

# The future of tourism in the uae: an analysis



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## The Future of Tourism in the UAE

### Introduction

The United Arab Emirates has recorded significant developments in the recent past in a number of sectors. Travel and Tourism industry, one of the sectors, has since its initiation indicated high significance in the economic developments. Such economic developments have yielded a direct contribution of about 20 percent and consequent 6 percent in the entire GDP and total employment opportunities. Dubai, for instance, has a record of being among the top ten tourism destination cities in the world, fundamentally propelled by the numerous business ventures and leisure activities that are well established.

Among other sectors of the economy in UAE, tourism is thriving so well because of the excellent establishments, infrastructure, and landmark projects like the Dubai Mall, Burj Khalifa, and Meydaan racecourse, which are in addition to the marketing initiatives pumped in by the Emirates and DTCM. Existence and continuous success of the travel segment within the Tourism industry has been dependent of the high disposable income generation and an additionally high proportion of available expertise for the outbound travel from the city (Arab News, 2004). During Expo 2020 the tourism can visit many places in country for examples in addition to Dubai tourist places they can also enjoy to visit other places such as Yas Island in Abu Dhabi, Saadyat Island and many places also in Al Ain city.

Abu Dhabi Tourism supports and promotes the heritage and culture of Abu Dhabi emirate and leverages them in the development of a world-class,

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sustainable destination of distinction which enriches the lives of visitors and residents alike.

### Contemporary Issue in Business

The contemporary issues in business come from the ever-changing business and tourist sectors environment. All organizations operating in the UAE, whatever their size and whether in the public or private tourist sector, operate in a frequently changing business environment. Within this change, organizations have the opportunity to improve and grow up.

The World Expo 2020 which is going to be held in UAE - Dubai will boost infrastructure in the city and help the growth of the emirate in the long-term. The infrastructure that will be created for Expo 2020 will be of great benefit to Dubai to continue growing by itself into the future (<http://gulfnews.com/business/tourism/dubai-to-use-expo-2020>). Dubai is enhancing its tourism and trade marketing efforts as it prepares to welcome 20 million visitors annually by 2020, which is underlined in Dubai's tourism vision for 2020.

### Research Problem

The United Arab Emirates is home to a rich culture heritage that has since time immemorial, been significantly influenced by the resourcefulness of its inhabitants. Through sufficient and effective exploitation of the natural resources, they transformed the harsh environment into a luxurious destination for leisure, business, and other activities. Strong inspirations of the Islam culture, that touches virtually every aspect of its occupants' daily

lives, have advanced the rich Dubai's lifestyle specially the Expo 2020. In addition, there are the high levels of hospitality and courtesy that exists among the Arabs, hence leading to the most highly prized of virtues within the Arab World (De Lima, 2009).

### Significance of Study

Life in UAE faces ever-increasing cases of advancing challenges, projected to hinder the wellbeing of its inhabitants, smooth operations of businesses, the ecosystems, justices, and the livelihoods within the surrounding. Among the issue that need re-address are the inadequacies of freshwater for daily human and plants use, poor housing facilities, inadequate number of sufficient health centers that can meet the demands of those living in UAE, and high rates of pollution caused to the environment. Much of these blames are on the tourism industry, held accountable for poor management of international tourists, businesspersons, investors, inhabitants, and local tourists. This study therefore highlights steps put forth by the tourism industry, in conjunction with the local governments to address the prevailing consequences, though with a vision of further promoting the industry for more revenue generation.

### Research Objectives

The main objectives of this project are:

1. To know if the infrastructure that will be created for Expo 2020 would be of great benefit to Dubai to continue growing by itself into the future

2. To find if Expo 2020 can contribute to tourism in the UAE
3. What is the benefits of tourism companies in UAE will get from Expo 2020
4. To understand through personal observation, the behaviour of residents towards tourism development during Expo 2020
5. To develop recommendations for tourism plans and policies based on the findings of the study.

### Research Design

This research was carried out using a mixed research approach, in which there were options of choosing more than one research method with which to collect relevant data. As part of the advantages that have been associated with this mixed research approach, it presents numerous characteristics in data collection. One of its main advantages is that by it helps in ensuring internal validity of data because it offers a researcher an opportunity to apply the most appropriate research techniques that best address issues of concern in research, without the limitation of a research to only one research method. For this study, there was an application of combined qualitative and quantitative research techniques.

In this project the research design will be depends upon data collection from different tourism organization.

### Research instruments

Research of this nature, where there is the use of both primary and secondary data collection procedures, requires that a researcher make good use of instruments, which acts as a tool for collecting data from respondents.

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In the correct study, the use of research instrument having recognized that there were both qualitative and quantitative data to be collected and promptly analysed to reach the best conclusion.

### Interview

An effective accomplishment of field data collection was realized with the use of interview questionnaire surveys between April 2014 and May 2014 in UAE. The questionnaire with a cover letter describing the purpose of the study was presented to the stakeholders in the case sector, a few tourists, and the local residents in UAE, with a request that the chief executive officers, directors, coordinators, managers or individuals. For non-response samples, an enquiry was made and the major reasons cited were lack of interest, confidentiality, the in-charge person was out of the office, or corporate policy was never to disclose information. Despite the comparatively low respondent rates, which are typical for interview surveys, the number of responses was sufficient enough for the purpose of this exploratory study was conducted.

### Secondary Sources

Under the secondary sources, quantitative study was significant. A researcher is required to engage in authenticated document researches, which are more of a secondary data collection approach, to seek answers to some parts of the research questions and research objectives. A document research was delivered in a way that involves the researcher in gaining direct access to very vital and important UAE and tourism documents that

have to do with information on the predetermined outcome of the tourism industries.

### Geographical Area

The United Arab Emirates geography includes the location of the country, the demography and the climate. Located in the Middle East and situated between Oman and Saudi Arabia, United Arab Emirates outlines the Gulf of Oman and the Persian Gulf (<http://www.mapsofworld.com/UAE/geography/>).

The geographical alignment of United Arab Emirates determines the climatic condition of the country. Located in 24 00 degree North and 54 00 degree East, the country enjoys a sub-tropical climate with extremely hot and humid conditions.

United Arab Emirates Mountains make the geography of the country all the more beautiful. Mountains in United Arab Emirates make the highest point in the country. Roads, which help in transport and communication, are built along the mountainsides.

### Sample Size

For the purpose of the study we have decided to select 50 sample sizes from the population of study.

### Sampling Method

Sampling is the process by which inference is made to the whole by examining a part. The purpose of sampling is to provide various types of

statistical information of a qualitative or quantitative nature about the whole by examining a few selected units.

The sampling method is the scientific procedure of selecting those sampling units which would provide the required estimates with associated margins of uncertainty, arising from examining only a part and not the whole. In this research we decided to select a sample by using simple random sampling (SRS) method.

#### Data Collection Method

To examine the future tourism in the UAE the researcher made up to use the interview method in addressing issues faced by the tourism industry in UAE was accomplished through a number of instruments. For the purpose of the study we have decided to collect the data through questionnaire and interview methods.

#### Data Analysis

The collected data would be analyzed by using statistical software called SPSS

#### Timeline

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