

"Global Ambitions Unleashed: The Ascending Power of Saudi Arabia's Projects in the International Marketplace"

Eng. Waleed Akhtar M Sultan, Ph.D. Researcher, DBA Candidate, MBA.
PfMP, PgMP, PMP, PMI-RMP, PMI-ACP, PMI-PBA, PMO, FMP, AVS, KPI-
P, P3O, MoP, CP3P, CE, CSS, CMAIS
Saudi Arabia, Riyadh, MOMRAH

Abstract

The research titled "Global Ambitions Unleashed: The Ascending Power of Saudi Arabia's Projects in the International Marketplace" tackles the research problem of a lack of comprehensive literature on Saudi Arabia's global ambitions, especially regarding its ambitious projects. This study seeks to close this gap by conducting an in-depth analysis of these projects and evaluating their potential influence on Saudi Arabia's international standing.

The literature review examines Saudi Arabia's projects (AIUla, AMAALA, Red Sea Project, Diriyah, King Salman Energy Park, and OXAGON), investigating their role in reinforcing the country's global power. The research is organized around three research questions:

First, an extensive analysis of Saudi Arabia's significant projects in the global arena (AIUla, AMAALA, Red Sea Project, Diriyah, King Salman Energy Park, and OXAGON) will be conducted. This section delves into the chosen projects, discussing their goals, scope, and implications for Saudi Arabia's global aspirations.

Second, the study evaluates Saudi Arabia's global projects' economic, social, and geopolitical ramifications (AIUla, AMAALA, Red Sea Project, Diriyah, King Salman Energy Park, and OXAGON). This portion of the research assesses the possible impacts of these projects on the Saudi Arabian economy, society, and geopolitical relations, examining the opportunities and challenges they bring.

Lastly, the research measures the success of Saudi Arabia's ambitious projects by assessing their outcomes and contributions to economic diversification and sustainability (AIUla, AMAALA, Red Sea Project, Diriyah, King Salman Energy Park, and OXAGON). This final research question concentrates on appraising these projects' values in fostering economic diversification, employment generation, and sustainable development, as well as their implications for Saudi Arabia's long-term maturation and stability.

By addressing these research questions, the study offers a more comprehensive understanding of Saudi Arabia's global ambitions and how its ambitious projects shape its position in the international marketplace.

Date of Submission: 22-04-2023

Date of Acceptance: 05-05-2023

I. Introduction

This research focuses on the existing gap in the literature concerning Saudi Arabia's global ambitions, especially in the context of its ambitious projects. The aim is to bridge this gap by providing an in-depth analysis of these projects and evaluating their potential impact on Saudi Arabia's international standing. (Vision 2030, 2022).

The literature review will center on a selection of Saudi Arabia's initiatives, such as AIUla, AMAALA, Red Sea Project, Diriyah, King Salman Energy Park, and OXAGON, to explore their role in reinforcing the nation's global power. The research will be structured around three research questions. (Chalastani et al., 2020).

This research paper takes an in-depth look into these developmental projects by Saudi Arabia's leaders and examines their potential impact on both domestic and international levels. It further analyzes how these efforts can help enhance the nation's position within the global marketplace while contributing to power dynamics worldwide.

Research Objectives

1. To identify and analyze the main projects that Saudi Arabia is undertaking to assert its power in the international marketplace.
2. To assess the potential economic, social, and geopolitical impacts of these projects on Saudi Arabia and the global community.

3. To evaluate the effectiveness of Saudi Arabia's ambitious projects in achieving their intended goals and contributing to the nation's long-term economic diversification and sustainability.

Research Problem

Although Saudi Arabia has been increasingly gaining attention in the global scenario, it is noteworthy that more academic studies should be conducted on the country's ambitions beyond its borders. This lack of research becomes more apparent when observing Saudi Arabia's ambitious undertakings. Therefore, the current study seeks to bridge this gap by extensively analyzing such initiatives and evaluating their potential influence on Saudi Arabia's perspective worldwide.

Research Questions

1. What are the main projects that Saudi Arabia is undertaking to assert its power in the international marketplace?
2. What are the potential economic, social, and geopolitical impacts of these projects on Saudi Arabia and the global community?
3. What gaps exist in the literature and knowledge about Saudi Arabia's global ambitions and power dynamics?

