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Article

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The Positive Role of the Tourism Industry for Dubai City in the United Arab Emirates

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ABSTRACT

Several types of research have been conducted regarding the tourism industry in Dubai. However, they have not managed to indicate the roles that the tourism industry plays in Dubai. The purpose of the current study is to examine the roles of tourism in Dubai and the growth of tourism, as well as to uncover relevant information that supports the development of the tourism industry in Dubai. The current paper discusses the infrastructure, strategies, and culture, which enhance the growth of the tourism industry in Dubai. The development of the Burj Khalifa, the tallest building in Dubai and in the world, is indicative of the touristic aspirations of the city. The study also factors in the top tourist destinations, the top ten countries visiting Dubai, as well as the busiest airports in the world (data from travel companies). In the literature review, the authors discuss some of the developments brought by the tourism industry in Dubai, including cultural and infrastructure development, such as roads and airports. The paper indicates the natural features available in Dubai that makes the Dubai tourism industry flourish. The findings indicate that cultural and religious diversity , hospitality and infrastructure enhance the growth of Dubai's tourism industry. Other notable mentions, such as the Expo 2020 Dubai and the Sheik Muhammed Vision 2020 awards are also discussed. The current study highlights the developments the tourism industry has brought to Dubai and the strategies to improve the sector. The paper can also be implemented to further the research on the tourism industry in other countries.

KEY WORDS: Dubai, tourism, urban development, culture, management, urban planning.

JEL Classification: L83, N15, O44.

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1. Introduction

The United Arab Emirates (UAE) is a federalized elective monarchy consisting of seven emirates. The UAE was created in 1971 when those seven states joined the federation – Dubai was one of them. Like Dubai, all the states are named after their capital cities. Besides Dubai, the federation consists of Ajman, Ras Al Khaimah, Umm Al Quwain, Abu Dhabi, Fujairah, and Sharjah. In the 18th century, Dubai was a village of fewer than 1000 members of a tribe named Bani Yas which was ruled by Sheikh Tahnun bin Shakhbut of Abu Dhabi. The villagers' occupation was fishing. Dubai is situated on the Persian Gulf, to the northeast of the United Arab Emirates. This, along with being located roughly at the sea level, makes it more attractive as a tourist destination . With the beginning of the last decade, the government of Dubai has planned to maximize and maintain the circulation of foreign investment through tourism in Dubai into the United Arab Emirates (Ben-Romdhane et al., 2020). In this regard, his Highness Shaikh Mohammed bin Rashid Al Maktoum announced the Dubai tourism strategy of 2020, focusing on 20 million foreigners per year

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by 2020 (Stephens, 2019). The strategy was a success, and extending it with new targets and goals was planned. Assuming Dubai as one of the most prioritized tourist destinations, it is expected to attract 21 to 23 million tourists per year, up to 23 to 25 million by 2025. Currently, Dubai entices tourists with shopping opportunities. However, it has many other valuable, modern and ancient, attractions as well (Duah, 2019). Dubai is well-known for its diverse culture and the fundamental milestones symbolizing the Emirates' resurgence on the global arena. However, the tourism industry is fundamental to Dubai. According to a report, 8.36 million foreigners visited Dubai in the first 6 months of 2019 (Saxunova & Le Roux). Many of them were from India, the Kingdom of Saudi Arabia, and the United Kingdom. Therefore, the UAE's government works at its best to develop the seven emirates in Dubai to help capture the attention of tourists. All types of tourists, both younger and older, may find suitable attractions in Dubai, including shopping, entertainment or simple relaxation. Dubai can offer tourists whatever they wish for (Kim & Kang, 2020). The city that attracts tourists equally in every month of a year, as the climate is very moderate for the visitors and the habitations (Siegel, 2019).

Similarly, Dubai has also shown significant development in infrastructure that aids the tourism industry, such as tourist facilities. These are improving in the level of services they offer in transportation and the hotel sectors. Particularly, in Dubai, the roles of culture, religion diversity, hospitality and infrastructure are the most important in tourism industry growth. By following a statistical report of the government of Dubai, in 2019 there are 544 hotels along with 100744 rooms and 25376 apartments (Kaleychev & Tsonev, 2019). Sightseeing attractions in Dubai also include its famous building Burj Al Arab which is considered one of the most luxurious hotels in the world (Michael et al., 2020). Another destination, highly popular among the tourists, is the shopping malls. Besides these two aforementioned attractions, there are many other highlights that equally capture attention of the tourists. Moreover, Dubai is also known as the city with many faces, as it is the home of the tallest tower worldwide, the Burj Khalifa, and is full of adventure opportunities. The Burj is the tallest free-standing structure on our planet (Lukovich, 2019). It is 828 meters tall, having over 160 stories – it is one of the most popular attractions in Dubai (Glancy, 2020). Adventure activities in Dubai are connected with the geography of the region. One can visit the desert safaris through the golden Arabian dunes, engage in reef and wreck diving, skydiving over the beautiful Palm Jumeirah, as well as wakeboarding. The paper will research the roles tourism has played in Dubai and the growth of tourism and its future together with relevant tourism information to aid in the growth of Dubai. The research will focus on descriptive analysis. The data used in the research is secondary data. The literature review was conducted to find any other related information and assess the extent to which the topic has been explored. Most of the statistical data will be attained based on Dubai tourism in the year 2019.

