

A project in al ain city tourism essay



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Introduction of Al Ain City

Al Ain city is immaterial part of Emirate. The meaning of Al Ain in Arabic is “The Spring”. It holds greatest Emirate’s culture. Its geographical area is 1, 270, 000 hectares. Al Ain city have many distinct geographical areas with different characteristics.

The population of Al Ain City are 540, 000 with 400, 000 regions. This city is very important as a social and economic hub. Al Ain city located in west of Hajar mountains. (Al Ain City Introduction)

Business in Al Ain City

Private organizations are extremely valued in Al Ain City. In this city fresh ideas are always promoted. If you are going to set a new business in Al Ain City, Following information will helpful for your business. This will give you a brief idea on how to get business start-up. It will also tell you about getting business license and registry. (Business in Al Ain City)

If you have an effective business plan and wand to take a safest step forward in new business then Al Ain city is the right place for establishing your business. Procedures are very simple and transparent. This procedure takes only few days if you have all documents those are required by relevant authorities. (Business Startup)

SWOT Analysis

SWOT analysis comes under Marketing Management. After applying management plans SWOT analysis is used. SWOT stands for Strengths (S), Weaknesses (W), Opportunities (O) and Threats (T). Strengths and

weaknesses are the part of internal process. Opportunities and threats are the external process of any business firm. SWOT analysis is very effective for business in Al Ain City. SWOT analysis for any business in Al Ain city explained below: (SWOT Introduction)

Strengths

Strengths of Al Ain organization depends on the resources and capabilities that they are using in their organization. These are the basics for developing a competitive advantage. Simple examples of these strengths are:

Al Ain organization has patents for their business.

It has strong brand name

In all over emirate Al Ain organization has good reputation among their consumers or customers.

Al Ain knows follows all laws related to their field and always updated from these new laws. It is the cost advantage for Al Ain Organization.

Al Ain organization uses the best natural resources for exclusive access.

Al Ain has robust economy.

It has political stability

Weaknesses

Weaknesses are the lacking of strengths of any organization. Al Ain organization has also some weaknesses such as:

Such laws are there that we can't understand easily.

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If our business brand name is not powerful. Brand name should be according to Al Ain city religion.

Poor performance in front of customers is also a weakness.

Highly structured coast.

If Business man do not about access to good natural resources.

In many cases sometime, a weakness becomes strength for organization.

(Strengths and Weaknesses)

Opportunities

Opportunities are an external part of any organization. For doing business in Al Ain city you have to follow SWOT analysis. So you can find out the opportunities for business in Al Ain:

Al Ain city's customer belongs to Islamic culture so you need to understand the customer requirements and satisfaction of customers.

Al Ain city have many types of new technologies so these are the opportunities for stabilising business in Al Ain city.

Loosening of Regulations

Remove the international trade barriers

Threats

Changing in the external part of an organization also creates many threats.

Some examples are:

Customers taste always varies according to time change. So organizations always disable to know these things.

Growth of substitute product is also creates a threat for an Organization.

Increased trade barriers. (Opportunities and threats)

Porter's Diamond of National Advantage

Increasingly, corporate schema does have to be seen globally. Even if an Al Ain organization does not imagine to import-export directly but now they can import and export directly. Because there are many competitors in market, they provide better service so this is the key factor for increasing domestic market. Information technology is making strong to this trend. Michael Porter describes a model that gives permission for analyzing why few nations are competitive than others nations are. He also described that “ what is the reason behind the success of domestic companies in comparison of other nation's company”. This model is the Advantage for any organization who wants to set our business in Al Ain city. In This model “ Determining actors of national advantage” is known as Porters Diamond. It proposed that organization should have better national home base. It pays an important role for achieving advantage in a global market. This home base helps for building advantages in universal competition.

Factor Conditions

Production factors, infrastructure, like skilled labor etc. These factors are important for setting a business in Al Ain city. These factors provide competitive advantage if we have quality in those factors. These factors categorized into human resources, material resources, knowledge resources,

infrastructure, and capital resources. Quality of research, liquidity of national stock markets and deregulation come under factor. Every country has its own set of factor conditions. It explains cost of any organization.

Home Demand Conditions

Home demand conditions tell the demand of product in market for an organization. They increase the demand of product and quality of service. Porter states that a company can get national advantages in market segment, if company knows home demand clearly. Home demand condition states the value of product demand in international market.

Related and supporting Industries

The industries that can coordinate activities in the value chain together are called supporting industry. These supporting industry help for improving over business. You are going to set-up a business in Al Ain city so you should collaborate with other well known organization.