II. Research Methodology

This study will adopt a theoretical research approach, focusing on a comprehensive review of existing literature and relevant studies related to Saudi Arabia's ambitious projects and their potential impact on the country's global ambitions(Snyder, 2019). To conduct a comprehensive analysis of Saudi Arabia's major projects in the global arena, educational articles were used as primary sources. These sources were chosen based on their relevancy to the research topic and credibility within academic circles(Snyder, 2019). The research was conducted by thoroughly reading and analyzing each article to identify key insights and relevant data points. The methodology utilized for this study involved a qualitative approach that focused on identifying patterns, themes, and connections between different projects. This approach allowed for a deeper understanding of each project's context and how it fits into Saudi Arabia's larger economic strategy(Snyder, 2019). Overall, through a rigorous methodology utilizing educational articles as primary sources, this study provides an in-depth analysis of AIUla, AMAALA, Red Sea Project, Diriyah, King Salman Energy Park, and OXAGON - key significant projects being undertaken by Saudi Arabia in the global arena.(Vision 2030, 2022).

Research Importance

Gaining a comprehensive comprehension of Saudi Arabia's worldwide aspirations and the significance of its ambitious schemes holds significant importance in comprehending the country's transforming economic and geopolitical backdrop. Thus, profound research on this topic is very crucial and can provide specific valuable insights to policymakers, investors, and researchers keen on keeping an eye on Saudi Arabia's prospects in global trade. It will enable them to make informed investment decisions, formulate relevant policies, implement effective methods, and keep up with the ever-changing international marketplace.

III. Literature Review

The literature review will provide an overview of the existing knowledge on Saudi Arabia's ambitious projects and their potential impact on its global ambitions. It will cover economic diversification, sustainable development, and geopolitical implications. The literature will cover samples of Saudi Arabia projects (AIUla, AMAALA, Red Sea Project, Diriyah, King Salman Energy Park, and OXAGON), to mention its global power by answer the three research questions as below:

Answering Research Question One: A Comprehensive Analysis of Saudi Arabia's Major Projects in the Global Arena.

According to the official website of Vision 2030 (2022),Saudi Arabia's ambitious vision for the future has propelled it to launch multiple major megaprojects, aiming to assert its dominance on the global stage by capitalizing on a thriving economy. This comprehensive analysis delves into six extraordinary endeavors: AIUla, AMAALA, Red Sea Project, Diriyah, King Salman Energy Park, and OXAGON. By exploring their objectives, complications, and anticipated influence on diverse sectors such as tourism and energy production, this composition offers valuable insights into Saudi Arabia's economic development strategy to break free from an oil-dependent economy.

Indeed, without a doubt, The Kingdom of Saudi Arabia (KSA) has been widely characterized as a notable consequential oil & natural gas producer for numerous decades in the world(Alfawzan et al., 2020). This abundance of resources has been the driving force behind its economy. Nevertheless, in recent years, the