2. Literature Review

Zaidan and Kovacs (2017) researched the impact of tourism on culture and the local society. Over many years, tourism has been considered an enemy of cultural identity and authenticity of people, as it involved significant modernization. Moreover, tourism contributes to changes in local languages. Older forms and archaisms can often be difficult to understand for the younger generation (Zuo et al., 2020). Furthermore, the increased value of tourism in a particular area, brings inflation due to which the majority of the people begin to suffer because tourists pay more. It is tourism contributes to changes in local values and culture changing local values and culture (Hoang et al., 2020). However, the view of tourists has had significant changes and is currently seen as supporting people's culture. In the modern world of today, people of a specific place, city, or country try to find ways to increase means that can grow their tourism industry (Łapko et al., 2020). A notable amount of budget is allocated by governments to infrastructural development in the areas related to natural beauty and to the institutions which maintain these areas. Tourism is referred to as the temporary movement of people from their usual place of habitation to other areas as well as other activities encountered with them to satisfy their needs (Zaidan, 2016).

Many people fulfil their needs by exploring other

parts of the world. However, this causes pollution. Others practice the so-called medical tourism in order to receive proper treatment abroad. In result, they are prioritized over the local patients, as the medical tourists pay more. Others travel for business purposes, which in some cases may harm the local industries (Capar & Aslan, 2020). Therefore, people moving from their place of habitation will often affect areas that they have traveled to, both negatively and positively in cultural and economic aspects (Du et al., 2016). Literature describes both effects to a large extent. Tourism has, therefore, increased the practice of the host population using their culture and progressing their values and traditional lifestyles. The current study explores the positive role of the tourism industry in Dubai.

Dubai has excellent characteristics that favored population growth, which acted as a primary driving force fueling the successful Emirates tourism development strategy. In Dubai, a colorful array of different religions and cultures can easily be observed (Tabahi, 2020). Following the results of different studies, it is determined that 90% of the city's population are expats. The biggest mall in the world is also present in Dubai which attracts people from all parts of the world, solely for the purpose of shopping. Moreover, the city has the tallest building in the world which is a major attraction, distinguishing Dubai from other cities (Musavengane et al., 2020). The city has poured a lot of time as well as money into modernization (Sokhanvar et al., 2018). Like other neighboring areas enjoying their oil-related wealth such as Abu Dhabi, Dubai does not have wide resources of oil wealth. However, its major source of wealth has been its seaport in the Persian Gulf (Low, 2020). Whereas in recent decades, Dubai has sought wealth in luxury tourism, property development, and building monumental hotels such as Burj al-Arab, Jumeirah Beach Hotel, and Raffles Dubai. Besides, Dubai has progressed politically, by having good regional and international relations and visionary leaders. Also, political policies that allow for a creation of a diverse culture were successfully applied (Zou et al., 2020). Laws and rules of the city are settled in such a way that they are easy to follow and equally favorable for locals and outsiders (Usman, 2019). Hence, people enjoy their lives with potential and contribute to the financial progress of the city. Also, Dubai is located between East Asia and Europe, it is favored for its high-quality infrastructure, attractive winter climate, and environmental landscape. The United Arab Emirates is also an ally of the Kingdom of Saudi Arabia whose economy is partially based on religious tourism (Papastathopoulos et al., 2020). Moreover, the city has the advantage of easily available competitive, affordable, and inexpensive laborers from South Asian countries such as Pakistan, India, and Bangladesh (Nasreen et al., 2020). Dubai encourages tourists because of the low import duties. Traders are also inspired to do business in the city due to the absence of taxes on corporate and personal incomes (Zaidan, 2016). Due to this, several numbers of business tourists visit Dubai to find the best deals for their current business and corporations (Rao & Bernaz, 2020). Furthermore, these business-friendly policies of the city attract new investors from all over the world. All tourists always require a pleasant environment that can make them feel secure with their properties but also their lives. The safe means of getting things also encourage tourists to go to Dubai as they will get all their needs. Status of crime rate in Dubai is very low, according to a study it is just 12.81 whereas 101.48 is the crime rate of London in 2019-2020 (Teichmann et al., 2020). According to Sheikh Mohammed, the goal for Dubai is to double the number of tourists by the year 2020.

Karmakar (2015) posits that infrastructure tourism is based upon four fundamental components; beverage and food facilities, communication facilities, accommodation facilities, and accompanying facilities. In Dubai, these four components saw a rapid development in the recent years. According to the results of a study, tourist accommodation in Dubai is relatively pricey and ubiquitous (Alsuwaidi, 2020). The study also describes that in the period 2015-2018 there is an increase in 5-star and 4-star hotels plus the number of rooms. This is a reflection of the Sheikh Mohammed's Vision Expo 2020. Moreover, Dubai hoteliers stated a 7.6% increase in inventory against a 7.4% rise in demand (Chapter, 2020). Most major cities all over the world offer direct flights to Dubai. Dubai has become the world's busiest airport, over 120 airlines fly to Dubai and from Dubai International Airport to above 260 stations, which reflects the popularity of Dubai among tourists (Al Sarrah et al., 2020). Besides,