Firm Strategy, Structure, and Rivalry

Condition in Al Ain tell that what will be the growth of your business, how to organize your business, achievement of goals etc. It provides advantages and disadvantages to your company. Your way of giving instruction is also matters in company. (Porter's Diamond)

PEST Analysis

Al Ain city in UAE operates in micro and macro environment, there are particulars are changing time to time. An internal and external factor of any organization determines the formulation of right strategies and business. The

PEST is the only best technique to determines the scanning of macro level environment, in which four factors include as follows (PEST Introduction)

P : Political Factors

E : Economic Factors

S : Socio-cultural Factors

T : Technology Factors

Political Factors

Political Factors majorly cover:

Al Ain is the part of the UAE in which the rate of crime is low as well as politically stable city. Also, with the UAE it enjoys financial stability. Its well-developed Infrastructure, robust banking structure features extensive credit and service facilities with ample liquidity for peoples and outsiders or visitors as well. Al Ain has a leading-edge technologies and sound regulatory systems in the city. The government is also committed to consistent commitment to business development, good economic policies including all kind of protection into logical property rights. The UAE benefits from stable and pleasant industrial relations. Finally, there is a well structured, sound legal framework for strong business and a healthy set of ownership rules.

Particularly a political factor covers in following points

Taxes on product and services

Employment news

Tariffs

Trade

Political stability

Government policy on economy

Control on immigration.

Government stability has provided here less taxes duties and food service products with kind of great varieties in shopping centres. Foreigners are permitted to have an ownership right of up to 49% for limited liability companies established within the Emirate of Dubai and up to 100% for number of professional companies, including its branches and representative offices in different cities.

All of these factors perfectly give a positive view about Al Ain City. (Political Factor)

Economic Factors

Economic Factors are important to get the power of customer means purchasing strength of people, stability of economy. The fluctuation of economy impacts the product prices and services there. So more or less following factors are play a vital role

Higher the interest rate lowers the investment

Economic growth in terms of GDP

Inflation rate

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Exchange rates

Very low inflation and unemployment

Favourable prediction for growth in the economy

Lack of corporate reform

Al Ain city is known as the garden city of the Gulf; it is witnessing a marvellous boom in all economic sectors and social activities.

At the time of Town planning, as per the Annual Statistical report of the Al Ain Municipality, in 2002 the Department has issued 1062 fresh construction licenses and interestingly only 53 of them related to government, 12902 new trade licenses also including 2556 for restaurants (2904 in 2001).

The number of central parks increased to 26, covering a large area and raised the huge number of date palm trees.

As far as the business growth has increased, a new with high height shopping mall has been added to the city along with a good number of small and medium size businesses and a lot of housing compounds and new multi-storey buildings, as well as a Sheraton Hotel (five star) is under construction.
(Economical Factor)

Socio-cultural Factors

Modern society is playing vital role in development of city with municipal organizations. The bases of them are social and economical environment, municipality's facilities, and infrastructure.

This city has also known as ‘ Garden city of the Gulf’. Al ain municipality is providing remarkable service to have latest and highest standards of scientific and technology quality. Al ain municipality also committed to get excellence through its development of business systems. (Socio-cultural Factor)

The city of Al Ain, meaning ‘ the spring’ in Arabic has remarkable history and excellent heritage in it.

The organization named ADACH, Abu Dhabi Authority for Culture and Heritage is focusing restoration part of its strategy plan to preserve or guard the physical heritage of Abu Dhabi. Historic buildings require more maintenance. ADACH is responsible for providing the protection to its tangible cultural heritage of Abu Dhabi, and this encompasses the maintenance of buildings, considering a number of sites and important projects, with an extreme focus on historic buildings. Meanwhile, Dr. Sami Al Masri, Deputy Director of department of General for Arts, Culture and Heritage at ADACH, said that a program has been launched for the renovation of a group of historic buildings. All these buildings really needed an immediate intervention, to assure their safety and to avoid deterioration. (Socio- cultural in Al Ain)

Technology Factors

Technology has a very exploring and rapid growth in the field of construction, expansions, growth with application to the Al-Ain City in Dubai, UAE. These are the use of Virtual Reality techniques really put Al Ain city a

bit ahead in technology field. Currently, Reality packs are the most increasing fields of information technology and have a great media attention.

There is evidence to suggest that the use of such technology will enhance conceivable image of any aspect of project development at any urban setting for customers, users and clients. So, the city officials and administrators as well as public (users) can reach better life style within their towns and cities. A basic VR model to the street is a very good example of technology construction. The building's heights in the street are telling the story of growth of technology here. The technology is providing the great look and feel for the visual quality of the city.

In essence the part of this study showed that Al Ain visualization is proving to be a remarkable tool for technology designers and planners. Increasing the heights of buildings in the mid-street shows the technology's height and on the edges, along with enforcing distinctive architectural styles for the proposed buildings will enhance the overall quality of the street. Additionally, decreasing the strength of current vegetation and tree heights will increase the imaginable quality of the street. However, the built of a comprehend VR model needs more time, resources and. This report, shows to us that we are moving fast with the help of technology and its day by day new inventions. Human lives are keeping cool by technology. We are now more comfortable to identify existing problems and to quickly evaluate alternative solutions to those problems. (technology factor)