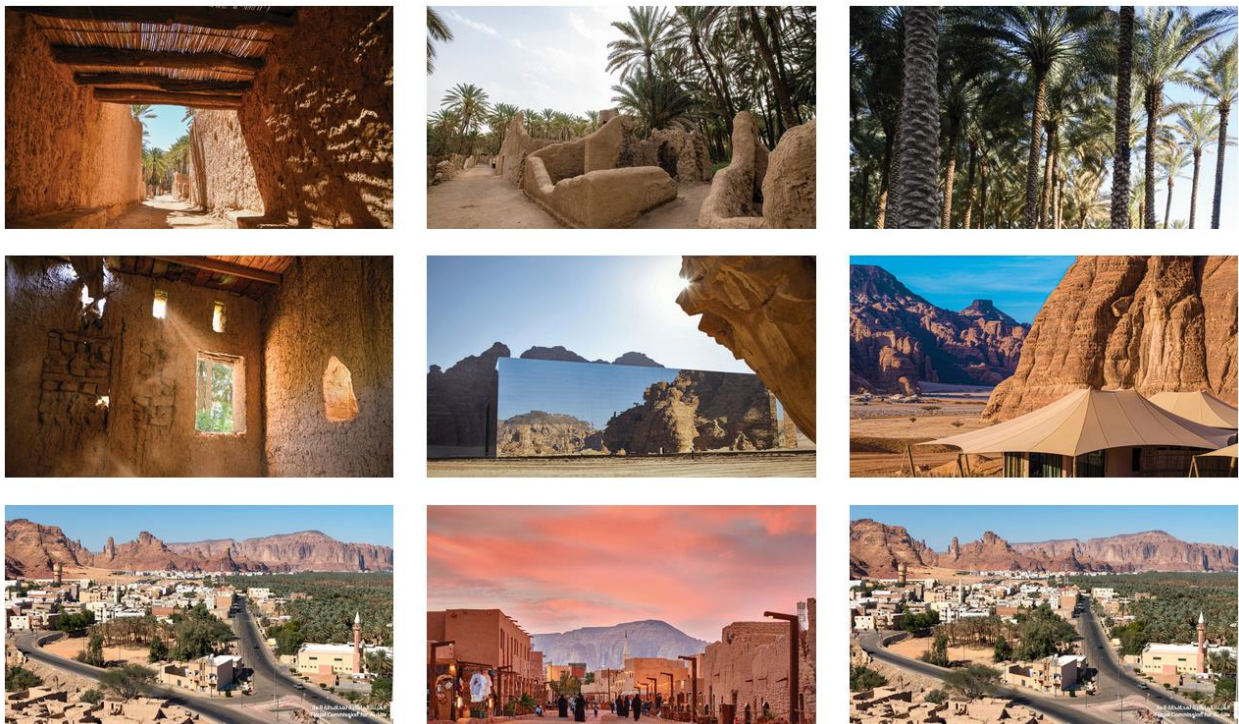
government has shifted its focus to diversifying and reducing dependence on these finite resources (Vision 2030, 2022). To achieve this objective, they have launched several massive development projects poised to transform various areas across the country into global destinations. The list includes AIUla, AMAALA, The Red Sea Project, Diriyah, King Salman Energy Park (SPARK), and OXAGON—each with a unique emphasis and goals that aim for one common end: establishing Saudi Arabia as a critical player in the global arena. The project aims to develop the AIUla site—a place rich with cultural heritage—into an exceptional tourist destination known worldwide. (Chalastani et al., 2020) & (Siouti & Ali, 2019).

According to Mitchell (2023), Meanwhile, the main goal for AMAALA is nothing short of creating an ultra-luxury resort community along Saudi Arabia's northwestern coast. At the same time, The Red Sea Project will revolutionize over 50 islands in the said sea by developing them into luxury resorts and entertainment facilities. Diriyah project focuses on preserving historical landmarks while also modernizing hospitality infrastructure around them; SPARK wants to be at the front line, providing high-tech facilities & services that make energy-related industries more efficient. The visionary plans continue from there onto OXAGON, where grand ideas like education-technology industry-visionary new mobility solutions-sustainable architecture-agriculture-energy-water management-and circular economy practices will come together seamlessly, making it one of the largest sustainable cities globally! All these grand undertakings reflect Saudi Arabia's commitment towards economic diversification aligned with Vision 2030 goals led by **Crown Prince Mohammed bin Salman al Saud**. By investing heavily in such mega-projects, the kingdom endeavors to boost economic growth and encourage social progress through job creation -women empowerment-innovation & knowledge transfer-collaboration between international expertise & local talent-promoting eco-tourism, among many others. (Mitchell, 2023) & (Arab News, 2023).

Answering Research Question Two: Evaluating the Economic, Social, and Geopolitical Consequences of Saudi Arabia's Global Projects.

Assessing the Economic, Social, and Geopolitical Impacts of Saudi Arabia's Major Initiatives (AIUla, AMAALA, Red Sea Project, Diriyah, King Salman Energy Park, and OXAGON)

1-AIUla: Economically, the development of AIUla as a center for historical and cultural tourism is anticipated to bolster local and national economies through employment opportunities, increased foreign investments, and tourism revenues. According to Oxborrow (2023), the project will aid in the diversification of the country's economy and decrease its reliance on oil. (Oxborrow, 2023).