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there is an enormous network of roads connecting the whole Arab Emirates with its bordering territories of Oman and the Kingdom of Saudi Arabia. This road network in Dubai connects all the towns and cities . The famous multi-lane highway between Abu Dhabi and Dubai provides quick access for the population of both cities (Qamhaieh & El Kaftangui, 2020). According to the results of a survey, after Tokyo and Singapore, Dubai is the world's 3rd city in the best taxi services (Ishfaq, 2020). Dubai is famous for its Asian food scene. According to a report on bbcgoodfood.com, the favorite foods in Dubai are Knafeh, Turkish cocktails, Arabic Coffee and Dates, Chebab, Khubz, Luqaimat, Camel, Samboosa, Margoogat, and Machboos. The tourism sector relies heavily on the infrastructure of a country, such as appropriate roads, electricity availability, potable water, a proper sewage system, and airports. Dubai also has the world's most modern models for all these sectors with numinous designs and architectures . Every year a notable amount of budget is allocated for required maintenance purposes in every sector of the city. Moreover, to compete with the world's top cities, Dubai also focuses on its modernization and modification. Therefore, through tireless work, Dubai can enhance its infrastructure and thus attract more tourists. However, although the competition of tourists has dramatically increased in the past few years, Dubai has progressed in the supply chain of infrastructure from transport to environmental and social infrastructure. For environmental infrastructure, Dubai is dealing with issues such as limited water resources of the city, waste generation, carbon footprints, overfishing, and air pollution (Webb & Liu, 2020). While for social infrastructure, the city is dramatically increasing its assists such as hospitals, universities, schools, housing, prisons, and other facilities. According to Elgaali et al. (2019) there exist several activities that should be performed to guarantee sufficient tourist and related infrastructure. First, the city should develop new accommodation capabilities within the country that will favor both classes of people.

Second, ease of access to the destination of travel, and within the area, using different forms of transportation is crucial. Dubai is famous for its efficient mechanism of public transport (Mann et al., 2020). The world's longest entirely automated and motorized metro rail chain is also in Dubai. It is highly accessible for the passengers not only economically, but it also provides traveling ease to its passengers. Moreover, this metro service is divided into two lines: green and red - both are operational. (Hafeez et al., 2016). Dubai is implementing automation technology to design a new and a modern type of city: a place everyone would want to visit (Diamandis & Kotler, 2020). Hence, concerned authorities become able to extend tourism of the city to another advanced level in the future. With the help of technology, initially, it is targeted to reduce traffic jams on roads, the transformation of healthcare centers to a broad level, increase in ascertain to inflate resources. Furthermore, promoting innovation, digital startups, research and development have also been prioritized (De Jong et al., 2019). Dubai is heading towards becoming a technology hub. Third, existing accommodation capabilities should be improved by using modern methods and technologies. Fourth, to the city should enhance the communal infrastructure such as public facilities being used by every person in the destination. Fifth it should focus on destination safety and cleanliness as people always desire guaranteed security. Dubai offers security with no additional fees due to which crime rate is also very low in the city. However, in suburban areas, late night pickpocketing and purse snatching is still problematic for tourists and contributes to their financial losses and induces stress. No one would like to be in a place where their safety is not assured, and their lives are at risk (Kavunkil Haneef, 2017). Sixth, it should develop essential structures. For example, not all people are always in need of the latest infrastructure. However, the government of Dubai should perform research and realize which type of infrastructure is needed the most, then the appropriate infrastructure should be developed. There is no doubt, Dubai has become one of the most popular places for travel for the majority of the world's tourists. However, there are some serious issues such as the implementation of law limits tourists' activities. Where the consequences of laws bring safety to the general public, they also limit the freedom of the public. Set rules and laws in the city help to decrease crime rate however, tourists often don't like to restricted as much (Turner, 1991). Hence, government, jurisdiction, and experts must keep an eye to resolve the issues. Finally, to the city

should improve the quality of its offer. Most tourists are always searching for better services. Also, better services offered incentivize tourists to return.

It can be argued that tourism development improves the country as well as eager to learn and provide high-quality services. Tourists come from different areas and hence have diverse cultural backgrounds that require the hospitality members to learn and acknowledge the diversity of people. The hospitality department is highly developed to meet international standards through good designs in accommodation and catering services for tourists. Dubai also benefits engineers trying as much as possible to focus on designs that are more appealing in attracting tourists in return, making the city even more beautiful. Besides, Dubai has a unique landscape as well as culture and history, which increases the attractiveness of the tourist (Salama, 2015).Other features that improve because of tourism are the communication and telecommunication industry, as people will need to communicate efficiently and effectively. Similarly, the recreation and leisure facilities also increase as people from the diverse areas come to Dubai with their types of sports and leisure activities such as art fairs and introduce them to the citizens of the country; as a result, people adopt them. Lastly is the improvement in education among individuals as people will always need to learn so that they can be able to understand one other.

