Examining the role of environmental sustainability measures cleanliness, health, safety, and its impact on visitors satisfaction and perception of service quality at expo 2020, Dubai

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Abstract

Aim: This research paper examined the role of environmental sustainability measures, including cleanliness, healthy, and safety, and their impact on visitors' satisfaction and perception of service quality at Expo 2020 Dubai. To limit the extent of the review, the analyst focused primally on the tourist sector of the United Arab Emirates. This constrained the outcome of the research and established research boundaries.
Methodology: The analyst examined 3 to 5 tourists and 3 students or locals from various places to get the result. The qualitative technique was conveyed using an interview format.
Findings: The major findings point to positive and encouraging reactions from locals and tourists, as well as opportunities to raise residents' level of engagement to make the event a success. The key discoveries from Expo 2020 Dubai will assist policymakers and decision-makers in the Dubai economy.
Implications/Novel Contribution: The major findings point to positive and encouraging reactions from locals and tourists, as well as opportunities to raise residents' level of engagement to make the event a success. The key discoveries from Expo 2020 Dubai will assist policymakers and decision-makers in the Dubai economy.

Keywords: Expo 2020, Environment Sustainability, Cleanliness, Health, Safety, Visitors' Satisfaction, Service Quality.

INTRODUCTION

The World Expo, which takes place at regular intervals (every 5 years), is one of the world's most established and greatest occasions. Expo 2020 Dubai was the first and foremost World Expo to be held in the MEASA central area, as well as the first to be worked with by an Arab country, and it will be operated from 1 October 2021 until 31 March 2022 at Expo 2020, the UAE rushes to impart its open and far-reaching vision all over the world. Through a half year, 192-section countries will gather under the subject "Connecting Minds, Creating the Future" to exchange groundbreaking insights and perspectives (Struve, 2021). Exhibition 2020 will widen participants' perspectives while developing solutions to make the world a better place for all people worldwide (Expo2020dubai, 2020; Expo2020Dubai, 2021). The global improvement landscape has generally changed since the Covid pandemic's introduction (COVID-19). Many people alive today have never seen a virus as deadly as COVID-19 flare-up. The epidemic continues to take lives and livelihoods worldwide as medical care systems fail, borders mend, and people struggle financially to stay afloat.

The review goes into greater detail about how visitors behaved before, during, and after they visited Expo 2020, as well as how to entice them to spend more money, their movement-related internet-based exercises, and finally, their benefits to pro-sustainably travel decisions while accounting for all of the dependent variables. Furthermore, a discussion of how the Expo can strengthen its sustainability to please its guests who will continue to come or return to Expo 2020 will be implemented. Such challenges compelled several organizations, as well as experts, to embark on this study project. With COVID-19 as a backdrop, protecting human well-being and pride while preserving all-inclusive norms remains a critical priority.

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Central Area of Concern

The exhibition's goal is to join nations for collaborative tasks that will help speed up and advance ideas that will work on people's lives while conserving the environment (Nag, 2019). Furthermore, an exhibition attracts many people, allowing nations to build 192 stunning monuments and transform the host city for an extended period. Exhibitions are unparalleled among contemporary events in scope, extension, span, and guest numbers. Benjamin (2021) indicates that the logo symbolizes tradition, association, and endurance since the host country wishes to demonstrate the UAE's connection between its past and future by selecting the picture for Expo 2020. It expresses gratitude for the country's heritage while emphasizing its remarkable future vision. The event is described in superlatives due to its enormous magnitude and proportions and the estimated attendance of 25 million people.

Nonetheless, because of the epidemic, the BIE General Assembly consented to defer the display from a distance, as mentioned by the UAE government (Expo2020dubai, 2020). The coordinators of Expo 2020 proclaimed that their common goal is to make an exhibition that is proper to its circumstance. Following huge thought, they chose to delay the launch of the Dubai Expo by a year to permit them to cure the issue. Thus, Expo 2020 was held a year after the fact, from October 1, 2021, to March 31, 2022.

Research Scope

To address the research boundaries in this study, the researcher divided the principle of Expo's measure into five distinct viewpoints, which include their process in cleanliness, health, and safety, as well as their influence on visitor satisfaction and perception of service quality. It will provide insight into the influence of the Expo on the organization and visitors as a whole by examining five important success dimensions for a mega-event. Furthermore, the study appeared broad without a precise industry specification; it was then confined to target tourists, followed by local citizens primarily.

Tourism Industry in UAE

There are various factors for the researcher's focus on the travel industry, especially because of UAE's high travel area level. These include that Dubai visitor appearances increased by more than 100 percent in January 2022 compared to the previous year. Dubai has long filled in as the area's travel industry capital, with the most recent figures establishing its place through the years (Corder, 2022). As a result of the pandemic, Dubai has developed a unique travel patterns such as "Bleisure Tourism" and "Sustainable Tourism." These changes, together with innovative tourist models such as "staycations" and travel-friendly measures such as remote-working visas and golden visas, have helped to revitalize the tourism industry. Under the competent leadership of the government, the UAE tourism sector implemented "revival" measures to welcome visitors. Innovative solutions were created to help tourists acclimate to the "new" normal and feel comfortable while traveling. These attempts to restore the tourism industry were not in vain.

