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The Relationship between Special Events and Perception of the Dimensions of the Kingdom of Saudi Arabia Image in Light of Vision 2030: A Case Study of Riyadh Hosting the World Expo (*)

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Abstract

Special events are pivotal in supporting the reputation and identity of the hosting countries. After the announcement of the Kingdom of Saudi Arabia winning the honor of hosting the 2030 International Expo in Riyadh, the current study shed light on the impact of such a special event on the image of the Kingdom of Saudi Arabia among a sample of (300) respondents through an online survey, as well as measuring their attribution to the city hosting the event, “Riyadh,” according to a scientific model: “the relationship between special events and the perceived image of the host country. The study came out with many results that indicate the strong impact of this special event, the World Expo, on the perceptions of the respondents, as well as the image of the country and the city of Riyadh. Also, the results indicated high awareness of the nature of this special event held in major countries to showcase innovations and modern technologies globally. The results of the study also revealed that the image of the event was positive for the largest percentage of respondents, with an increase in the confidence of these respondents in the Kingdom’s ability to organize this major event, the World Expo.

Keywords: Special Events, State Image, Expo, Saudi Arabia Vision 2030.

(*)The Paper was received on February 07, 2025, and accepted for publication on March 25, 2025.