3. Methodology

The research has adopted an ethnographic approach, which is based on the author's experiences in the destinations where visited as well as the use of second-hand data. The research design adopted is descriptive studies. It captures the relationship between the role of tourism in Dubai and its determinants. Barbour et al. (2016) argues that the use of descriptive studies is used to answer the question "why" and "how" as well as the questions "what." According to the research, the items to be explored are based on what are the roles of tourism in Dubai. Therefore, the study is descriptive and involves the quantitative analysis of data. Secondary data was used in the research to analyze the roles of the tourism industry in Dubai. Johnston (2017) describes secondary data as information that was collected for other purposes other than the current goal of the research, however, the data used in the current study should, therefore, be of utility and relevance. The authors collected tourism data for the year 2019 from different online sources. This data is also based on the shared experience and statics on different forums and websites designed for tourists to mention their opinions and recommendations about their visited places. Moreover, for better understanding, evaluation, and correction of the data, some of the tourists who already have mentioned their contact information on the websites were connected. By connecting the tourists, more fine data was obtained about Dubai's tourism. Furthermore, a survey was conducted on different social media. Before the survey, an online simple web application consisting of seven different webpages, each page has a specific set of questions with a title on the header of the page, was designed comprising of questions that were created from the author's personal experiences during the visit to Dubai. Then link of the web application was shared in various groups of tourists on Facebook, WhatsApp, and Snap Chat for data collection and to maximize the authentication and purification of the author's data. Hence, all the data from all the participates were collected in a table connected at the back end of the web application. However, partially filled, unserious and non-related responses were excluded from the data set. The next process was to sort and analyze the tabular data hence end results of this research can easily be determined. Thus, the data was separated in different tables according to the nature of collected data and categories that were designed for better understanding and to create a relationship between data to achieve targets and goals of this research. Therefore, this primary data was passed through some statistical formulas and relations. For this purpose, the computer base calculation was performed. Moreover, a famous statistical software was also used in this process to achieve the outcomes of this research paper. Because the nature of the research is ethnographic hence, analysis based on the author's personal experience and intuitions also contributed to obtaining the results of the current study.

According to Zaidan (2016) his highness Sheik Mohammed bin Rashid Al Maktoum adopted the Tourism Vision 2020 plan. The goals set were ambitious and comprised of increasing the number of tourists to two hundred million tourists by the start of the coming decade, and increase the amount of income into three times than the current revenue generated from tourism. The growth of the tourism sector should require the total submission

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of both the public and the private sector to be able to advance on both the accommodation and facilities needed. The data collected was required to see how information has been trending for the past years and be able to predict the future and make improvements for the better tourism sector in Dubai. Tourism has brought significant changes in Dubai, and the data collected includes the international overnight visitors to Dubai from 2019, information which was obtained from the tourism statistics database in Dubai statistics center, the rank of Dubai in the tourism sector with other international cities, and Dubai hotel data. Additionally, primary data were collected to examine the relationship between culture, religion diversity, hospitality, infrastructure and tourism industry growth. 400 questionnaires were distributed among the employees of tourism companies and 240 valid responses were returned which were used for data analysis.

4. Analysis

Forty years ago, Dubai was recognized as dependent on pearl fishing and trade and limited oil reserves. However, in the year 2018, Dubai was viewed as a revolutionary city-state that's quickly intensifying its worldwide outreach and taking a range of significant development projects and attainments. The administration has attained enough confidence in the tourism sector and marketing planning since they received an award of Expo 2020 to be able to double the benefits associated with tourist as well as increasing tourist into twenty-five million by 2020 (Singh, 2015). According to the report produced by Dubai tourism, in the year 2018 Dubai had acquired a total of 16.66 million international tourists, and the city had 717 total number of hotels and hotel apartment buildings as well as 118, 039 rooms that were available for accommodation and 493 AED rates for rooms per day. Besides, by the end of June 2019, Dubai had acquired approximately 8.36 million international visitors (Benton, 2019).

The table indicates the top destinations visited by tourists using the two travel companies, the TripAdvisor and the Lonely planet. As stated above in the table, the two-travel companies are used to aid the travelers because they have user-generated content, online reservations for transportation, travel experience, price comparison tools, lodgings, and restaurants. According to TripAdvisor company, Burj Khalifa is regarded as the top destination for tourists to travel followed by Dubai Mall and the Dubai Fountain. On the other hand, Lonely Planet has also listed Burj Al Arab is the top destination to be visited using their site followed by Dubai Museum and IMG Worlds of Adventure while listing Burj Khalifa at position four.

According to the graph, the UAE administration aims at new policies to improve the number of tourists by the year 2020 are highly appealing, and the progress indicates that at the end of the year they will achieve it. Leading visitors who visited Dubai from January to June 2019, India was the leading in visiting Dubai with visitors ranging to 997,000 individuals, while the second-largest country to visit Dubai is Saudi Arabia with 756,000 visitors which is followed by the United Kingdom with 586,000 views and then China with 501,000 visitors (Kaleychev & Tsonev, 2019). The next countries are Oman, Russia, the United States of America, Germany, Pakistan, and the Philippines, which have less than 500,000 visitors but more than 200,000 visitors.

During 2018, Dubai International Airport had gained 89.1 million visitors while the others recording high numbers are Hartsfield-Jackson international airport in Atlanta, which was leading with 117 million passengers with the second one being Capital International airport in Beijing with 100 million passengers (Heyes & Nadkarni, 2019). Similarly, Dubai international airport has gained more than 41.28 million passengers by June 2019. For the airport to record such a huge number of travelers indicates that the country is getting an increased number of tourists. the country is also expanding and has opened another airport which is required to reduce congestions and ensure the efficient movement of travelers.