Research Question

RQ: How does environmental sustainability, such as cleanliness, health, and safety, affect visitor satisfaction and perceptions of service quality at Expo 2020 Dubai?

Research Objectives

1. To understand the influence of environmental sustainability initiatives at Expo 2020 Dubai, such as cleanliness, health, and safety, on visitor satisfaction and perceptions of service quality.

2. To analyze or evaluate the effects of environmental sustainability measures such as cleanliness, health, and safety on visitor satisfaction and perceptions of service quality at Expo 2020 Dubai.

3. To determine visitors' perceptions of Expo 2020 Dubai's high-quality services.

LITERATURE REVIEW

An Overview of the World Exposition

World Expos, like the Olympic Games, are among the most eagerly anticipated worldwide events. The exhibition does not focus on business or marketing. Exhibitions are image-making events that attempt to foster positive interactions among people. The "Bureau International des Expositions" option requires that exhibitions

run every five years. These events are also progressively adopting elements of public entertainment. World Expos have served as a forum for breakthroughs, the formation of new civilizations, the showcase of innovations, and the expectation of what is to come for over 170 years. Exhibitions have always been large-scale worldwide events that have impacted humanity's collection of experiences by exhibiting innovative achievements of the future across many years. From 1988 until now, the consideration has been advancing the host country by featuring its resources. The exhibitions' initial fixation on appearing and executing things bit by bit gave way to a piece of more up-to-date innovation and inventive thoughts and offered a suitable setting for worldwide connections. The partaking countries and worldwide associations plan and develop their structures because of their own social and social establishments, as well as their level of science and advancement, as per the exhibition's subject (Rerkklang, 2018; Vij, Upadhya, Vij, & Kumar, 2019). (Conducting a massive event like World Expo proved to be an opportunity for the host country to present its social and monetary triumphs and numbers to the whole world while also improving the host city's prestige.)

Delivering a Sustainable Event and Managing Operations at Expo 2020

Expo 2020 Dubai has been eagerly anticipated, by locals and tourists worldwide, as the region's first of its kind, which is why the Expo management ensures that the items and services provided to Expo 2020 by its distributors are ecologically friendly. Their suppliers must adhere to the "RISE Guidelines for Sustainable Operations," based on worker respect, positive community impacts, safety, and environmental stewardship. By ensuring that results of all sizes and shapes entering the Expo site are fully secure for purchaser use, fabricated and packaged in an ecologically aware and prudent manner, and include the essential affirmations, stakeholders in their supply chain will benefit from an increased permeability as industry leaders of positive change and competent of decision-making (Constantinescu, Caescu, Botezatu, & Mateescu, 2021; Elsherbini, 2020; Jam, 2019). Expo 2020 Dubai is putting words into action by incorporating sustainability into every aspect of its business.

Actionable, sustainable solutions:

Some of the steps being done to make Expo 2020 Dubai as ecologically friendly as possible are listed below:

- Clean energy production - all long-term constructions on the Expo site are built with sustainable power frameworks. Permanent constructions are also equipped with solar boards and feature consolidated energy frameworks to aid the on-site development of environmentally friendly power sources (Elsherbini, 2020).
- Decreasing water utilization – the Expo team is on a journey to save, reuse, and protect water. In 2019, compared to the Dubai Electricity and Water Authority's water needs guideline, they achieved a significant percentage decline of 52.4 percent in water interest in their constructions (Elsherbini, 2020).
- Encouragement of natural solutions - half of the plants on display during Expo 2020 and 95 percent afterward are native and adaptable species. A crucial goal is ensuring that 95 percent of the scene area is managed without synthetic pesticides, herbicides, or composts (Elsherbini, 2020).

A Waste-Reduction Strategy

According to Expo 2020, waste reduction is one of the primary problems of any large event. They divert trash away from landfills; 85 percent of their garbage is separated into several waste streams throughout development, activity, and decommissioning. They have introduced the "Planet Over Plastic Pledge," inviting international participants and their business partners to pledge, reduce packaging and single-use items, and reuse locally. The three critical parts of Expo 2020 are sustainability, mobility, and opportunity. Expo 2020 Dubai has adopted various initiatives to build the most renewable exhibition ever, including implementing sustainable power frameworks, minimizing water usage, and separating garbage. Exhibition 2020's manageability efforts are supported by its partners, who have been working on their supportability initiatives while also supporting the exhibition's goal (Khrifi, 2021). The quantity of waste reduction that can be achieved is governed by the amount of attention paid to it and the number of waste minimization technologies available. Human factors, as well as an understanding of opportunities, are at the heart of waste reduction.

Commitment of accomplices to a more practical Expo 2020:

Some of the Expo 2020 Dubai partners who are involved in an environmentally friendly initiative are listed down below:

- As the Exhibition 2020 Infrastructure Digitalization Partner, Siemens is assisting the expo in meeting its sustainability goals by embedding smart building technologies across the expo buildings, offering transparency into energy and water use (Khrifi, 2021).
- Mastercard - Expo 2020's true installment innovation accomplice has made an extra component to Expo 2020 tickets, which permits guests to give to Mastercard's Priceless Planet Coalition. Accomplice organizations have progressed significantly in accomplishing their objectives regarding diminishing nursery discharges, checking water utilization, utilizing sustainable power sources, and reusing waste (Khrifi, 2021).
- PepsiCo - has shipped out Expo 2020 Dubai co-branded Aquafina jars, glass bottles, and limited-release Pepsi jars that are fully recyclable before the event. PepsiCo is also working closely with Dulsco, the Expo 2020's official waste management partner, to ensure garbage is collected and repurposed, supporting the Expo's waste redirection objectives (Khrifi, 2021).

