

Free essay on the sand dunes and sabkhas

[Business](#), [Marketing](#)



Introduction

Al Gharbia in the UAE has been endowed with nature. The Empty Quarter of Al Gharbia has many sand dunes and Sabkhas. There are business ideas that can be developed from these gifts of nature. This paper will focus on how these features can be used to be a source of business. It will propose a business idea that can be used by businessmen to develop businesses that can bring revenue to the business owners (Lokier, 2013).

Business idea

The area has the tallest sand dunes which go as high as 500 meters. This is a major tourist attraction. A businessman can make the most out of this development. The height of the sand dunes can be used to the advantage of the residents. One can buy hot air balloons or parachutes that can be used to explore the sand dunes from one sand dune to another one. This is a form of activity that is common with tourists. The business will flourish when the entrepreneur will make use of the height of the sand dune. The hot air balloons will be liked by the tourists because they will be able to fly from one sand dune to another. The entrepreneur can even make use of the many sand dunes to create a sport in this area. The challenge of the sport can be made by checking the fastest person to fly from one sand dune to the next sand dune. The sport will be fun with the strife to balance after the sportsperson has successfully flown to the top of the sand dune (Westwood, 2011).

Selling sabkhas salt in the base

The entrepreneur can build the tallest sand dune to be the base of the flights. This is done by strengthening the sand dune so that they are not flown by the winds. The base can be converted to a central location where the entrepreneur can start small shops to sell the different products from the vast desert. The sabkhas are known to develop after the water has evaporated. Since the water is salty, the salt will remain after they have evaporated. The entrepreneur can collect the salt from the sabkhas and sell them. This is a business that has not been developed in this area. This will be enhanced with the development that is done by the government. There are developments that are being planned by the government where a railway station and various buildings are being developed. In the near future, the Empty Quarter will be a major attraction site even for the locals and not external tourists alone. The government is marketing the place for investors to build investments in the area. This will be the market for the entrepreneur to sell the salt from the sabkhas. It will also boost the flying and the sporting activity. The sporting activity will be a major source of attraction for the tourists and the visitors in the area (Pritchard, Morgan, & Pride, 2011).

Conclusion

Making use of the sand dunes in the vast desert which is endowed by this natural wonder is the best business idea. With the tourists which flock the site for site-seeing, it is a ready market for all the investments that the entrepreneur. This is enhanced by the developments that are seen to be done by the government. The government is marketing the area which means more business in the near future. This is a viable idea.

References

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