4.1. Empirical Evidence through Partial Least Square-Structural Equation Modeling (PLS-SEM)

Empirical evidence was obtained by using the PLS-SEM which is most suitable technique to analyze the primary data which is supported by the previous studies (Hair, 2010; Hair et al., 2014; Hair et al., 2012; Hameed et al., 2020). In this process, the relationship between culture, religion diversity, hospitality, infrastructure and tourism industry growth were exam-

Table 1. Top Tourist Destinations in Dubai; Dubai tourism statistics 2019

Trip Advisor	Lonely planet
Burj Khalifa	Burj Al Arab
Dubai Mall	Dubai Museum
The Dubai Fountain	IMG Worlds of Adventure
Dubai Miracle Garden	Burj Khalifa
Global Village	Sheikh Mohammed Center For Cultural Understanding
Atlantis Aquaventure Waterpark	Al Fahidi Historical District
Burj Ak Arabi	Madinat Jumeirah
Ski Dubai	Gold Souq

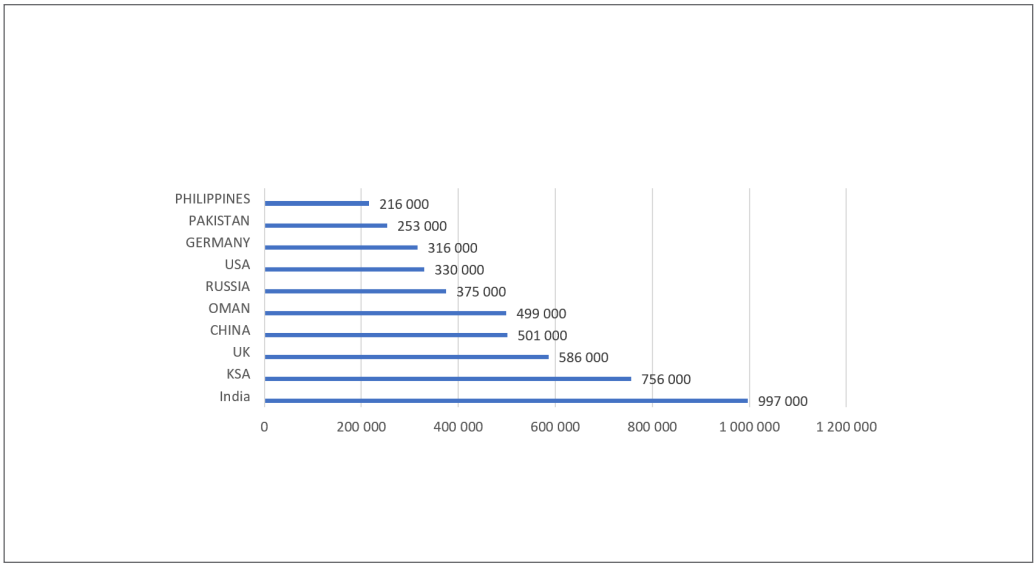

Figure 1. The leading 10 countries to visit Dubai; Dubai tourism statistics 2019.

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ined. The effect of culture, religion diversity, hospitality and infrastructure were examined on tourism industry growth. For this purpose, four hypotheses were proposed based on the literature review in section 2, which are as follows;

Hypothesis 1. Culture has positive effect on tourism industry growth.

Hypothesis 2. Religion diversity has positive effect on tourism industry growth.

Hypothesis 3. Hospitality has positive effect on tourism industry growth.

Hypothesis 4. Infrastructure has positive effect on tourism industry growth.

Before to test the hypotheses, the reliability and validity was examined with the help of PLS measurement model. PLS measurement model is shown in Figure 3 in which factor loadings are given. The minimum threshold level for factor loadings is 0.5 in the current study. All the items have factor loadings above 0.5. Furthermore, Table 2 shows the composite reliability (CR) which is also above 0.7 for culture, religion diversity, hospitality and infrastructure. Additionally, average variance extracted (AVE) is also above 0.5 for culture, religion diversity, hospitality and infrastructure. Discriminant validity is also given in Table 3 which is achieved by using AVE square root.

In the next step, the hypotheses were tested through PLS structural model (Thaker et al., 2020). In this process, the effect of culture, religion diversity, hospitality and infrastructure were examined on tourism industry growth. Therefore, four hypotheses are tested in the study by considering the t-value and beta value. T-value 1.96 were considered to accept the hypotheses. It is given in Table 4; all the hypotheses have t-value above 1.96. Hence, all the four hypotheses are supported. It shows that culture, religion diversity, hospitality and infrastructure have positive effect on tourism industry growth. Increase in culture, religion diversity, hospitality and infrastructure, increase the tourism industry growth in Dubai. PLS structural model is given in Figure 3 and results are given in Table 4.