Source: <https://www.rcu.gov.sa/en/media-gallery/photos/>

Socially, AIUla will be essential in preserving and highlighting Saudi Arabia's cultural heritage, resulting in heightened national pride and a fortified sense of identity (RCU, 2023). The project will also benefit local communities by providing employment, educational, and infrastructural opportunities. (Vision 2030, 2022).

Geopolitically, AIUla's emergence as a global cultural and tourist attraction will boost Saudi Arabia's soft power and worldwide standing, drawing more visitors and reinforcing its diplomatic relations with other countries.(Oxborrow, 2023).

2-AMAALA: Economically, the AMAALA initiative aims to establish a high-end tourism destination, appealing to wealthy individuals and enhancing the nation's tourism industry. This will lead to job creation, a diversified economy, and increased regional investments.

Socially, AMAALA is projected to foster growth in the arts, culture, and wellness sectors within Saudi Arabia, encouraging a healthier and more dynamic society. The project will also create new employment and business opportunities for local communities.(Amaala, 2023).



Source: <https://www.amaala.com/en/home>



Source: <https://www.amaala.com/en/home>

Geopolitically, AMAALA will elevate Saudi Arabia's reputation as a luxury tourism hotspot, attracting influential visitors and investors and facilitating the development of stronger diplomatic and economic ties globally.(Amaala, 2023).

3-Red Sea Project: Economically, the Red Sea Project is expected to significantly contribute to tourism revenue, employment generation, and foreign investments. It will assist in diversifying the economy, reducing dependence on oil revenues.(Vision 2030, 2022).

Socially, the Red Sea Project aspires to establish new benchmarks in sustainable development and environmental preservation. This will raise awareness and encourage eco-friendly practices within Saudi Arabia and beyond. (Vision 2030, 2022).



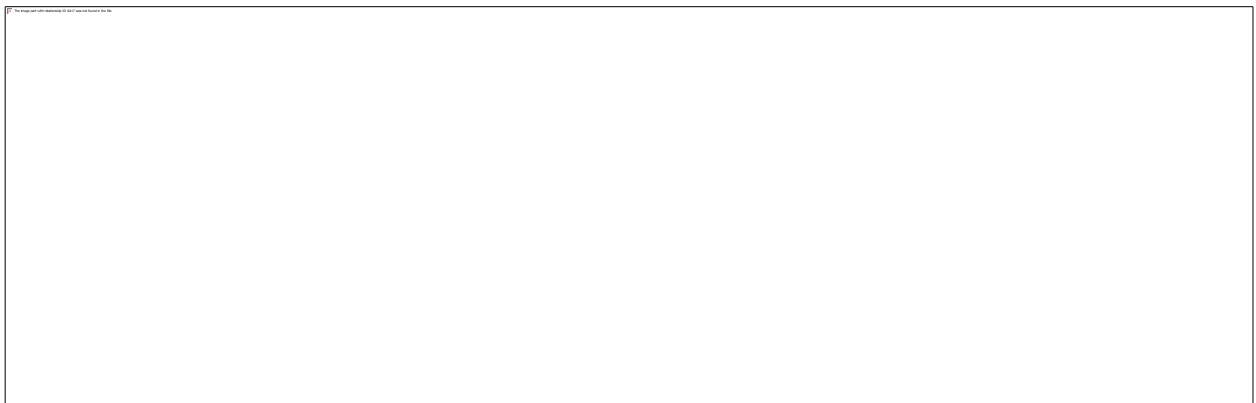
Source: <https://www.vision2030.gov.sa/v2030/v2030-projects/the-red-sea/>

Geopolitically, the project will position Saudi Arabia as a leader in sustainable tourism and environmental stewardship, enhancing the nation's global reputation and influence.(Arab News, 2023).

4- Diriyah: Economically, the Diriyah initiative will stimulate growth in the tourism sector and diversify the economy by attracting foreign investments and generating jobs in the hospitality, retail, and entertainment industries.(Reiss et al., 2019).



Source: <https://www.diriyah.sa/>



Source: <https://www.diriyah.sa/>

Socially, the project will contribute to preserving Saudi Arabia's cultural heritage, fostering national pride and identity. It will also create educational and employment opportunities for local communities.(Alrehaili & Hussein, 2012).

Geopolitically, Diriyah's evolution into a cultural and historical attraction will reinforce Saudi Arabia's global influence and soft power, enticing international visitors and promoting stronger diplomatic relations.(Alrehaili & Hussein, 2012).

