

# The dubai mall essays example

[Sociology](#), [Shopping](#)



the largest shopping mall in all over the world. Burj Khalifa - the tallest man-made structure on a planet. Dancing fountain, located near - the largest fountain system in the world! These facts are already enough reasons for visiting Dubai. It's fantastic! Especially it is impressive when you're young, open to the world, unfettered by family student, and a desire to travel and learn something new and wonderful about your environment makes your blood hot and heart starts beating faster, while your imagination is totally excited.

Officials announced The Dubai Mall as the world's most visited shopping and leisure destination — number of 54 million visitors during 2011 as an approval. Also, the numbers surpass tourist arrivals to Times Square (39. 2 million); Hyde Park (38 million); and Niagara Falls (22. 5 million).

“ The visitor footfall to The Dubai Mall has exceeded our expectations every year since its opening in 2008, and in 2012, we marked another landmark by welcoming 65 million visitors. This is complemented by the growth in retail sales of 24 percent compared to 2011. These figures are a clear testament to the the mall's evolution as the city's must-visit tourist and retail hub” – commented Mohamed Alabbar, chairman of Emaar Properties.

The Dubai Mall is not just a “ shopping mall” as anywhere else on the Earth, as the ruler of the Gulf desert city state, Sheikh Mohammed bin Rashid al-Maktoum, named it as a “ new city within Dubai”. In his statement he noticed : “ The current facilities available in Dubai need to be scaled up in line with the future ambitions for the city.” The massive expansion of The Dubai Mall, has commenced in preparation to welcome over 100 million annual visitors to the mall. With the first phase expansion by 1 million sq ft,

the fashion portfolio of the mall will further strengthened, enhancing the city's high end retail offerings. To be expanded further, the Fashion Avenue in The Dubai Mall will add new and personalized flagship stores of the world's most renowned brands. The overall expansion will also bring in other high-end lifestyle and entertainment brands to The Dubai Mall.

The mall itself is a unique modern creation, designed to serve a number of completely new types of goals and perform a social component role as well. Dubai is clearly trying to be a city of the future and this trend can be seen throughout.

Despite of the sometimes excessive luxury and desire to be second to none, the leaders of this Middle Eastern country have a clear understanding of what they are doing and what we see as a result of their actions, really worthy of respect. After all, Dubai Mall, is an integrated approach and it appears in every detail-rather small or not at all. Project has been brought to life in such a way that the 40 (!) different lines were launched and have been succeeding since the very beginning and continue their qualitative development. It's not just about shopping and related services – Dubai Mall operates everything from boutiques with the best brand names on signs to extensive socio-cultural complex .

In Dubai Mall it is easy to find almost all the important global brands. Fashion Avenue area of 40, 877 square meters, which is the world's largest collection of brands under one roof , can be surely named the modern fashion capital . Fashion Avenue consists of shops " haute couture" and the best designer brands in Dubai. Fashion Avenue luxurious decor complements the unique atmosphere of endless rows of shops elite clothing. It is a paradise for lovers

of clothes, to whom is this freedom to choose and to combine garments and accessories, as much as you want, that's almost impossible to stop .

As for cafes and restaurants, this is really a place where they're organized with nice approach — lunch at a cafe or restaurant is now an integral part of the shopping experience. That is why the Dubai Mall went further and presented on the same site kitchens from all over the world.

Whether it's local, European, Mediterranean, Asian cuisine or other countries, Dubai Mall offers an incredible selection that will satisfy every visitor. Great restaurants and food courts of international standards elaborately placed throughout the shopping and entertainment center and outside of the complex along the walking area at the water line right in front of the worldwide famous fountain.

Dubai Mall offers the largest and most diverse selection of food and beverages throughout the region. In the shopping center, there are over 150 points - from chic restaurants to more casual eateries offering a wide range of dishes, a variety of interiors and price range that can meet the needs of each visitor.

Regarding the entertainment, it will be fair to say Dubai Mall is surely prime place. The whole Universe of a family holiday welcomes you at Dubai Mall huge number of grand entertainment points! Dubai Mall is a made-up center for the whole family. Children can try different professions by visiting Kidzania, a unique educational and entertainment center, where children are given a chance to be adults in the form of a game. After spending a day in the Republic of Sega, extreme indoor theme park, or learning how to figure skating at the indoor rink, you can also enjoy the Aquarium and learn a lot in

the Underwater Zoo — you will be impressed by its size and the number of sea creatures such as sharks, moray eels, stingrays and thousands of other inhabitants of the deep sea from all around the world. Then it is a must to visit the observation deck on top of the Burj Khalifa - the output to the highest building in the world. Or succumb to the temptation to see the latest films in the 22-screen cinema Reel.

As a conclusion — with the help of common phrases it is hard to clearly express the emotions that arise during , and especially after the visit to the Dubai Mall , and no matter whether the stay in was long-term or short-time . Special atmosphere and the aura of this place create the spirit of fun, esthetic pleasure and understanding the beauty of the surrounding world. And even though this beauty is a man-made, artificial, yet human being is made in such a way that tends to experience the thrill and excitement, watching something extraordinary, whether it is a natural phenomenon or a unique creation of other people as well. In addition, there would be no exaggeration while saying that the Dubai Mall is really a place, where realizing of today's globalized world is felt manifested differently. This understanding is reflected in the consciousness of oneness of the world and us, its creatures. Dubai Mall is visited by people belonging to more than 200 different nationalities, and this fact itself raises questions about the implications of the development of the human race, which is exactly what we observe in creating such special places like this.

Finally it is better to line up the above words with comment of Mohamed Alabbar, chairman of Emaar Properties : “ Dubai Mall is not all about shopping. It’s about social and lifetime experience”.