

## The Smart Expansion Strategies for continuous Tourism development in Asir Region–Kingdom of Saudi Arabia 2025

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### Abstract:

The objective of this study aims to determine the extent of tourism development expansion in the Asir region through a smart expansion strategy in the fields of tourism: land, sea, and air, which helps in the developmental sustainability of the region. Smart expansion strategies for Asir encompasses concentrating on customer-centric experiences, utilizing smart computer tools make it specific to an individual, and developing all the essential physical and organizational systems (like roads, airports, utilities, communication networks, and quality hospitality) needed to handle a high volume of visitors smoothly and safely, encouraging practices that protect the environment and support the long-term health of society and the economy, broadening the appeal to many kinds of visitors. The core plans include establishing a world-renowned center for nature-friendly and active tourism, elevating connectivity through the Air Connectivity Program, Incentivizing investors by creating successful local companies, attracting a dual market of national and global travelers to hit development goals. In essence, the strategy is a joint effort that relies on government investment and follows the nation's master plan for tourism.

In this research, the questionnaire was designed to collect information from a random sample within the tourism sector to verify its validity. The descriptive statistical method was then used to measure the questionnaire's validity and the validity of the hypothesis.

**Keywords:** The Effect, Smart Expansion, Strategies, Development, Tourism, Asir Region.

### 1. INTRODUCTION

The world today praises Saudi Arabia for intensifying its adoption of smart expansion in the tourism sector, such as artificial intelligence, augmented reality and virtual reality across the tourism sector, with the aim of redefining the visitor experience and supporting the broader economic diversification agenda. The study sought to identify the path of the development goal of smart progress in tourism in Asir, which shows how to manage historical tourism, cultures, anthropology, and the vast green spaces of diverse plains and museums.

To contribute to the development of tourism in a clear way that provides economic options and increases the scientific visions that tourists aspire to only in the Kingdom of Saudi Arabia. The Asir region aims to become a premier, year-round global destination that serves as an inspiration for successfully blending deep-rooted authenticity with modern innovation. By skillfully balancing development and environmental preservation, Asir will establish itself as a leading international tourist spot and a hub for entertainment, culture, and diverse indoor activities both within Saudi Arabia and globally. The Asir region's vision is to achieve year-round global prominence by showcasing the inspirational harmony between its rich heritage and modern progress, built on its unique natural strengths. Simultaneously, we are committed to forging a cohesive, inclusive society and establishing Asir as a leading global environmental protection destination within the Kingdom of Saudi Arabia. A deep dive into new horizons of knowledge.

### 2. The Problem Statement

"Efforts aimed at achieving smart progress in the sustainability of tourism development in Asir." Several questions stemmed from this problem statement: - What is smart progress?

**3. Problem Study:**

The impact of the smart expansion strategy on the sustainability of tourism development in the Asir region. Several questions arose from the problem study, which are:

1. What is the smart expansion strategy?
2. What are the plans for sustainable tourism development?
3. What is the impact of the development strategy on tourism?
4. How does Asir region integrate with development tourism?

**4. Study objectives:**

1. Identifying tourist areas in the Asir region
2. Ensuring the sustainability of tourism development in the Asir region
3. Verifying the continuity of the smart expansion strategy.

**5. The importance of the study:**

The hour to enable tourism in the Asir region, increase tourism awareness in the Asir region, select and train tourist guides. Besides that, by integrating advanced technology into mega-projects like NEOM and the Red Sea Project, the Kingdom is rapidly transforming into a global tourism hub. This strategic move is timed perfectly with the industry's recovery from the pandemic, which is projected to boost tourism's economic contribution to \$11.7 trillion by 2025.

**6. Study hypothesis**

The first hypothesis: There is a statistically significant relationship between sustainable development and tourism. The second hypothesis: There is a close relationship between the strategy and smart tourism expansion. The third hypothesis: There is a statistically significant relationship between development tourism and the prosperity of the local economy.

**7. METHODOLOGY:**

The study methodology for “The effect of Smart Expansion Strategies in continuous developmental Tourism in Asir Region – Kingdom of Saudi Arabia 2025” are

1. The study followed the descriptive approach.
2. The analytical method
3. Statistical method
4. The analytical and historical approaches to previous studies.
5. Information collection sources
6. Primary sources
7. 1-a) Primary sources included the questionnaire and statistical data of the study population  
b) references include books, journals, the internet, and previous studies.