The Expo's Participants' Health, Wellbeing, and Safety

The well-being, security, and prosperity of everybody working and visiting Expo 2020 Dubai is Expo's primary goal, including thermographic cameras and disinfection stations, fundamental facial masks, severe social distance limitations, and free vaccinations for every authority member (Fierro, 2021). Virtual assessments of laborers' facilities will also be carried out. Working closely with the UAE Ministry of Health and Prevention and the Dubai Health Authority, as well as the most recent statistics and guidance from the World Health Organization, ensures compliance with the most recent rules from top clinical, logical, and wellness professionals (Fierro, 2021; Khan, Jam, Anwar, Sheikh, & Kaur, 2012). Thus, the Dubai Government recently recognized Expo 2020's compliance with applicable security requirements and conventions by awarding the 'Dubai Assured' seal to the Expo Premiere Pavilion. This seal is refilled regularly after further checks are performed to ensure that all foundations in the city's travel industry biological system are correctly executing well-being and security standards (Expo2020Dubai, 2021).

A Participative Approach to the Development of Sustainable Tourism

The phrase "sustainable tourism" refers to concepts, methods, and efforts that include not just tourists' expectations for consistent and dependable assets (request) but also the demands of networks that benefit or are hurt by the travel sector activities, as well as the environment (supply) (Global Sustainable Tourism Council, 2021). According to UNWTO (2019), one of the world's primary travel patterns has improved the understanding of maintainability. As per the World Travel and Tourism Council (WTTC), the hospitality and travel business area represent 10.4 percent of worldwide GDP and 319 million workers (counting those in a roundabout way upheld by the business), representing 10% of occupation development in 2018. Ethically conscious tourism attracts sightseers and contributes to common knowledge and appreciation across people, organizations, and networks. Well-educated, informed, and inspired vacationers can contribute to achieving sustainability goals. Sustainability communication in the travel industry often necessitates a multi-channel marketing strategy, described as a combination of advertising strategies dispersed across multiple online and offline media stages. If interactions are more focused on the consumers' appreciation when browsing the web-based period, consistency in marketing may have a stronger impact. Dubai Plan 2021 expects to convey one of the most practical World Expos ever and to support sustainable traveler development, as per the 2030 Agenda for Sustainable Development and the United Nations Sustainable Development Goals (SDGs), as well as the UAE Vision 2021 (Soldatikhin, 2021). 1) Make an establishment to assist with changing the fate of harmless to the ecosystem foundation and state-of-the-art maintainability techniques. 2) Accelerate endeavors to advance maintainability in Dubai and the UAE. 3) Address concerns and include society in supportability and maintainable living. 4) Create versatile supportable improvement arrangements that benefit the economy (Government of Dubai, 2018).

The massive increase in visitor demand necessitates adaptability and progress, but it also raises the question of maintaining monetary, social, and ecological stability in tourist destinations. A sustainable travel industry

region is defined as one that addresses current and future monetary, social, and environmental issues while also meeting the needs of tourists, industry, the environment, and host networks (UNWTO, 2019). The guests should be satisfied or persuaded that Expo 2020 is committed to sustainability at the outset and during their visit. However, managing the travel business is a continuous engagement that includes growing observation of outcomes and implementing essential deterrence and alleviation approaches. Realistically, the travel industry should also give a different expectation to the travelers' experience and deliver significant interactions to tourists, concentrating on how they might perceive sustainability challenges and growing sustainability.

The Increase of Environmentally Aware Tourists at Expo 2020

This study identifies areas of strength as a starting point for developing a strategy that will target capable guests, create successful promotions, consider the selection of appropriate media channels, and tailor the travel industry proposition to the specifics and preferences of this target segment. Regardless of the appeal of huge scope occasions like the World Expo, hardly any individuals accept that facilitating one would bring about significantly more than an impermanent lift in unfamiliar vacationers or even nearby guests in the host country as far as the travel industry in Dubai, sustainability is a significant idea that impacts their way of lifestyle choices and travel conduct. Worldwide temperature alteration, air contamination, human rights, water quality, and preservation are among its key sustainability concerns. They are educated on global warming and sustainable energy concepts and are particularly familiar with the Recycling and Energy Star brand names. Almost 22% of Dubai tourists consider themselves dependable, with another 64% confessing to sometimes falling into this category (CSRE, 2022). To put it differently, moralizing all aspects of the travel industry is critical in achieving a more affordable and conscientious sector.

The Quality of Public Health in Tourism

In the post-epidemic period, excellent public health services and standards are vital to the rehabilitation of the tourism business. Tourism experts must emphasize the importance of tourism public health services throughout this situation to interact with tourists and recover their trust. The COVID-19 pandemic has spread globally surprisingly fast by the beginning of 2020. This extraordinary virus dubbed a "black swan event," has impacted general public health and the tourism industry. According to the World Tourism Organization, the global travel industry will lose $1.3 trillion by 2020.

