

Dubai case study hospitality

Business



This is not the most ancient of cities nor the more blessed with natural riches but Dubai has always held incredible allure and throughout its dramatic development has retained key characteristics- as proud of its Arabian heritage as enthusiastic of futuristic innovation as embracing of multiculturalism as encouraging to commerce.

In a reflection of the hardwired weariness of possible poor harvests ahead, the Emirate has maximized its position as fishery, pearling post, trading center, oil economy, transport hub, and now, global city.

From camel caravans and coast-hugging trading dhows to city block sized container's and gigantic passenger jets, Dubai has seamlessly continued as a stopping point for travelers and traders. At its essence Dubai has always been, and will always be, the most excellent ND entitling of places. Perfect beaches and year round sunshine, luxurious hotels, and every imaginable activity, an incredible business hub with state of the art architecture; Dubai is a draw to people from all over the world.

It is now a magnet for people of all cultures, for business from all backgrounds; it has become a true global hub.

Geography & Aviation Dubai International airport first opened in 1960 with a compacted sand runway and Emirates' allure began operations in 1985.

Together, airport and airline have carried Dubai to ten top AT world rankings. Now with Emirates' new allocate at Dubai International and the separate, brand new, world's biggest airport (Dubai World Central – Al Maktoum International), further future dominance looks set.

Encouraging trade and welcoming travelers has been a continuous characteristic throughout Tuba's history. Today Dublin International Airport is one of the world's major aviation hubs with more than 6, 000 weekly flights being operated by 130 airlines to over 220 destinations across every continent except Antarctica.

More advanced technology allowed the airline company to focus on Africa and Europe and eventually North America. Thanks to that gift of geography, Dublin now served a market of 2 billion people living within four hours by plane and another four billion within seven hours.

Emirates' own distinctively shaped Emirates Aviation College adjoins the Aviation Club, which is home to the renowned recreation and nightlife facilities of Irish Village and the Dublin Duty Free. According to Richard Quest, the CNN anchor and airlines correspondent, it would be hard to underestimate how central the airports and airlines have been in transforming Dublin into a world-class tourism destination, and we quote him here by agreeing that " Dublin completely hanged the rules of the game".

The Department of Tourism and Commerce Marketing (DUCT) One of the major successes in the process of tourism planning and development is the initiation of the Department of Tourism and Commerce Marketing in Dublin.

Duct's broad objectives are to increase the awareness of Dublin to global audiences and to attract tourists and inward investment into the emirate. It is empowered with the responsibility of organizing the marketing of tourism and commerce for Dublin. Today, DUCT is the principal authority for the planning, supervision and development of the tourism sector in Dublin.

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In addition, it is charged with the responsibility of licensing and classification of hotels, hotel apartments, tour operators, travel agents and all other tourism services. Duct's supervisory role covers archaeological and heritage sites and to ensure sustainable and responsible tourism for Dublin. It is also committed to conduct training programs for personnel from the tourism industry to ensure that Tuba's tourism industry continues its world-class development with world-class people involved at all levels.

Since its inception, DUCT has played a pivotal role in promoting Dublin and growing the economic contribution of tourism to the emirate. Amenities & Exemplary Accessibility Dublin boasts an incredible array of activities that include every imaginable desert activity, water sport and much more besides; from dune bashing to skiing on real snow, from diving with turtles to skydiving over the world's most iconic man made coastline; and all in the same day. Skydive Dublin operates from the runway on the far side of the marina.

Ski Dublin is based in Mall of the Emirates to the north of the marina, while to the east lies the great desert and to the west the Arabian Gulf. Dublin has it all. II.

Tuba's Journey from rags to riches, from obscurity to dominance, is a dramatic one. To get to the metropolis of today with more super tall skyscrapers than anywhere else, with the world's tallest building, longest building, tallest hotel and residential towers, largest man mace Islands, port Ana marina – Danna NAS Ana to develop faster than any other city.