**8. Research limitations:**

Research boundaries Temporal boundaries of the research community 2025 Spatial boundaries Asir region Study community Research subjects Students Faculty and administrators.

**9. Information collection sources:****Primary sources:**

- Statistical data for collecting the study 2025: Questionnaire

**Secondary sources:**

- References, sources, books, periodicals, magazines, previous studies, conferences, the Internet and the information network.

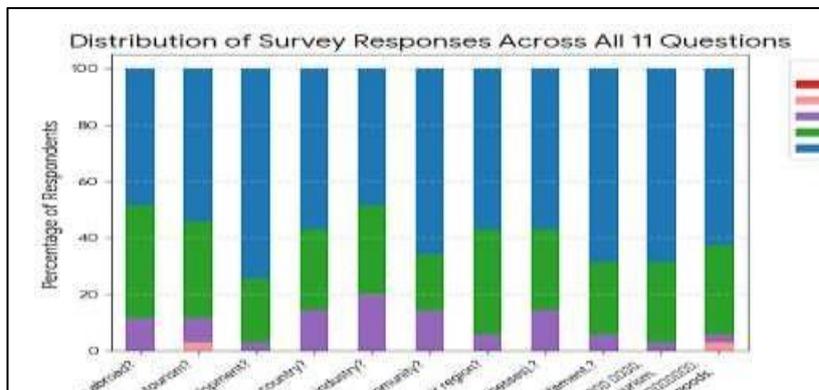
**10. LITERATURE REVIEW:**

The first study aimed to show that all strategic experts in the business world look to the future: to begin with a vision for the future. While CEOs rely entirely on those details, they must read and interpret them correctly. Strategic experts determined that daily tactical decisions would begin with everything related to dominance. This lays the groundwork, defining the tactics and playing style to achieve the anticipated success and victory [1]. The second study aimed to demonstrate the development of mountain tourism in the Kingdom of Saudi Arabia [2]. The Study #3: Andrei P. Kirilenko. Svetlana Stepchenkova (2018)- The objective of this study is, this paper uses text data mining to identify long-term

developments in tourism academic research from the perspective of thematic focus, geography, and gender of tourism authorship [3]. The Study #4: Songshan (Sam)Huang (2025) – The objective of this study is Tourism as an applied field of research shares many characteristics with cognate field like management and marketing. When evaluating theoretical contributions in Tourism research, relevance to practice and the prescience principle are equally important.[4].The Study #5: Rasiya Nazir Mir, Tghreed Ahmed Kulibi (2023), This study aims to Tourism strategy and Marketing Initiatives, - Website and SEO Optimization: Developing user-friendly tourism websites that provide comprehensive information about attractions, accommodation options, transportation, and visa requirements. These websites are often optimized for search engines (SEO) to ensure they appear in search results when potential visitors search for relevant keywords [4].

11. RESULTS:

Fig.1



1. The above chart (Fig.1) is a comprehensive analysis of the survey responses, focusing on the 11 Likert-scale questions. This analysis includes a stacked bar chart showing the distribution of responses for all questions and a summary of key findings on the level of agreement across the board.

12. Analysis of All Survey Questions (Q1 to Q11)

The stacked bar chart below visually summarizes the distribution of responses (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree) for all 11 questions.

Key Findings

The overall sentiment is overwhelmingly positive, showing a strong consensus among respondent across all aspects of tourism development in the Asir region.

Table 1. Questionnaire

Question	Concise Title	Agree/Strongly Agree(%)	Key Insight
Q3	Tourism needs continuous development?	97.1%	Highest consensus; nearly all respondents see continuous development as an absolute necessity.
Q10	Community cooperation essential?	97.1%	Second highest consensus; community collaboration is viewed as critical for success.
Q7	Training tourism staff necessity?	94.3%	Very strong support for improving human resources.
Q9	Hotels/chalets/festivals heighten excitement?	94.3%	Strong belief in the importance of