Moreover, overall guest appearances will generally fall by 1 billion, or 74% from the earlier year, making 2020 "the most terrible year in the travel industry history" (Han, Zuo, Law, Chen, & Zhang, 2021). Considerably more guests are reluctant or are limited from visiting places of interest since they are scared about getting tainted and gambling with their security while visiting spots, for example, Expo 2020. Several previous studies have shown that changes in administration quality may affect measures like fulfillment, trust, dependability, and perceived danger; this helps the travel industry rebuild from the overall wellness problem (Melián-Alzola & Martín-Santana, 2020).

However, because safety and cleanliness are essential factors in the overall quality of a visitor experience, most research focused on the importance of tourist sites' hygiene and ecology. This service may have a greater impact on visitors' proclivity to return and recommend. Finally, the current study contributes to the literature by defining and evaluating the quality of Tourist Public Health Services (TPHSQ). The study analyzes the mechanism of TPHSQ's influence on tourist loyalty by using multiple linear regression models.

The Benefits of Practicality and Friendliness in the Tourism Business

Sustainable tourism is described as travel that has the purpose of having a good influence on a country's environment, community, and economy (Wieners, 2020). The travel sector is an enormous piece of our global society, permitting us to explore various regions of the planet, meet people from all backgrounds, and try new activities and habits. Since it provides several benefits to explorers and communities, it is often seen as a positive force. The travel industry increments financial income provides thousands of employment, improves a country's infrastructure, and fosters a sense of cultural interaction between outsiders and natives (Yehia, 2019). As a result of tourism, new roads and interstates are developed, parks are established, public spaces are rehabilitated, new air terminals are built, and potentially better schools and hospitals are constructed. Safe and innovative infrastructure

infrastructures enable the smooth circulation of goods and services. Additionally, locals in the area benefit from chances for economic and educational progress (Wieners, 2020).

The travel sector provides an excellent opportunity for tourists to learn about another culture, but it also provides numerous opportunities for local citizens. It enables new enterprise visionaries to plan novel things and administrations that would not be feasible with just the local population. This is extremely beneficial for local eateries, shopping complexes, and businesses. On the other hand, uncontrolled travel industry advancement can prompt truly damageable effects and influences on regular assets, utilization examples, contamination, and social frameworks. Long-term planning and management requirements are critical for the industry's survival (Yehia, 2019).

Research Gap

On the other hand, some studies focused on the impact of tourist satisfaction and loyalty, as well as elements of the Expo, such as improved service quality, flexibility, and the significance of hosting the upcoming event (Reisinger, Michael, & Hayes, 2019). The researcher also discovered an article on how Dubai's hospitality and tourist businesses best prepare for the anticipated event. The study models contain measures of objective welfare, cleanliness, and levels of visitor satisfaction (Jauncey & Nadkarni, 2014). According to Manikas, Sundarakani, Madmoune, and Alvares (2022), the previous Expo 2020 study concentrated on the positive sustainability features of the mega-development event's operations in Dubai, United Arab Emirates. Furthermore, the general reaction of individuals to huge events and their attitude favorably impacts their intention to support place marketing and tourist growth (Tournois, 2018).

METHODOLOGY

According to Jansen and Warren (2020), choosing the appropriate approach is vital in the research proposal process. It is the procedure through which a researcher prepares their research to get precise and reliable data while also achieving their research purpose. It defines the techniques or processes for collecting and interpreting data on a research topic. It is an essential component of a dissertation or proposal since approaches ensure that all procedures, tactics, and it are compatible with the underlying thinking style. This approach seeks to clarify the many stages of writing a dissertation to assist students in developing a more organized technique. The Study model below symbolically depicts the various factors involved in the research that might be evaluated to produce the final research design.

The Research's Strategy and Approach

Because the research topic is so clearly linked to business and the function of environmental sustainability measures, this study will take a positivist approach based on factual data and persuasive knowledge. Interviews with users of corporate governance measures in underdeveloped nations will be conducted. The corporate performance will be examined based on current theories of governance and fraud to identify the true consequences. Positivism is a phrase for a method of studying society that is based only on actual scientific facts such as controlled experiments and statistics. Positivism is the concept that we should not venture beyond what can be observed. The information gathered will be compared, delimited, measured, and analyzed. The study employs a primarily qualitative research methodology. The capacity to measure and develop correlations between different variables is the driving force behind the entire methodology technique.

The Research Setting

These variables can be specified in two ways: inductively and deductively. The researcher will use the inductive approach when the purpose of the study is to produce a new idea or theory, whereas the deductive method will be used to expand on existing ideas and notions (Streefkerk, 2019). Following a comprehensive examination of both environments, the researcher decided to use the inductive technique, which comprises broad generalizations based on personal observations. The researcher employed the inductive approach to investigate/evaluate and comprehend how environmental sustainability factors such as cleanliness, health, and safety affect visitors' experiences and perceptions of service quality at Expo 2020 Dubai.