5. Discussion

During the year 2016, tourism directly contributed 68.5 AED to the country's gross domestic product (GDP); the amount contributed ranged to around 5.2% of the total GDP. The income generated by tourism is therefore expected to increase by 5.1% each year from 2020 to the year 2027, thus attributing to a total of 5.4% of the total GDP in the projected year (Heyes and Nadkarni, 2020). Besides, the total revenue collected from the travel and tourism sector in the UAE summed to AED 159.1 billion, which represented 12.1% of overall gross domestic product. Nonetheless, the rise in tourism industry revenue by the year 2027 is expected to be 12.4% of the total gross domestic product.

By the year 2017, the tourism and travel industry had employed 317,500 individuals in the UAE. Still, due to the projected improvement in the tourism sector, the employment rate is also expected to increase by 2.4 percent per year hence employing 410,000 employees. Furthermore, the fiscal policies set by Dubai, as well as the no more than 5 percent of the expenditure are set on debts that create room for achieving up to DH 2 billion. According to Said Abdul Rahman Saleh Al Saleh, who is the director-general, department of finance said that this city can attain the operating increment of DH 1.96 billion because of the implementation of the controlled finance strategies which will subsidize the progress of infrastructure development plans and supports the financial sustainability policies of the Emirates. Dubai has worked extremely hard in developing its infrastructure to be able to create attractiveness to tourists; they need to invest heavily in their roads, hotels, as well as other infrastructure, which will be required by tourists.
Similarly, the tourism and travel sector play a critical role in economic development. Dubai World Central is anticipated to increase the number of visitors in Dubai, and they have started by launching a new airport for passengers' traffic. According to Vij et al. (2019) Dubai had 4.7 million visitors in the year 2002 and has amplified to ten million visitors in the year 2019, which is expected to increase to 20 million in 2020. The analyst believes the progress can happen, and through the strategy, the city has used it in opening new airlines, which enables the city to be open for more opportunities as well as more visitors streaming in.

The city has greatly benefited from tourism in different ways especially on the leisure infrastructure.

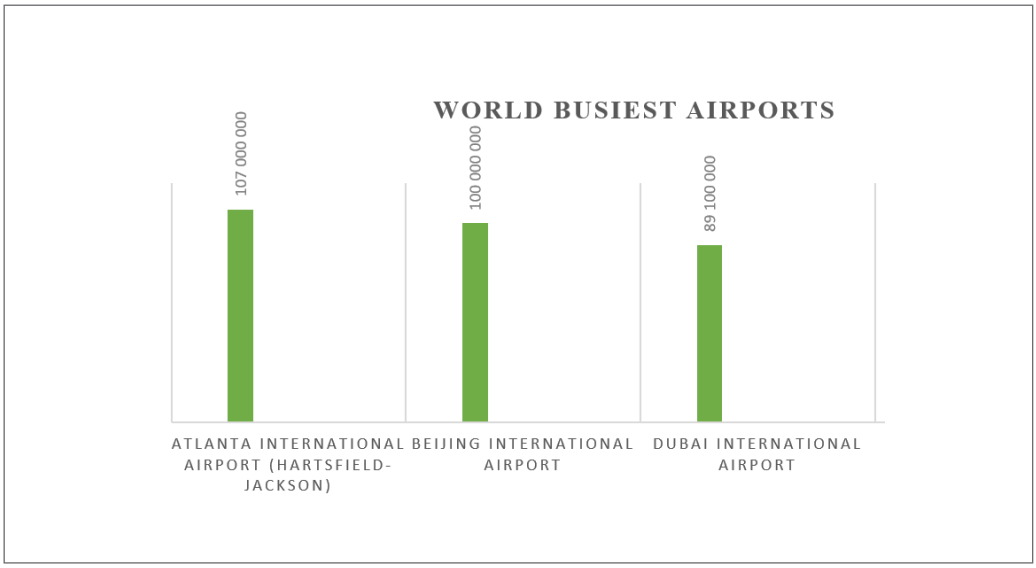

Figure 2. World busiest airports; Dubai tourism statistics 2019.

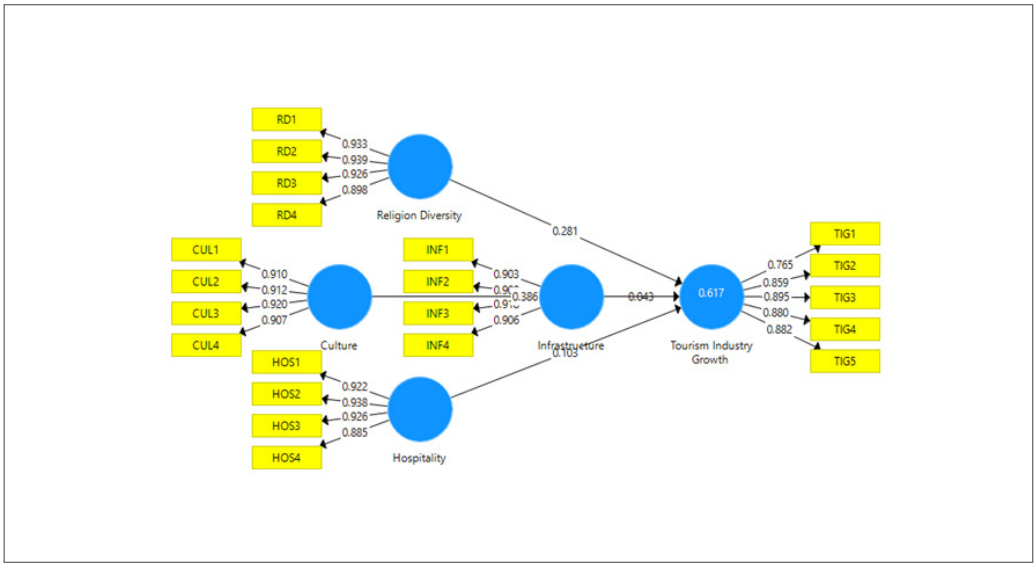

Figure 3. Measurement model.