Dublin has always pushed itself to its limits, successively making the most out of circumstance. However, it is important to consider the negative aspects that will undoubtedly emerge once a city or nation starts welcoming millions of tourists every year; taking into consideration that the increase in the number of tourists took place at a very fast pace as in the case of Dublin. Dublin: A Wealth-based Culture All of Tuba's fantasies were built in few decades, at warp speed.

Everything was imported: from the people and the materials to the culture filling up in the new museums in neighboring ABA Dhabi.

What began as a need to involve outside cultures has seen people settle here from almost every nation on the planet. Cost was no object: this air conditioned desert fantasy requires more energy use per errors than any other spot on the globe. Dublin, being a region drenched with oil money, has staked its fortune on tourism. This might not be a disadvantage, however; anyone who visits Dublin will definitely have a feeling that he is surrounded by wealth.

In Dublin you could be anywhere and nowhere. It is a playground for tourists, after all it is a fantasy built from scratch.

Even the museum investments are imported as an attempt to boost the competition for tourists. Tourism is hollowing out the culture. According to Professor Carol Greenhouse; chair of Princeton University's Department of Anthropology: "Tourism is creating a monoculture of shopping malls, hotels, karaoke bars and restaurants – a cultural fusion that is crashing native culture. The Infrastructure Limitations & Sustainability Due to the rapid pace
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of resort areas' developments, the ultimate paradise is susceptible to inundation with sewage and garbage from the millions of tourists who test its limits. The hotels of Dubai pump out garbage and pollution like factories.

Dubai's infrastructure doesn't have enough sewage plants to treat human waste which is retrieved from septic tanks, hauled away in trucks and dumped into drains that go straight to the sea.

It is cheaper for hotels. The construction of a second sewage treatment plant has helped, but raw sewage still courses through the sea and onto beaches. Garbage and sewage from the millions of tourists simply outpace the infrastructure. In other words, the rapid pace of tourism development is expected to outpace the limits of the infrastructure.

This will stimulate us to think of the two layers of Dubai that look completely opposite: the layer above ground and the layer that exists underground. III.

Turkey's geographic location on the world map plays a major role in making it one of the most visited countries around the globe. It has the distinction of being located at the junction of two continents, Asia and Europe, and a place where three continents, Asia, Africa and Europe are closest. In addition to its prime location in the middle of two major continents, Turkey is considered to be one of the richest countries in terms of history and is by far the biggest natural museum of the world, and the cradle to great ancient civilizations. It has always been a bridge between East and West. As noted by Eden, Turkey is a "melting pot" of various cultures where classical culture was shaped.

From the first known urban city settlement of “ catalogue” to the historically famous Troy and from the Ionians (the Anatolian Greeks) to the greatest empires of the world, the Roman, Byzantine, and Ottoman, many cultures were established and indeed flourished in and around this huge “ melting pot”. Today, a traveler to Turkey can observe the features of all of these cultures.

Not only are they visible in their marvelous remains, but in their impacts on the daily lives of Turks today, which differs greatly from one area to another. “ Dublin, on the contrary, is known around the world for its extraordinary collection of luxury hotels and the length to which it has gone to achieve such immense levels of hospitality. With Grand Avenue of skyscrapers, Dublin today is the very model of a major modern metropolis.

Dublin has worked hard to become a city where all experiences come true; now it’s a tourist paradise.

Everything in Dublin has to be the biggest, the best, or the most outrageous: from Bur] al Arab, the most luxurious hotel, to Bur] Kalmia, the world’s tallest building, to an indoor ski slope in the desert at the Mall of the Emirates, to cosmopolitan beaches (on the man-made islands), golf courses, sport stadiums, film festivals, and restaurants serving every imaginable cuisine. Tourists can experience everything the metropolis can offer except for history and ancient heritage. These were two different cities experiencing two very different aspects and styles of tourism. The question arises as to where tourism is more sustainable?

IV. Sustainability Threats One of the most remarkable things that you can hear about Dubai is that this small desert region consumes more resources per person than the United States, which ranked fifth, or Saudi Arabia, its neighbor on the Arab Peninsula, which ranked twenty-fourth.