The researcher begins by giving particular observable facts and estimates before identifying individuals

and occurrences in the data. This allows you to create a preliminary hypothesis that may be utilized as social data for the examination proposition. The two methodologies for the social information on social events employ a qualitative strategy. The researcher chose inductive procedures to acquire personal information for this evaluation because they are usually linked with subjective assessment, may be obtained through discussion and open-ended inquiries, and can be examined using diagrams and charts. As a result, subjective examination processes allow for more in-depth assessment and addressing of responses based on their claims, with the questioner/analyst striving to comprehend their primary goal and points of view. According to Hammarberg, Kirkman, and de Lacey (2016), understanding how your ideal interest group settles on choices might benefit in creating arrangements or viewpoints to light the information of one's research.

Research Methods

As Collis and Hussey (2013) point out, this research will demand continuous in-depth examination since it takes a methodical technique of observing real-life happenings or natural phenomena, acquiring data, interpreting information, and drawing conclusions. As a result, faith in the robustness of the results grows. In this qualitative study, the landscape of exploratory research concepts will be employed to capture the complexity of participants' current experiences and to increase knowledge of the Expo's current status. Periodic personal interviews with semi-structured questions are the best way to collect primary data for this study since they provide "cross-case comparability." Finding the "appropriate person" to interview is critical in qualitative interviews since it influences whether or not relevant and worthwhile information can be gathered.

Moreover, to prevent a repeated or narrowly structured study with predictable results, the researchers will use methodological triangulation, which will involve data sources that may differ depending on when the data was collected, where it was collected, and who obtained it. This is thought to result in rich, impartial data that can be comprehended with high confidence. The researcher can then map, track, and analyze the differences and similarities between the targeted institutions and/or interviewees, drawing comparable inferences to provide more generalizable results.

The Delimitation

One must first consider the research's scope, form, and limitations to define delimitation. The authors are mindful, however, that if alternative methodologies are used, the outcomes could change. This research looks at the effects of fraud on businesses and their performance and the consequences of not adhering to governance procedures appropriately.

Data Collection and Sampling

The researcher used the inductive technique, which comprises broad generalizations based on personal experiences. The researcher employed an inductive approach to investigate/evaluate and comprehend how environmental sustainability problems such as cleanliness, health, and safety influence visitors' experiences and perceptions of service quality at Expo 2020 Dubai. This study looks at people's opinions to better understand how they participate in a large event that will undoubtedly have a significant influence on the destination. The research is based on primary data gathered from more than ten people in the region using a standardized questionnaire.

The efficient gathering and estimation of data on factors of interest to respond to specific exploration questions, test theories, and survey results are known as information assortment (Bhandari, 2022a, 2022b). The researcher will accumulate information for this study utilizing the two techniques. The data acquired by the author is alluded to as essential information, otherwise called crude information. The specialist will lead top-to-bottom meetings with a scope of Expo 2020 guests to enhance the discoveries of the writing. The meeting procedure is a part of the inductive philosophy. Members will be posed with a progression of inquiries during the meeting, to which they should respond by communicating their experiences and perspective while visiting Expo 2020.

According to Macfarlan (2020), in-depth interviews are more accurate than other data-gathering methods and may be extremely beneficial when a complete report on a person's viewpoint and practice is required. It also evaluates new concepts and circumstances, providing the researcher with a thorough comprehension of the event. Researchers can acquire a better understanding of respondents' perspectives by evaluating changes in tone and word choice. Secondary data may be gathered by employing already published ideas in literature, academic journal

articles, digital libraries, and Google Scholar.

Conducting a Thematic Analysis

As stated by Dudovskiy (2016), there are five types of qualitative data, which include non-numerical information such as records, notes, accounts, useful reports, images, and text files. An effective evaluation, a strategy for evaluating emotional information, is one of them (Caulfield, 2022). A large portion of the time spent on this examination is spent on various subjects, such as acquiring minutes. The examiner uses this method to narrow in on the information to discover typical models.

The six-step process that is involved in conducting a thematic analysis is shown down below:

The purpose of thematic analysis

Thematic analysis is a powerful approach to determining people's viewpoints, attitudes, knowledge, and experiences. It also assists in developing values from various sources, such as interviews, transcripts, social media profiles, and various types of surveys. Data must be collected from relevant persons and processed to gain answers to qualitative research topics. This analytic technique may also evaluate data in several ways, including rapidly categorizing massive volumes of data into broad topics.

In any case, because the topical investigation is once in a while emotional and depends on the writers' judgment, it runs the risk of disregarding nuances in the information. Accordingly, keeping up with command over one's decisions while working with crude information is basic.

The approaches of thematic analysis:

Before deciding whether to use a thematic analysis in this study, there are several critical factors that the author considers, such as the contrast between inductive and deductive approaches. A deductive technique entails gathering data on certain themes to uncover reflections based on existing conceptions or knowledge, whereas an inductive strategy entails letting the facts determine the subjects.

However, after the researchers have decided on theme analysis as an accurate or correct method for analyzing generated data and have finalized a suitable methodology, they can follow the most typical six phases proposed by (Braun & Clarke, 2006).