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Table 2. Reliability and Convergent Validity

	Alpha	rho_A	CR	AVE
Culture	0.933	0.934	0.952	0.832
Hospitality	0.938	0.938	0.956	0.843
Infrastructure	0.93	0.931	0.95	0.826
Religion Diversity	0.943	0.944	0.959	0.854
Tourism Industry Growth	0.91	0.916	0.933	0.735

Table 3. Discriminant Validity

	Culture	Hospitality	Infrastructure	Religion Diversity	Tourism Industry Growth
Culture	0.912				
Hospitality	0.906	0.918			
Infrastructure	0.9	0.834	0.909		
Religion Diversity	0.888	0.888	0.897	0.924	
Tourism Industry Growth	0.768	0.743	0.739	0.754	0.858

Tourism has resulted in the city developing world-class shopping malls; five-star hotels have been developed enabling Dubai infrastructure to make a step ahead of other cities. Although tourism has aided the city to grow and develop, the city also has features that favor tourism such as the wonderful beaches which act as an attraction to the visitors and waterparks. Similarly, when developing and creating another attraction site in Dubai the trend for increasing visitors will continue.

Correspondingly, the development of Bluewater in Dubai also leads to increased revenue to Dubai and made the place well recognized in the world. The Bluewater was developed to feature the world's largest Ferris wheel and is referred to as the Dubai eye. Moreover, the tourists' number increase did not just have a positive effect on Dubai but also other places in Emirates benefited from it. On the other hand, Dubai approved a three-year budget of Dh 196 billion last year with this year's budget

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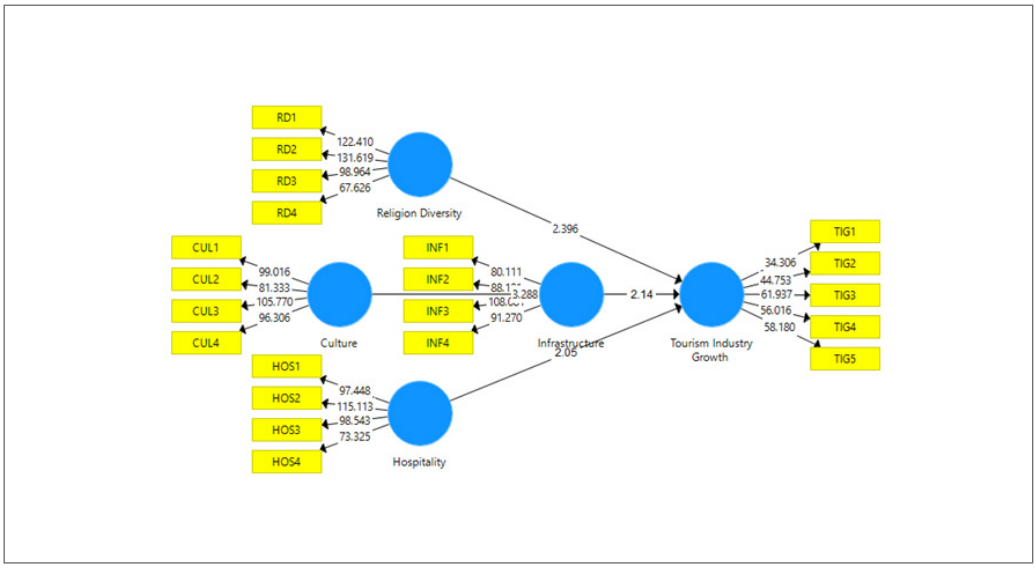

Figure 4. Structural model.

Table 4. Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Culture -> Tourism Industry Growth	0.386	0.387	0.117	3.288	0.001
Hospitality -> Tourism Industry Growth	0.103	0.106	0.05	2.05	0.041
Infrastructure -> Tourism Industry Growth	0.043	0.039	0.02	2.14	0.036
Religion Diversity -> Tourism Industry Growth	0.281	0.281	0.117	2.396	0.017

being the highest ever at Dh 66.4 billion. The high budget is set to support the Expo 2020 as well as improve the economy of Dubai (Gomba et al., 2018). Besides, the spending of the country is expected to increase by 17 percent from last year to this year according to the budget. For that reason, the country is working to deliver economic incentives with the aim of enticing investors and work towards improving the competitive position of the country.

Dubai has also worked hard in championing for rooms for every visitor, for example during the year 2019 Dubai had more than 16.66 million visitors coming from different areas in the world. Despite, the city having features that are more attractive to the visitors, they also have more advanced and equipped accommodations to be able to handle the increased number of visitors. The emirates have seven hundred and seventeen hotels consisting of several rooms with different prices ranging, which

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would cater to both the luxury and the lower-class level of visitors. All the hotels have 118,039 rooms, and the average price per room is rated at 493 AED. The international visitors for the first half of the year 2019 were 8.36 million, which is a good number.

