

Convince a client to visit a particular travel destination

[Linguistics](#), [English](#)



Tourism - Dubai Travel and Tour management is one such field which helps in analyzing the probable travel locations that are best for tourists. As a major in the travel and tourism management, I am keenly interested in analyzing foreign conditions and environment and then use this analysis in order to match it with the customer's demand and tastes. Tourism is usually referred to as a journey which is made for leisure, entertainment or business purpose. According to Professors Hunziker and Krapf, tourism is defined as the "sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected to any earning activity" (Cruz, 2006).

Few of the major factors that can help in deciding the travel location are the purpose of the visit and the cash available to finance the visit. There are many different places within the world that can provide greatest entertainment along with perfect leisure time but the best place that provides both along with the greatest value of money is Dubai. It is also considered to be a business hub; hence many people also consider it to be a business spot.

Dubai has expanded at a rapid rate over the last decade or so. The city has gained significant importance since the last decade. This is because of the increased developmental projects within the city. The city has expanded and blossomed quickly and it has recently caught the eye of a large chunk of tourists from around the globe. The city is not big and hence it can be really good for a short visit as a tourist would be able to witness the entire city within a very short span of time.

The city offers a mix of different tour spots. From the sand dunes and the

desert to the lively beaches, the city offers a mix two different experiences. The city is well renowned for the “ Burj Khalifa”, the tallest building in the world. The skyscraper offers an imminent view of the entire city from the 124th floor. It is considered to be the 2nd highest viewing spot within the world. The viewing spot is also equipped with a telescope which helps the visitors in viewing live locations. Although the observation deck is closed for public, but there are strong rumors that it would be re-opened by the 14th of Feb, 2012.

The city is also known for its Desert Safari. Tourists have to book the Safari tour and they are picked up from their respective hotels in the morning. Then the tourists are given a sensational ride through the deserts in the outskirts of the city, these rides are accompanied with a lunch and the famous Arabic Belly Dance in camps setup within the deserts. Finally the tourists are dropped at their respective locations by the evening. The shopping festival is another great event that has been widely acknowledged and appreciated by tourists around the globe. This festival is conducted during the January and February and it offers events such as the Dubai Carnival and many more. Besides all these recreational activities, the city is genuinely known for its luxurious hotels, revolutionary shopping malls, eye catching sandy beaches and its great night life. The city is also appreciated for its hospitality and it is commonly considered as a city that provides the best value for money.

Works Cited

Cruz, Zenaida L. Principles of Tourism. Manila: Rex Book Store, 2006. Print