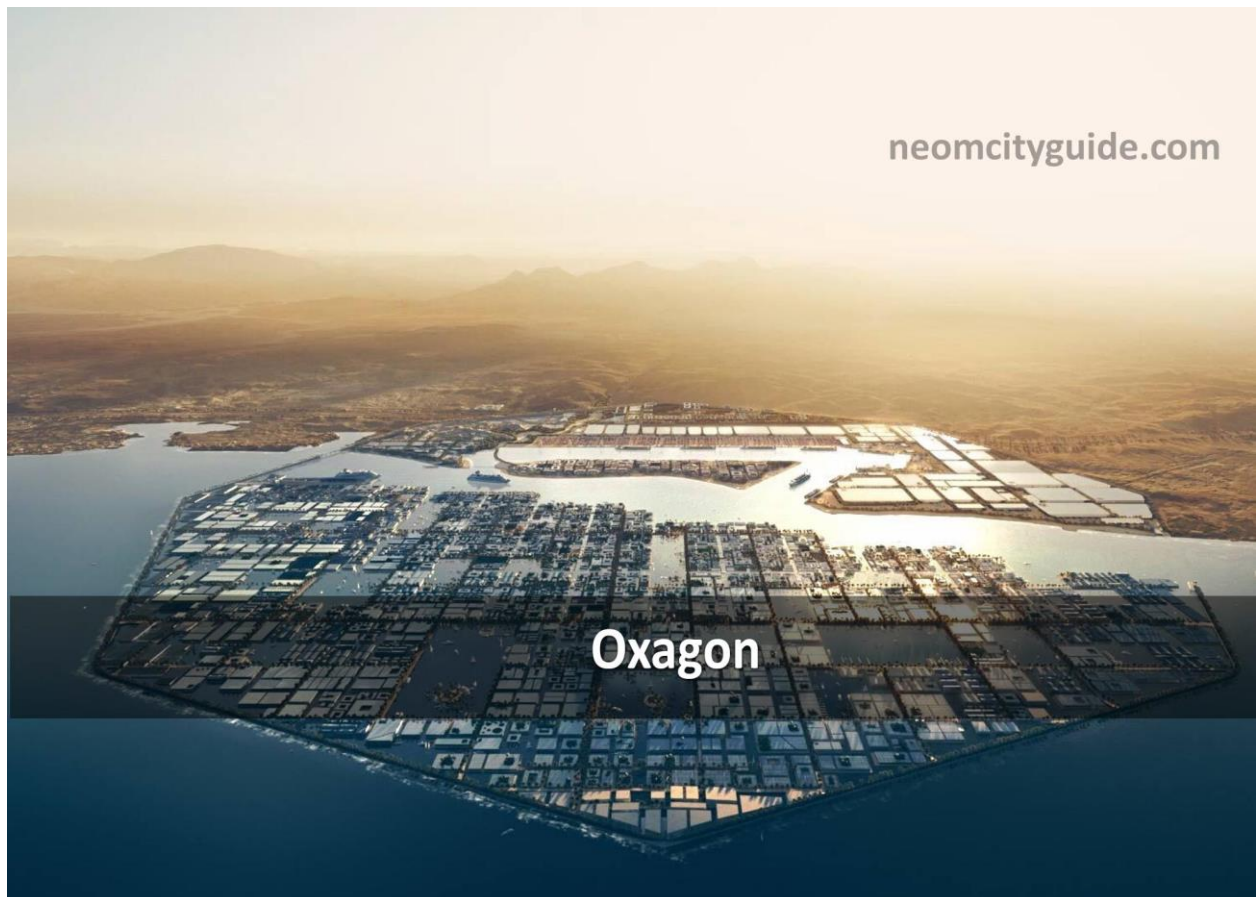
5-King Salman Energy Park (SPARK): Economically, the King Salman Energy Park is intended to draw investments in the energy sector, generate jobs, and stimulate innovation in the industry. This will support economic diversification and the growth of a knowledge-based economy.(Saudi Aramco, 2018). Socially, SPARK will create employment opportunities for residents and facilitate the development of new skills and expertise in the energy sector.(Mitchell, 2023).