DATA ANALYSIS AND RESULT INTERPRETATION

The researcher mainly used and emphasized a thematic data analysis in this study. According to Caulfield (2022), thematic data gives you a lot of versatility in figuring out information, making it easier to go toward massive informative indexes by categorizing them into broad themes. Even so, there is a possibility of overlooking tiny details in the data. A subjective approach to thematic analysis involves reading an informative dataset (for example, records from top to bottom meetings or center gatherings) and differentiating designs in significance throughout the material to develop topics (Delve & Limpaecher, 2020). Thematic research is a functional reflective process in which the emotional experience of a scientist is crucial to establishing fact-based conclusions. There are several approaches to guiding thematic analysis, but the most well-known structure follows a six-step process: the initial stage of this research is to organize (face-to-face) interviews in which the discussion is devoid of bias. Appendix section 4 provides record verification obtained from responders. Secondly, the thematic data analysis is the next phase. The third and final advancement comprises presenting the key ideas from the information gleaned through interviews. Informative appendices 4 and 5 go through the topical information evaluation in depth.

Table 1: Thematic analysis

Themes	Codes
Environmental sustainability, Tourist industry	Protecting the environment retains heritage while providing a genuine tourist experience, misuse of natural resources with a growing population, and a rise in a tourist destinations.
Developing and effects of sustainable programs, Awareness of sustainability, Retaining sustainable environment	Understanding the significance of sustainability, giving ideas, commitment to more effective and efficient sustainability, retaining sustainable environment, establishing programs (landscaping plants, supporting local buy of cultural/heritage souvenir, recycling program).
Safety and its effects on the tourist of EXPO 2020	Positive impact regarding the environment, attracting tourists, feeling of security, and gaining the visitors' trust pleased visitors of EXPO 2020.
Acknowledgment of Dubai's energy that came from renewable energy resources	Impressed visitors with amazing sustainable pavilions and surroundings endorse sustainability.
Countries' assets and utilities	Suggesting utilizing the country's assets and utilities in terms of renewable energy and resources to improve safety protocols.

Interview Guide

An interview guide is just a list of the broad subjects you aim to cover in the interview, as well as the specific level questions you intend to address within each point; however, it is neither word for word nor strongly required; nevertheless, it is created to serve as a memory reminder (Mortensen, 2021). Interview guidelines, regardless of the type of interview, aid in providing a basic layout of a meeting. Using a meeting guide might also help you save time during your meeting since you will know exactly what you need to cover. In a subjective interview, the interviewer typically prepares interview questions and a guide ahead of time, which they may refer to or review before the encounter. However, the interviewer can still ask open-ended questions to many participants, allowing them to develop their descriptions.

Therefore, respondents are people who complete research, attend a meeting for the researcher, or supply information for the examination project to be examined (Omachinski, 2017). They assist you in making sense of, better understanding, and researching the study members' points of view, behavior, encounters, eccentricities, and so on. As a result, various models, such as accessibility, morality, and the environment in which they would respond, should be considered while selecting members. Respondents may be of any age, depending on the scope of the review, and should grant informed consent to participate. Minors may participate in responses with the approval of their parents or gatekeepers. Respondents can drop out of an investigation any time, and the material acquired may be used. Due to some participants being more knowledgeable than others and some having only attended EXPO 2020 a few times, the length of the interviews in this study varies. As a result, it is better to focus on the core issues that need to be addressed.

Participants in the Research

The interviewee will send an invitation or ask a couple of Expo 2020 guests ahead of time to confirm the list of possible responders who will be available to meet on a specific day to better comprehend ecological supportability measures like cleanliness, well-being, and security, as well as their impact on guest fulfillment and perception of administration quality at Expo 2020 Dubai. An interview for Expo 2020 will include a sample size of 2 tourists as well as no less than 3 residents. The scholar will employ a semi-structured example approach to guarantee that everyone has an equal opportunity to react to the meeting. Purposeful sampling, also known as purposive and specified sampling, has been used in this study; it is a testing strategy employed by subjective researchers to recruit persons who can supply top to bottom and itemized details about the subject of the study.

Table 2: Details of participants

Participants Label	Sex	Age	Visa Type
RV	Male	21	Tourist
PC	Female	25	Tourist
EM	Male	20	Residents
CG	Female	51	Residents
RB	Male	19	Residents

Transcription of the Interview

Transcribing is the first stage in a protracted study that includes complete comprehension of content via repeated attentive listening and watching. This quality of information, along with a focus on what is genuinely delivered rather than what is assumed, may help formulate acknowledgments or ideas that occur during independent research (Bailey, 2008). The interviewee will conduct an in-depth interview in person for this study, and the interview will be audio recorded when all respondents agree. On average, each interview lasted between 15 and 25 minutes. The participants' profiles are kept hidden since these private sessions potentially jeopardize their safety. Members will remain anonymous and be assigned numbers according to the consent framework (Appendix 1). Also, the researcher has notes that evaluate the writer's capacity to achieve a high level of clarity with each instance available for examination and supports end-product comparison.

DISCUSSION AND FINDINGS

Despite the limited sample size, the interviews are significant because all participants had attended EXPO 2020 many times. As a result, the comments and information the respondents provided helped boost the study on EXPO 2020's sustainability as a major event in Dubai. Furthermore, the interviewees were allowed to voice their views.