			physical infrastruc- ture and events.
Q11	Intensifying local mar- kets needed?	94.3%	High agreement on strengthening local markets for authen- tic goods.
Q1	Encouraging foreign in- vestors?	88.6%	Strong support for attracting external investment.
Q2	Smart Expansion Plan- ning?	88.6%	High confidence in the value of strategic planning.
Q4	Tourism develops na- tional economy?	85.7%	Clear belief in the positive economic impact of tourism.
Q6	Tourism benefits the Asir community?	85.7%	Strong belief in the positive impact on the local commu- nity.
Q8	Revitalizing tourism companies?	85.7%	High support for ef- forts to improve tourism businesses.
Q5	Residents championing tourism growth?	80.0%	<b>Lowest Agree- ment:</b> While still high, this question has the lowest agree- ment, suggesting a potential gap in per- ceived active partici- pation by residents compared to other factors.

**1. Overwhelming Consensus (Agreement)**

- For all 11 questions, the combined percentage of Agree and Strongly Agree is 80% or higher.

Three questions (Q3, Q7, Q9, Q10, Q11) reached 94.3% agreement or higher, suggesting these are universally accepted priorities: the need for continuous development and community cooperation (both at 97.1%), staff training, tourism attractions, and local market intensification.

**2. Minimal Opposition**

Disagreement is negligible: For 9 out of 11 questions, 0% of respondents selected Disagree or Strongly Disagree. Only Q2 (Smart Expansion Planning) and Q11 (Intensifying local markets) recorded a minimal 2.9% disagreement, indicating a lack of controversy or opposition to the overall tourism goals presented.

**3. Area for Focus (Q5)**

The question with the lowest agreement (80.0%), Q5: “The residents of the Asir region are actively championing the growth of their local tourism industry?”, suggests that while respondents believe development is beneficial, there might be a perceived need to increase the active and effective participation of the local community.

The bar chart provides the visual evidence of these strong positive sentiments across all factors critical to the growth of tourism in the Asir region.

**Table 2. Questionnaire**

Ques- tion	Concise Title	Agree/Strongly Agree (%)	Key Insight
Q3	Tourism needs continuous devel- opment?	97.1%	Highest consensus; nearly all respondents see continuous devel- opment as an absolute necessity.

Q10	Community co-operation essential?	97.1%	Second highest consensus; community collaboration is viewed as critical for success.
Q7	Training tourism staff necessity?	94.3%	Very strong support for improving human resources.
Q9	Hotels/chalets/festivals heighten excitement?	94.3%	Strong belief in the importance of physical infrastructure and events.
Q11	Intensifying local markets needed?	94.3%	High agreement on strengthening local markets for authentic goods.
Q1	Encouraging foreign investors?	88.6%	Strong support for attracting external investment.
Q2	Smart Expansion Planning?	88.6%	High confidence in the value of strategic planning.
Q4	Tourism develops national economy?	85.7%	Clear belief in the positive economic impact of tourism.
Q6	Tourism benefits the Asir community?	85.7%	Strong belief in the positive impact on the local community.
Q8	Revitalizing tourism companies?	85.7%	High support for efforts to improve tourism businesses.
Q5	Residents championing tourism growth?	80.0%	<b>Lowest Agreement:</b> While still high, this question has the lowest agreement, suggesting a potential gap in perceived active participation by residents compared to other factors.

The below charts visually represent the frequency distribution of responses for each specific question from question 1 to question 11.

Fig.2 Q1.

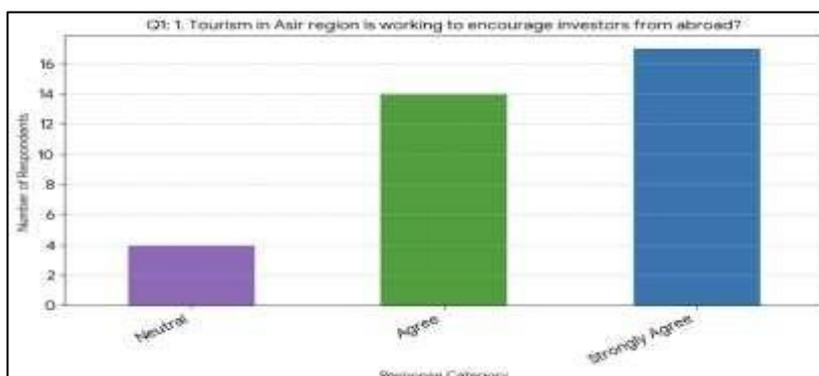


Fig.3 Q2.

