

Good example of essay on sporting arena

[Art & Culture](#)



**ASSIGN
BUSTER**

Communication-Comparing Two Events

Introduction

Whether it is international or local business, sports or cultural festivals, hosting events provides a country with numerous benefits including provision of employment opportunities to the residents of that particular country. Events and festivals are the building blocks of tourism attraction that forms a significant percentage of gross domestic products. There is a positive correlation between the number of tourists' attraction and economic growth of a given country. Countries endowed with numerous tourists' attraction both domestic and international earn relatively high foreign exchange (Ricky, 2010). In addition festivals and events boost national pride as well as encouraging international collaboration. Citizens have the opportunity to showcase their talents both at national and international levels. International events and festivals are an important aspect of fostering competition between countries across the world. An international event for instance FIFA world cup which is held after every five years draws players across the entire world. Apart from rewarding the winner and best players, the tournament helps the world look like a global village being the most viewed championship. UAE is not an exceptional in hosting local and international festivals and events especially from the cultural sector, sporting arena and the business world. This paper discusses major events in each of these three sectors and attempts to compare and contrast similarities between local and international events in each sector.

UAE has powerful tournaments and championships that make this country stand out in sporting activities. Dubai rugby sevens constitutes a national

<https://assignbuster.com/good-example-of-essay-on-sporting-arena/>

event that has drawn the attention of the people due to the team's outstanding performance. Dubai Tennis Open on the other hand is an international event that draws players across the whole world (Tuchman, 2009).

Dubai Rugby Sevens

Commonly known as emirates airline rugby sevens, the event is a unique one. The tournament traces back 44 years ago and has now grown to 3 days event which almost brings the entire country into a standstill. It has the largest number of fans and has turned out to be a social event that brings together the entire country to celebrate the event. It is held at Sevens stadium, the main pitch which fills to the brim during the tournament. The most passionate fans come here to support their team as well as partying until late hours. The tournament features over 200 players drawn from Abu Dhabi including youth and women. It gives the Emirates a sense of belonging and pride during the three action days. The event is not complete without entertainment both for the children and the adult concerts during the three days (Tuchman, 2009). The tournament consists of 16 teams classified into four groups where each team must play the other. Two top teams in each group proceed to the quarter finals. Winners in each pool of quarter finals are the ones who play the semi-finals. Winners in the two matches of semi-finals meet for the final to compete for the trophy. Losers in the semifinal matches on the other hand play for the 3rd and 4th positions respectively.

Dubai World cup

This is world horse race that began in 1996 at Meydan racecourse in Dubai. Emirates racing authority regulates and controls the race. The race is made <https://assignbuster.com/good-example-of-essay-on-sporting-arena/>

up of 1 purebred Arabian contest and 8 thoroughbred contests. It is one of the leading horserace that draws contestants across the entire world. The race is held in every last Saturday of the month of March and has been rated the richest contest in the world worth over \$10M. Contestants must cover at least 2000 Meters to determine the winner. The first race winner in 1996 was an American called Allen whose horse was named Cigar. Since 2006 the event has been aired live in most national Televisions including ABC of America (Oakley, 2013).

One of the major similarities between Dubai rugby sevens and Dubai world cup is that they attract significant number of fans both at national and international level. In addition, UAE makes millions of dollars from these events that are used for further strengthening of sporting activities in the country. Identifiable differences is that while Dubai rugby sevens is a local tournament with local sponsors, fans and members, Dubai world cup is an international tournament which draws members, participants, sponsors and fans (Ricky, 2010).

Cultural Festivals/Events

Cultural events help the nationals of UAE to understand and appreciate their cultural practices, beliefs, behaviors and norms. In addition cultural events are an important aspect of safeguarding the national heritage of Abu Dhabi. Art week consist of the most celebrated national event while Sheikh Zaid Mosque is an international monument that attracts attention from the entire world.

Art week

This is an important week for UAE people as it is during this period that people have the opportunity to showcase their wide range of cultural practices, beliefs and norms. This event encourages constructive collaboration between colleges, galleries, organizations in promoting Dubai as a centre of culture and as creative hub. A guide is produced yearly detailing the series of events to be undertaken and venues. Outstanding places such as museums, restaurants, universities and hotels are selected for the big event. It is held in the month of March every year and attracts participants from all the whole of UAE. Drama, dances, live performances by renowned musicians, lectures and poetry are among the main activities carried out during the art week.

Sheikh Zayed Mosque

The grand mosque is one of the most beautiful architectural monuments across the world. The mosque's purity is a great inspiration to humanity. It promotes diversity especially among the Muslims throughout the world. It is an important tool for celebrating the life and contributions of the late Sheikh Zayed to humanity. Many cultural events are held here such as exhibitions and lectures with the aim of emphasizing the need for understanding Muslim religion, practices and beliefs (Hillenbrand, 2012). This monument has attracted tourists from all corners of the world and has earned the country millions of dollars as foreign exchange.

Similarities between the two cultural events are that they both bring people together to appreciate culture. In addition, they are critical in safeguarding the national heritage of UAE as well as giving the nationals a sense of pride

and ownership. Notable differences exist in attracting tourists (Ricky, 2010). While art week attracts mainly local tourists, the grand mosque attracts both national and international tourists.

Business Events/Festivals

Business events and festivals are important aspects in fostering collaborations, partnerships and networking between business organizations. They are excellent avenues for idea generation as well and provision of opportunities available in the business world. UAE holds numerous business events both at national and international levels.

Dubai international Boat show

The event attracts over 20. 000 visitors from the world. Events here include marine display, deep sailing, dubs fishing and sailing. It has been rated the most celebrated business event that allows participants to showcase their talents. If you want to know more about boats varieties, price and other features, this is the right place to go. This year's event reported significant improvements from the previous ones in terms of participants and audiences.

Taste of Dubai Festival

The event is held in March every year where participants have the opportunity to showcase wide range of Dubai food and drinks to audiences from the whole of Dubai. The exhibition draws outstanding restaurants to participate and market their talents. Audiences have the opportunity to learn from the best chefs, participate in tasting beverages as well as kitchen secrets they are not aware of. To participate in this event, it is necessary to

register in advance to make most from the exhibition. Taste of Dubai festival is the most rated and participated local event. 2014 event was one of the most celebrated because it attracted virtually all five star restaurants to showcase their products and services (Hall, & Sharples, 2008). In addition, it had prominent sponsors who facilitated the event financially making it a success.

The similarities between the two events are that they draw significant attention from people both at national and international levels. They are excellent platforms for business people and organizations to forge constructive collaborations. The only notable difference between the two events is that while Taste of Dubai festival is a local event drawing participants mainly from UAE, Dubai International boat show is a global event attracting participants and audiences across the world (Ricky, 2010).

References

Hall, C. M., & Sharples, L. (2008). Food and wine festivals and events around the world: Development, management and markets. Amsterdam: Butterworth-Heinemann.

Hillenbrand, R. (2012). The Sheikh Zayed Grand Mosque: A landmark of modern Islamic architecture. Abu Dhabi: Shawati' under the directives of the Abu Dhabi Authority for Culture & Heritage.

Ricky, S. (January 01, 2010). Megamarketing an event using integrated marketing communications: the success story of TMH. Business Strategy Series, 11, 6, 371-382.

Oakley, R. (2013). Tales from the Turf: Reflections from a Life in Horseracing. New York: Icon Books.

Tuchman, R. (2009). *The 100 sporting events you must see live: An insider's guide to creating the sports experience of a lifetime*. Dallas, Tex: BenBella Books.