Theme 1: Environmental Sustainability and Tourist Sector

The first proposed theme focuses on the significance of environmental sustainability to the tourism industry and even the local community. Moreover, respondents stated that the tourist sector has a damaging influence on the environment since it relies on a range of resources, such as energy, fresh produce, and other man-made resources, for its operations and functionality. Also, according to some interviewees, the travel business in environmental sustainability analyzes and actively limits the normal assets from being threatened and misused alongside the growing population and the expansion of tourist spots. Their objective, they claim, is to reduce negative environmental effects and economic leakage while preserving heritage and providing a unique visitor experience.

"I think that it carries quite a great significance, mainly due to the tourism industry relying on a variety of resources such as food, energy, and other artificial resources. For the operations and functionality of their businesses." (RV)

"Tourism and environment always interact with each other as tourism heavily relies on natural resources that provide the needs of the current population. Hence, tourism in environmental sustainability considers and heavily conserves the natural resources from being jeopardized and overused along with the growing population and the increase of tourist spots." (EM)

"Its goal is to lessen the negative impacts of damaging the natural environment, economic leakage, and overcrowding." (RB)

"It is important for the people to understand and apply the environmental guidelines of a tourist spot to retain the balance of a specific place." (PC)

"Conservation of heritage while creating authentic tourist experience and protecting the environment." (CG)

Theme 2: Developing and Effects of Sustainable Programs, Awareness of Sustainability, and Retaining a Sustainable Environment

The following theme underlies the influence of EXPO 2020's sustainability programs on environmental sustainability. According to the participant, certain programs, such as the GO green program, landscaping plants,

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supporting local purchases of cultural/heritage souvenirs, and the recycling program, completely emphasized the importance of sustainability, and they demonstrated a variety of methods and resources that we can use in creating and maintaining a sustainable environment. They recognized the most common aspects that contributed to the present environmental loss and decided to promote a sustainable program in a sustainable tourist destination environment, such as EXPO 2020 Dubai. When a system is successfully demonstrated, it may help an organization develop and achieve substantial success while resolving several issues.

"Certain programs within certain pavilions, such as the Germany pavilion. Which completely emphasized the importance of sustainability, and it showed a variety of methods and resources that we can use in creating and maintaining a sustainable environment." (RV)

"EXPO 2020 has taken its underlying action in providing a sustainable and environmentally friendly tourist spot for its tourists. From this, they pointed out the greatest common factors that greatly contributed to the current decline of the environment and decided to promote a sustainable program in a sustainable tourist spot within a sustainable environment. Among them, water conservation, clean energy, recyclable materials, less carbon footprint, etc., were utilized and addressed to effectively and efficiently commit their ambitious goal of sustainability." (EM)

"I think the programs they used was awareness about climate change, resources, green growth, reducing waste, water conservation, and many more." (PC)

"I think they mostly applied eco-friendly use of energy resources such as solar panels and simple, effective rules to the pavilions to keep the cleanliness of a place." (CG)

Theme 3: Safety and its Effects on the Tourist of EXPO 2020

The third theme examines how visitors perceive EXPO 2020 characteristics such as sanitation, well-being, and security, which significantly impact their ability to facilitate the environment. The meetings' outcomes reveal that it favors traveler discernment, recognizing that it is the largest issue these days due to Covid-19. So, with the exhibition pushing these limits within each of their structures and the broader marketing, it encourages visitors to come and experience how all of this is made possible for themselves. Visitors were generally pleased with their experience at Expo 2020. However, based on the respondent's personal experience, there were conditions where tourists and some staff themselves ignored Expo 2020's well-being protocols; as a whole, each visit demonstrated how capable and devoted they are in their promise of sustainability, as any conventions established by the Expo 2020 are effectively carried out day in and day out. This significantly enhances people's opinions of Expo 2020's environmental sustainability.

"It has a positive effect on tourist perception. Cleanliness, health, and safety are one of if not the biggest concerns with people nowadays. So, with the expo promoting these parameters within each of their pavilions, and the overall expedition, it entices tourists to come and see for themselves how all of this is made possible." (RV)

"Tourists were mostly satisfied with their stay at Expo 2020. However, from personal experience, there were circumstances where the tourists and some staff itself disregarded the sustainability protocols set by the Expo 2020 itself, yet each visit to the place shows how responsible and dedicated they are in their word of sustainability as any protocols set by the Expo 2020 is being actively done 24/7. This greatly enhances tourists' perception at Expo 2020 in their goal of sustainability." (EM)

"With those parameters, a tourist's perception is that Expo 2020 is the same place to visit since Expo 2020 management does serval health checkups such as verified vaccine cards, PRC test, and temperature checks." (RB)

"Tourists will have a good impression regarding the environment. They'd enjoy moving around because everything is clean, and if your environment is clean, it's better for your health. (PC)

"Consideration of More tour travel plans & the word of mouth marketing promotions as a safest city travel destination." (CG)

Theme 4: Acknowledgment of Dubai's Energy that Came from Renewable Energy Resources

The next theme concerns people's perceptions of Dubai's successful usage of sustainable energy resources at EXPO 2020 and their comments. They demonstrated that they used renewable energy to light up a tourist destination with solar panels. "We've deployed renewable energy systems with a combined total capacity of 5.5 megawatts on all permanent construction projects across the Expo site," according to their website, proving that they

are efficiently deploying sustainable energy during Expo 2020. Furthermore, Expo 2020 could operate on clean energy by utilizing renewable and natural energy-generating resources such as wind, water, and the sun. According to other responders to the preceding question, the expo may have employed solar panels and environmentally friendly materials to design and build the facility to promote sustainability. It employs sustainable energy efficiently since most buildings are powered by solar panels and other clean energy technologies.