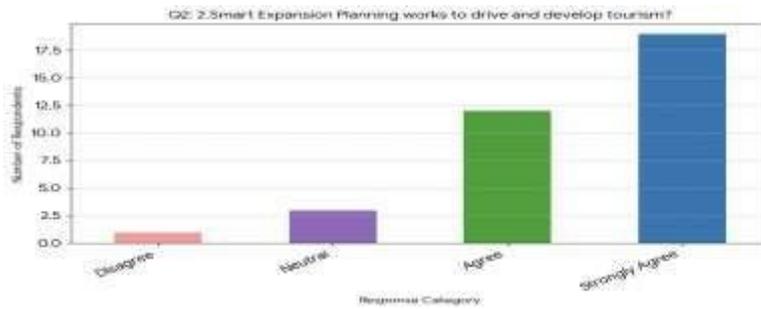


Fig.4 Q3.

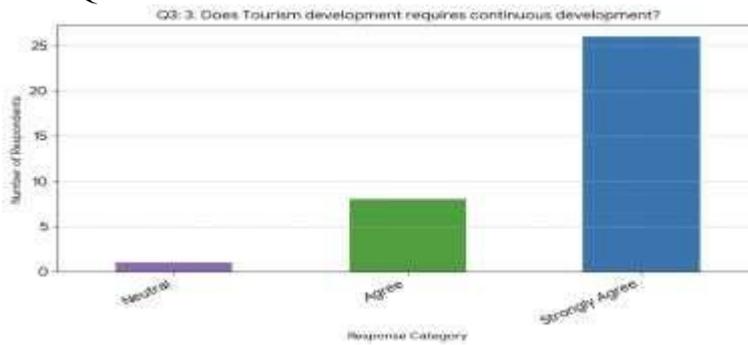


Fig.5 Q4.

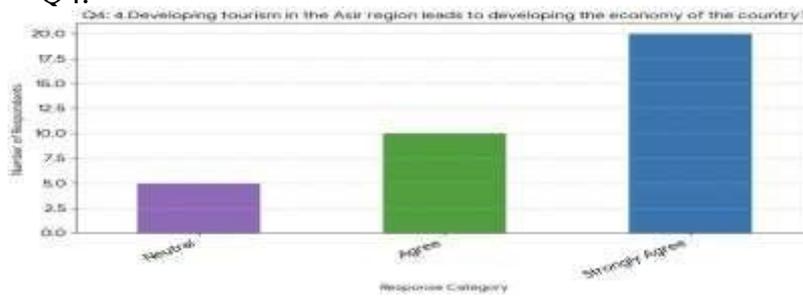


Fig.6 Q5.

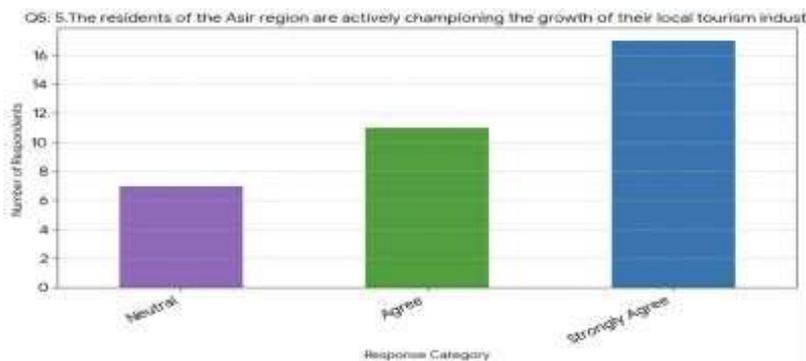


Fig.7. Q6.

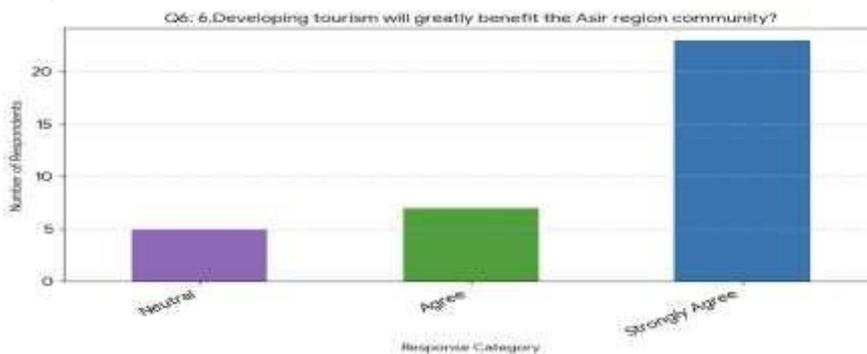


Fig.9. Q8.