Source: <https://www.spark.sa/>

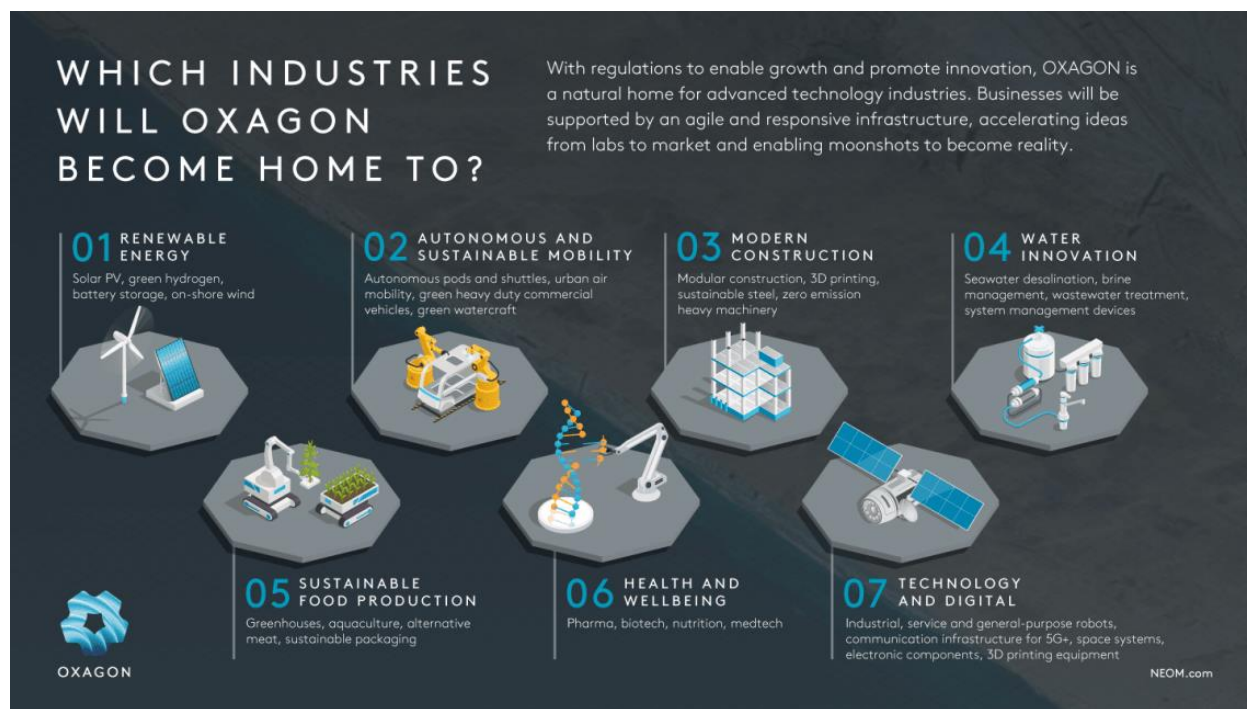
Geopolitically, the King Salman Energy Park will strengthen Saudi Arabia's standing as a global energy leader and showcase the country's dedication to innovation and sustainable development within the sector.(Why SPARK, 2023).

6-OXAGON: Economically, the OXAGON initiative aims to develop a new, technologically advanced industrial city focused on innovative manufacturing, fostering economic growth and diversification.(Hassan, 2020).



Source: <https://www.neom.com/en-us/regions/oxagon>

Socially, OXAGON will generate new job opportunities, particularly in cutting-edge industries, and encourage skill development in these fields. This will lead to a more diversified workforce and improve local communities' overall quality of life. Geopolitically, the OXAGON initiative will position Saudi Arabia as a frontrunner in state-of-the-art technology and advanced manufacturing, drawing foreign investment and international collaborations. (Alfawzan et al., 2020). This will further boost the nation's global reputation and influence in the industrial and technological sectors. (Yusuf & Abdulmohsen, 2023).