"Through the usage of electricity, wind, and hydro-powered pavilions and exhibits through the entire expedition. They were able to create jaw-dropping and awe-inspiring pavilions." (RV)

"Using clean energy, they made a tourist spot lit up using solar panels. Expo 2020 is built around solar panels. This shows that they are efficiently using clean energy at Expo 2020. Moreover, renewable and natural energy-generating resources such as wind, water, and the sun greatly contributed to running Expo 2020 with clean energy." (EM)

"I think half of Dubai's energy came from renewable energy sources, and for all the permanent buildings, it's built with solar panels and other clean energy systems." (RB)

"The use of solar energy in sustainability pavilion, ecological restoration like having plants & trees have been planted, moving away from oil transport by promoting battery operated transport like ebus, tesla, etc." (PC)

"In my opinion, as I said in the previous question, the expo may have used solar panels and eco-friendly materials to create and build the entire place to promote sustainability." (CG)

Theme 5: Country's Assets and Utilities

The next research theme will tackle what other practices or approaches the expo can do to improve its services for its guests. Some claim that Expo 2020 has done an excellent job in terms of services and that they have adequately accommodated tourists and residents. Some respondents, however, in terms of sustainability standards, the participants advocate for tougher health and safety regulations, particularly during peak periods. They also indicate that proper distribution and environmental sustainability advertising may be beneficial. Environmental sustainability at EXPO 2020 may be achieved by fully using the country's assets and utilities in renewable energy and resources.

"Fully utilizing the countries assets and utilities in terms of renewable energy and resources." (RV)

"In terms of sustainability parameters, I would suggest stricter health and safety protocols, especially during crowded days, as neglect can be seen within Expo 2020 regarding the health and safety of its tourists. Proper distribution and advertisement of environment sustainability might also help." (EM)

"As of now, Expo 2020 has done and great job in its services, and to the eyes of many, they have served tourists and visitors well enough." (RB)

"But one improvement that could have been done is the check-in process since it takes 10 mins minimum for a visitor to enter expo 2020" (PC)

"Promote more sustainability pavilions, add more safety parameters, remind individuals to be mindful of their disposable items." (CG)

CONCLUSION

Exhibition 2020 was supposed to begin a few years ago, before the Covid epidemic, but the massive event was postponed until the pandemic had subsided. Nonetheless, the event was a success when it began operating in 2021. The UAE has evolved into one of the world's most environmentally conscious countries while preserving its culture through innovation and renewable energy. They outlined important areas of safety protocols for an approach with the support of skilled employees and personnel, preventing tourists from getting worried before attending EXPO 2020. This will influence visitors' perceptions of service quality during EXPO 2020 and endorse Dubai's effective and efficient environmental sustainability.

Reviewing the Research Question

The research question for this study was developed based on the findings and literature review. This research focused on the important examination issue that came with the study.

The Research Question

"How does environmental sustainability, such as cleanliness, health, and safety, affect visitor satisfaction and perceptions of service quality at Expo 2020 Dubai?"

After numerous visits to the event, the author found that Expo 2020's quality services were highly improved to avoid contamination. For example, continuous reminders or instructions from Expo 2020 personnel to wear masks and to maintain social distancing. The purpose of the examination review is to illustrate the efforts made by Expo 2020 to reduce the hazards caused by Covid-19 and other illnesses with the finest systems and administration quality that may help them satisfy their visitors. Because of the ongoing pandemic, many individuals are anxious about their safety and well-being before attending Expo 2020. Even though they provide high-quality service, there is still room for improvements that a visitor can also provide. As a result, this circumstance captivates the researcher's interest in learning about the processes and visitors' viewpoints on these demonstrations, beginning with one individual and progressing to the next. The main reason for this is that it enables events to continue producing more money while increasing their sustainability by continually improving them. The second reason is that clean energy has simplified the tourism industry's ability to maintain a clear energy variety of diverse sectors that they can encourage and promote to people to follow. Finally, although there is still covid 19, societal attitudes toward cleanliness, health, safety, and service quality have altered. Some people have recognized the importance of renewable energy and are incorporating environmental aspects into their daily activities.

Limitations

The key requirement in the assessment is understanding environmental sustainability and how it may truly affect individuals' perceptions of service quality during Covid-19. This study also has several limitations that should be considered. To begin with, the sample size was relatively limited, and it does not represent all of the visitors to EXPO 2020 in Dubai. Second, the scope of the assessment was overly focused on people's perceptions of Dubai's sustainability. As a result, discoveries may alter when used in different countries with diverse points of view. Third, findings are subject to the participants' unique experiences and judgments. Finally, the focus of the study was limited to periods of the COVID-19 epidemic.

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