Fig.10. Q9.

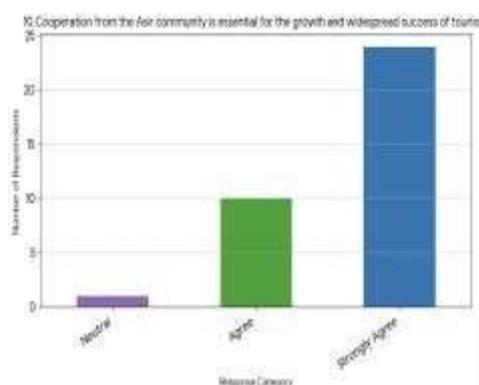


Fig.11. Q10.

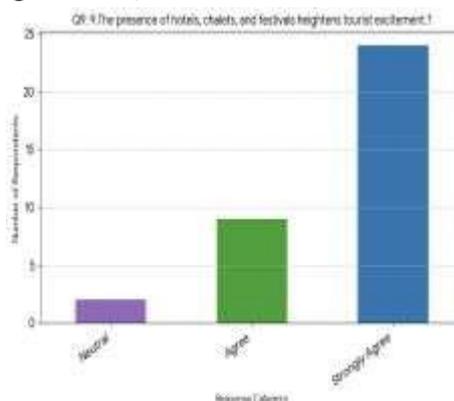
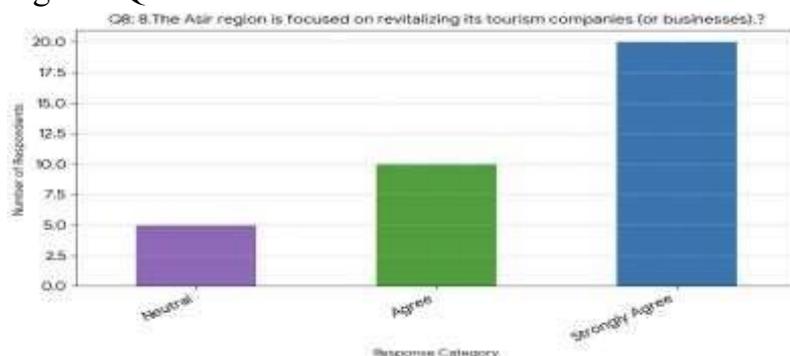


Fig.12 Q11.



Here we have selected three charts that illustrate the overall trend of strong agreement and highlight the question with the lowest consensus.

**Q1: Tourism in Asir region is working to encourage investors from abroad?**

This chart shows strong optimism regarding efforts to attract external investment, with the majority of respondents either Agreeing or Strongly Agreeing.

**Q3: Does Tourism development requires continuous development?**

This chart demonstrates the question with the highest level of agreement, indicating a near-universal consensus that continuous development is essential for tourism in the Asir region.

**Q5: The residents of the Asir region are actively championing the growth of their local tourism industry?**

This chart shows the question with the lowest percentage of agreement (though still high at 80% combined Agree/Strongly Agree), which suggests respondents see room for improvement or a need for greater active participation from local residents in championing tourism growth.