Source: <https://www.neom.com/en-us/regions/oxagon>

In summary, the ambitious projects launched by Saudi Arabia, including AIUla, AMAALA, Red Sea Project, Diriyah, King Salman Energy Park, and OXAGON, are predicted to yield considerable economic, social, and geopolitical impacts. These initiatives will foster economic diversification, job creation, and sustainable development while enhancing the nation's global image and influence. By undertaking these projects, Saudi Arabia strategically positions itself as a crucial player across various sectors and industries in the international market. (Alfawzan et al., 2020), (Aly, 2019), (Aljumzi, 2022), (NEOM, 2023).

Answering Research Question Three: Measuring Success: Assessing the Outcomes and Contributions of Saudi Arabia's Ambitious Projects to Economic Diversification and Sustainability.

Examining the Outcomes and Impacts of Saudi Arabia's Significant Initiatives on Economic Diversification and Sustainability (AIUla, AMAALA, Red Sea Project, Diriyah, King Salman Energy Park, and OXAGON). The effectiveness of AIUla as a center for historical and cultural tourism can be determined by analyzing its influence on local and national economies, employment generation, increased foreign investments, and tourism income. Assessing its role in diversifying the economy and decreasing oil reliance is vital for understanding its impact on economic sustainability. The achievements of AMAALA as a high-end tourism destination will be appraised by its capacity to draw affluent visitors, enhance the tourism sector, and create jobs. The project's contributions to the expansion of arts, culture, and wellness sectors and its effect on regional investments will serve as crucial indicators of its role in economic diversification and sustainability.

The outcomes of the Red Sea Project will be assessed by examining its influence on tourism revenue, employment generation, and foreign investments (Chalastani et al., 2020.) Its dedication to promoting sustainable development and environmental protection will also be crucial in determining its accomplishments and contributions to economic diversification and enduring sustainability (Vision 2030, 2022). The effectiveness of the Diriyah initiative will be measured by its expansion in the tourism sector and its capacity to draw foreign investments and create jobs in the hospitality, retail, and entertainment industries (Reiss et al., 2019). The project's function in safeguarding cultural heritage and enhancing national pride and identity will also be considered when evaluating its effect on economic sustainability. (Arab News, 2023).

The contributions of King Salman Energy Park to economic diversification and sustainability will be evaluated by examining its capacity to draw appropriate investments in the energy sector, generate employment,

and foster innovation within the industry(Why SPARK, 2023). Its role in supporting a knowledge-driven economy and cultivating new abilities and expertise in the energy field will also be considered. Furthermore, the success of the OXAGON initiative will be assessed by its ability to create a novel, technologically sophisticated industrial city centered on innovative manufacturing, promoting economic growth and diversification. Its potential to provide new suitable employment opportunities, particularly in advanced industries, and encourage skill development in these sectors will be essential in determining its contributions to economic diversification and lasting sustainability.(NEOM, 2023).

IV. Conclusion

To summarize, the ambitious initiatives proposed by Saudi Arabia, such as AIUla, AMAALA, Red Sea Project, Diriyah, King Salman Energy Park, and OXAGON, are expected to have significant economic, social, and geopolitical repercussions. These projects promote economic diversification, employment generation, and sustainable development while improving the country's global image and influence. By implementing these measures, Saudi Arabia strategically positions itself as a crucial player in various industries and sectors in the international market.

This study attempts to bridge the gap in the existing literature on Saudi Arabia's international aspirations by presenting a comprehensive analysis of selected projects and their potential impact on the nation's global standing. These endeavors could lead to substantial economic growth and stability for future generations. However, success will depend on various factors like attracting favorable investments, creating job opportunities, and fostering innovation.(Chalastani et al., 2020). Overall, this research highlights the significance of Saudi Arabia's ambitious plans in attaining strategic objectives while ensuring economic sustainability. It is imperative to track progress continually and evaluate results to ensure long-term positive outcomes amid increasing competition globally.(Vision 2030, 2022).