Moreover, UAE has had the worst score in the Living Planet scientific report showing each nation's per capita "environmental footprint". Produced by the World Wildlife Fund, the Zoological Society of London and the Global Footprint Network, this survey measures annual resources consumed and waste produced.

On the graph, the UAE's carbon consumption stands as tall as the skyscrapers that attract the tourists and pollute the country. To emphasize this issue, we shall consider the case of Burj Al Arab, the luxury seven-star hotel built to resemble the sail of a yacht that incorporated ingenious energy-saving, cooling and lighting technology. But it was built on an artificial island that pretty much wrecked the natural environment of that beach and is part of an overall destination that produces more carbon per capita than any other spot in the world.

Water consumption is not based on better standards either.

Every step in the Emirate from ancient irrigation systems to make fertile these arid lands and architectural styles developed from available materials to provide natural cooling. Water has traditionally been a sign of prosperity and hospitality in desert cultures. As a mark of progress like much of Dubai's property, the private villas, complete with their own swimming pools and surrounded by artificial lakes, are available for ownership by local and visitor

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alike. Extensive Arlington Ana explanation AT water systems have led to tingling greenery throughout the city.

The water problem in Dublin is so severe that dead fish can be found floating in the Dublin Creek river that flows through the city and is celebrated as one of its tourist attractions.

The problems of waste in the water are not limited to dead fish; they extend to include ruined beds of coral, raw sewage on the beaches, and ever-saltier water in the seas. Marine life also has had a hard time surviving during this rush to build a major tourist destination. During the dredging to create the artificial island that is home to the Atlantis Hotel, the only coral reef off of Dublin was destroyed as well as the turtle-nesting sites.

Tuba's uses of water, energy, glass walls and air conditioning under these standards are all out of place, and the most radical issue is that the authorities are allowing the building of more and more massive new hotels that will strain the infrastructure even further thus rendering the tourism sector in this region unsustainable and limited to infrastructure withholds. Suggested Policies and Initiatives For a country that is overwhelmed by water bottles discarded by the millions of tourists, Dublin must find solutions to protect biodiversity and preserve its natural resources.

Time is short and the whole unique area will be soon lost to the world unless some actions are taken soon.

And the question raised here is very critical: how can Dublin keep making all that money from tourism, keep that industry at the top of the game, while

decaying its ill effects? Reorienting Dublin toward being a Green Destination
Recent market surveys have showed that two of every five tourists are willing to spend more money for an environmentally friendly destination.

In other words, those tourists represent a new market segment that need to be served in the near future. In the same scope, many tourists might be willing not to visit Dublin due to the environmental damages it has been causing. Green tourism is considered to be a sub-concept to sustainable tourism and it is a concept that has major effects of the future and sustainability of tourism industry in a country. Authorities can impose policies on hoteliers to train their employees to reduce energy use and eventually reduce the impact of tourism on climate change.

The wealth spent on building the best of everything imaginable can be partially allocated to plan for innovative technologies that can rescue the tourist sector in Dublin.

Technology and infrastructure planning should consider the carbon emission, sewage waste disposal, and water exploitation in an attempt to preserve any natural resource left in this region. Limits to the amounts of energy and water usage should be imposed on resorts and tourist amenities or else monetary penalties should be charged on those who exceed their consumption limits.

Amortization According to hospitality professionals, many complaints are received from tourists that there are no Emirates in their hotels. Locals that are aware of the region's hospitality traditions and style are not visible in the tourism sector and especially in hotels. As we mentioned before, Dublin is
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not a cultural destination; however, it attracts tourists to its cosmopolitan attractions that are gradually fading away all the aspects of Tuba's culture.

Many tourists might lose interest in visiting Dublin that has the looks of the whole world except its original self, specifically its culture, thus rendering tourism unsustainable.

The solution to this issue is the concept of “Amelioration” which means convincing native Emirates to join the workforce in all fields and become masters of their economy. In this scope, “amortization” necessitates convincing the native Emirates that they should work in the tourism field and act as the “ambassadors” of their culture.