Fig 13. Demographic data1

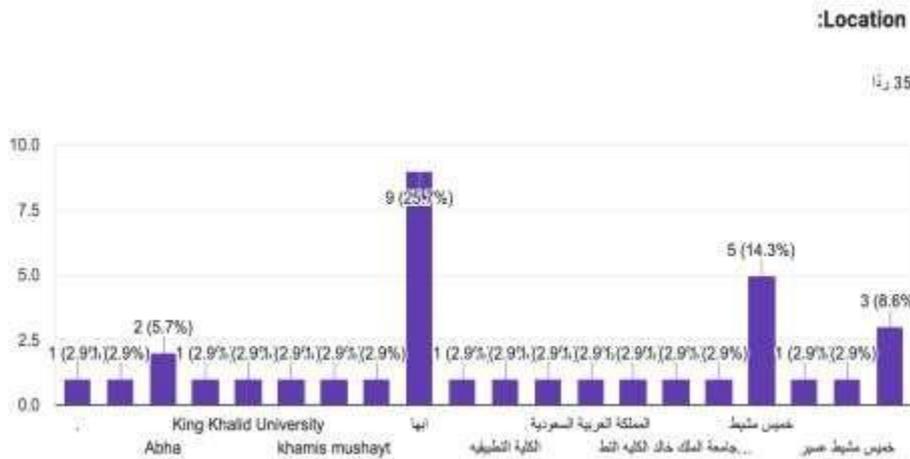
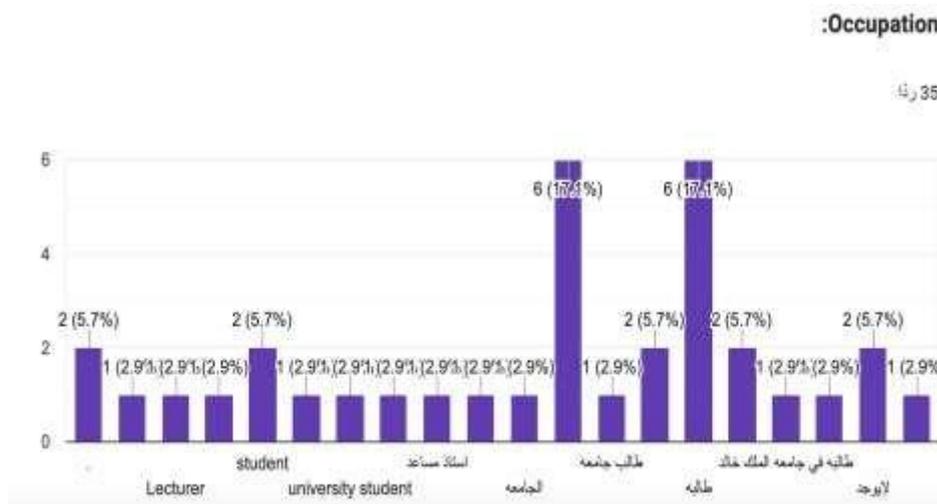


Fig 14. Demographic data2



### 13. CONCLUSION:

The continuation of tourism in the Asir region is a dying necessity. The continuation of tourism in the Asir region is a necessary requirement. Training tour guides should be optimistic in Asir region. The development of the Asir region depends on preparing and analyzing tourist areas and training active personnel. Raising awareness among rural communities in the Asir region about the importance of participating in conservation efforts in tourist areas. Training and motivating local youth to excel in knowledge-based work and skills development for tourism in Asir. Encouraging folkloric activities that attract tourists in the Asir region. Revitalizing local markets in the Asir region. Activating tourism institutes in the region for training. Establishing hotels in a local and regional tourist style that evokes the culture and heritage that extends far and wide.

Tourism is identified in Vision 2030 as a major driver of economic change for Saudi Arabia. The sector has ambitious targets: it is set to increase its GDP contribution to above 10%, create one million employment opportunities, and reach 100 million annual visits. Saudi Arabia's tourism sector is experiencing the fastest growth globally, having swiftly hit its 100 million visitor target and subsequently raising the goal to 150 million by 2030. This success is underpinned by developing destinations, boosting cultural and entertainment offerings, and massive infrastructure investment. We project the Asir region will achieve similar extraordinary growth rates.

### 14. Future Work:

- Asir Region is the Gate of a wonderful Tourism.
- Strategic Developmental Tourism in Asir the Past and The Future.
- Saudi Arabia is Land of Religious and Economics.

**15. Recommendations:**

- Developing tourism products in the Asir region.
- Researching and exploring geographical, historical, and natural sites, with the aim of creating job opportunities that contribute to strengthening the Saudi economy.
- Protection of natural, cultural and heritage resources
- Working to encourage investment in the private and public sectors.
- Efforts should be taken to develop local skills.
- Activating new initiatives aimed at establishing a sustainable development strategy in the Asir region.

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**Conflicts of Interest:** The authors have declared that no competing interests exist.

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