References

- [1]. AMAALA. (2023). Discover AMAALA. Retrieved from <https://www.amaala.com/en/home>
- [2]. Arab News. (2023). King Salman Energy Park (SPARK). Retrieved from <https://www.arabnews.com/tags/king-salman-energy-park-spark>
- [3]. Aly, H. (2019). Royal Dream: City Branding and Saudi Arabia's NEOM. *Middle East - Topics & Arguments*, 12, 99–109. Retrieved from <https://archiv.ub.uni-marburg.de/ep/0003/article/view/7937>
- [4]. Alqumzi, A. (2022). Risks and Challenges Associated with NEOM Project in Saudi Arabia: A Marketing Perspective. *Journal of Risk and Financial Management*, 15(9). <https://doi.org/10.3390/jrfm15090381>
- [5]. Alrehaili, A. M., & Hussein, M. T. (2012). Use of remote sensing, gis and groundwater monitoring to estimate artificial groundwater recharge in Riyadh, Saudi Arabia. *Arabian Journal of Geosciences*, 5(6), 1367–1377. <https://doi.org/10.1007/s12517-011-0306-7>
- [6]. Alfawzan, F., Alleman, J. E., &Rehmann, C. R. (2020). Wind energy assessment for NEOM city, Saudi Arabia. *Energy Science and Engineering*, 8(3), 755–767. <https://doi.org/10.1002/ese3.548>
- [7]. Chalastani, V. I., Manetos, P., Al-Suwailam, A. M., Hale, J. A., Vijayan, A. P., Pagano, J., ... Duarte, C. M. (2020). Reconciling Tourism Development and Conservation Outcomes Through Marine Spatial Planning for a Saudi Giga-Project in the Red Sea (The Red Sea Project, Vision 2030). *Frontiers in Marine Science*, 7. <https://doi.org/10.3389/fmars.2020.00168>
- [8]. Hassan, O. (2020). Artificial Intelligence, Neom and Saudi Arabia's Economic Diversification from Oil and Gas. *Political Quarterly*, 91(1), 222–227. <https://doi.org/10.1111/1467-923X.12794>
- [9]. King Salman Energy Park (SPARK). (2023). Retrieved April 25, 2023, from <https://www.spark.sa/>
- [10]. Mitchell, B. (2023). Everything you need to know about Saudi Arabia's giga-projects. *Bloolooop*. <https://bloolooop.com/theme-park/in-depth/giga-projects-saudi-arabia/>
- [11]. NEOM. (2023). About NEOM. Retrieved from <https://www.neom.com/en-us/about>.
- [12]. Oxborrow, I. (2023). Saudi Arabia mega-projects 2023: Neom, AIUla and more. *The National*. <https://www.thenationalnews.com/business/2023/01/06/saudi-arabia-megaprojects-2023-neom-alula-and-more/>
- [13]. RCU. (2023). Discover a wonder of the ancient Arabian Kingdoms. Retrieved from <https://www.rcu.gov.sa/en>.
- [14]. Reiss, A. G., Ganor, J., &Gavrieli, I. (2019). The effect of a phosphonate-based antiscalant on the morphology and precipitation kinetics of gypsum: The Red Sea - Dead Sea project. In *E3S Web of Conferences* (Vol. 98). EDP Sciences. <https://doi.org/10.1051/e3sconf/20199804011>
- [15]. Saudi Aramco. (2018). King Salman Energy Park sparks new era of growth for Saudi Arabia's energy sector. Retrieved from <https://www.aramco.com/en/news-media/news/2018/spark-new-era-of-growth-for-saudi-arabia>
- [16]. Siouti, A., & Ali, A. B. (2019). Evaluation of Solar Energy Potential for the Red Sea Project, Kingdom of Saudi Arabia. *Natural Resources*, 10(04), 96–114. <https://doi.org/10.4236/nr.2019.104007>
- [17]. Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333–339. <https://doi.org/10.1016/j.jbusres.2019.07.039>
- [18]. Vision 2030. (2022). Vision 2030 Projects. Retrieved from <https://www.vision2030.gov.sa/v2030/v2030-projects/>
- [19]. Why SPARK. (2023). Retrieved from https://www.spark.sa/page/Why_SPARK.
- [20]. Yusuf, N., &Abdulmohsen, D. (2023). Saudi Arabia's NEOM Project as a Testing Ground for Economically Feasible Planned Cities: Case Study. *Sustainability* (Switzerland), 15(1). <https://doi.org/10.3390/su15010608>

Eng. Waleed Akhtar M Sultan. "Global Ambitions Unleashed: The Ascending Power of Saudi Arabia's Projects in the International Marketplace". *International Journal of Humanities and Social Science Invention (IJHSSI)*, vol. 12, no. 5, 2023, pp. 09-16. Journal DOI- 10.35629/7722