life. Tourist visits can make local traditions become commercial products, reducing their value. When local people participate in tourism planning, they use tourism to maintain their culture while earning money from visitors [18]. A successful system to balance international tourism with local culture requires community leaders and experts to lead the development of tourism projects. The combination of tourist benefits does not always maintain original cultural customs when they are changed to please visitors. When local people take charge of tourism organising, they can ensure tour operators show actual cultural practices, not planned displays [13]. When local communities and tourists strike a balance, they defend their heritage while giving visitors real cultural experiences that create long-term tourism benefits.

Anouti et al. [7], unlike most authors, who focus on individual countries and strategic analysis, they provide an overview of the tourism policies in the MENA region by employing a qualitative data analysis called Leximancer. The study also establishes the fact that there is a vulnerability concerning the coordination of peace and sustainability goals in the tourism policies of the region countries, including KSA. However, there needs to be more compatibility with the SDGs;

hence, there is a significant void in the contextualisation of tourism as a tool for increased social and environmental returns [7]. The researchers stress that it is possible to achieve positive results by implementing peace-building and sustainability components into the framework of the kingdom's tourism policies and services to support communities' development and international relations based on Saudi Arabia's potential for sustainable tourism in the context of the region.

Aloufi [22] conducted the analysis of 112 tourists in Saudi Arabia's Taif City through structural equation modeling (SEM), and examined the interactions between cognitive, emotional, and behavioral aspects of the country's image while investigating their effect on tourist satisfaction and experiences. The study findings demonstrated that visitor satisfaction and complete experiences benefit from a positive country perception through the cognitive image function, intensifying how affective and conative elements affect destination competitiveness judgments. Results demonstrate why Saudi Arabia needs to develop a comprehensive positive national image for its tourism sector while providing beneficial guidance to policymakers and marketing experts who seek to boost visitor satisfaction and promote sustainable growth throughout Saudi Arabia and comparable destinations.

4. DISCUSSION

The research shows that Saudi Arabia's tourism sector generated 9% of the country's total economic value by 2018. Our analysis proves that tourism can promote Saudi Arabia's Vision 2030 goal of economic diversification through industry reliability. At both AlUla and The Red Sea projects, Saudi Arabia demonstrates the potential of tourism to protect nature and historical sites. Current research shows sustainable tourism should be considered essential to building the country's economic plan instead of a side benefit. Despite showing benefits across various studies, new research directions must be explored to better understand this area. Research shows community involvement helps tourism succeed, but how this impact enhances sustainability results remains unclear. Future research needs to study many engagement approaches to see how actively involved communities drive better tourism projects for sustainability.

Research needs to study tourism's positive and negative effects on carbon emissions. Research from AlNemer [5] displays that the problems associated with tourism growth create a negative impact, proving that we need to find an eco-friendly way to develop our tourism industry. The field demands research tools to evaluate how tourism affects nature and methods to make it more environmentally friendly. The research should investigate operations and initiatives in tourism that promote environmental sustainability to prevent the industry from damaging nature during growth. The research shows that we must focus on including peace and environmental protection targets in regional tourism management systems. According to Anouti et al. [7] separate policies make it harder to develop tourism effectively. Future research must evaluate region-level success models worldwide so Saudi Arabia can create effective tourism policies.

Modern technology offers a new way to connect local communities with tourists, but researchers have not yet studied this possibility. Research into digital platforms and mobile apps that bring tourists and local communities together will produce insights that boost tourism sustainability. AR and VR technology can improve tourist visits while sharing Saudi Arabian traditions and past [13]. Future research must better study these gaps to help Saudi Arabia achieve its Vision 2030 tourism goals by balancing tourism growth with environmental protection.

These research findings affect tourism development strategies and theory practice in Saudi Vision 2030. The study supports the need for tourism development models to include both community participation in planning and sustainable practices to achieve better financial and social results [5]. Research now supports plans that involve public participation as a better way to build tourism systems that can handle change. The research shows us that tourism policies need integration to solve both economic growth and environmental protection issues [7]. Government officials must build systems that help tourism industry partners and local residents collaborate with authorities to achieve sustainable development targets. Policies need to back the tourism industry's creativity and promote nature-based tours because consumers want new product options [19]. When policymakers bring stakeholders together while prioritising sustainable practices, they build a tourism sector that allows tourism to grow while safeguarding natural and cultural heritage for the next generation.

5. CONCLUSION

This research examined Saudi Arabian tourism to determine how it supports the nation's Vision 2030, focusing on sustainable tourism and its compliance with the UN SDG 8. The results also underline that tourism stakeholders are doing much to sustain economic diversification, local involvement, and environmental sustainability. However, issues such as regulatory hurdles, leadership deficits, and ecological exchanges demand more structured approaches. Saudi Arabian tourism projects, including AlUla and The Red Sea, are sustainable tourism projects, and they show Saudi Arabia's conservation efforts, but policy coherence is required to reconcile economic growth with the environment effectively. The prominence of community involvement as an essential determinant of the relations under study results from the requirements associated with the need to develop attachment and satisfaction within the local community. Further, the study establishes the significance of technology in evaluating tourists' perceptions of the destination and enhances service quality through sentiment analysis instruments.

The policy suggestions should address Saudi Arabia's local needs by matching them to their community and natural environment. Government leaders should create a system that lets local people take part in planning and deciding what tourism should look like in their neighborhoods. Local tourism councils of experts from all sectors will help choose tourist options that fit well with local customs and the community's beliefs. The government needs to offer training for local business owners that teaches eco-tourism methods alongside cultural heritage and natural landscape promotion. This strategy would help develop multiple income sources across the community while creating happy and proud residents. Special rules must control tourism access to vulnerable locations and natural areas to protect vital cultural and natural resources during development. Local communities can attract visitors by holding traditional cultural events to boost tourism

while keeping their cultural heritage alive. Saudi Arabia can create an enduring tourism industry design that fits its unique cultural and environmental surroundings as it grows its economy.

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