On the other hand, Dubai is located at the center, and the location makes it more advantageous for visitors. The geographic location of the city is conveniently at the central location that is equidistant from both the east and the west, hence, making the city enjoy the hub for travelers from Asia traveling to Europe and North America. Additionally, Dubai has more attractions, such as the tallest skyscraper and the biggest shopping malls. According to Trip Advisor, the most popular tourist site in Dubai is the Burj Khalifa, the tallest building and most visited website. The Trip Advisor also claims that the tallest building is more popular than both the Dubai fountain and the Dubai Mall. However, according to the Lonely Planet travel portal, they have ranked Burj Al Arab as the famous and most visited hotel, similarly, listing both IMG Worlds of Adventure and Dubai Museum at the top of Burj Khalifa.

6. Conclusion

Having discussed the roles tourism has played in Dubai and the growth of tourism and its future together with relevant tourism information to aid in the growth of Dubai, it is evident that the administration of Dubai has targeted investing its resources to the tourism industry because of the industries long term sustainable growth capabilities. Nonetheless, tourism is also significant in diversifying the economy of the UAE and taking it apart from energy production. Thus, to ensure sustainability in the country, there will be a need for a balance in the marketplace between the tourism industry and the enterprises focusing on developing renewable electricity as well as water production. Dubai's greatest strengths are its natural resources, which attract increasingly larger numbers of tourists. Notably, the government invested heavily in the Expo 2020 project which is later to use the total renewable energy hence saving on cost. The government has set ways of improving the infrastructure, even more, to increase the number of visitors.

The rate of tourists visiting Dubai is greatly increasing, and the number indicates that the vision 2020 of getting 20 million visitors and tripling the revenue attained from tourism will happen. The more budget set for this year is used for the success of attaining the vision and therefore the development of more airlines to encourage people to travel as well as the government offering business incentives to support more investors and more people to venture into business. In addition, the government is working on increasing the number of accommodation and ensuring the homes fits the global standard by fitting the rooms with the necessary requirements. Similarly, the administration should not only focus on luxurious rooms only but also on rooms that will favor lower class people who will need to travel in the city.

Tourism has also played significant roles in Dubai by boosting the economy, although the economy has not only benefited Dubai alone but also the whole of the Emirates. People have invested a lot in hotels, and other businesses to ensure that they satisfy traveler's needs. The government is again required to develop the roads and focus strictly on enhancing the care of travelers, the more people come in the more services are required and the more resources required, therefore, the administration should have arrangements of making everything work well. When a person is treated well during their first visit, most probably they will come again as they are more interested in the services available. Finally, Dubai has acquired the taste of tourism. Consequently, through putting more effort into their strategies and working on sustainable goals they will need to have trained employees who would perform their work in a more proficient means as well as other resources such as water, power, and transport means. Besides, the government should also spend on safeguarding and monitoring the performance of factors such as the culture and the natural resources which act as a tourist attraction. Finally, it is found that increase in culture, religion diversity, hospitality and infrastructure, increase the development of the tourism industry in Dubai.

6.1. The Implication of the Study

This paper suggests some creditable and modest ways with its findings and outcomes to enhance the tourism industry in Dubai. In this regard, the current research paper has deeply analyzed the whole scenario in case of the positive role of the tourism industry in Dubai. Dubai is considered as a dream destination for many tourists from all parts of the world because the city has a

great attraction and a vital set of facilities for its visitors. This research paper has demonstrated that the tourism industry performed a crucial role in the enhancement of economy, infrastructure, employment, and image of Dubai as well as the country. As the United Arab Emirates marks a bigger share in international tourism, hence the government is direct at the goals to attract the maximum number of outlander tourists. Moreover, the projected theory in this research paper can help the concerned authorities and the government to develop efficient plans for flourishing products and services related to the tourism area and sectors. Like other studies, the current research paper also has theoretical and practical implications.

6.2. Theoretical Implication of the Study

Intention, destination loyalty, positive views about tourism managers, presented destination image by tourists to revisit the destination tells us more about the satisfaction level of the tourists. The author has investigated the positive effects of the tourism industry in Dubai. The results of this research paper show that the tourism sector of the city needs to determine the essential dimensions which are related to business, service, and work qualities hence, marketers and managers can develop exceptional plans and easy to make appropriate and optimal decisions. Furthermore, approach destination quality was also tested by this research paper. Outcomes told that influential dimensions that troubled a tourist stay, revisiting, and frequent returning intentions included the generosity, the leisure, and the hospitality activities, regarding accommodation and circumstances.

6.3. Practical Implication of the Study

The current paper has an immense contribution to the body of the literature. Practically this paper has explored how the tourism industry has a positive role in the economy of Dubai. It provides directions and an indication that how practically concerned authorities such as marketers, managers, and planners can grow in specific dimensions hence tourism industry of the city can grow up to an extended level in the world. Furthermore, with the help of this paper marketers, planners, and tourism managers can focus on education-related tourism for local people, tourism employees, and tourists' receivers hence, hospitality and generosity can be shown to increase revisiting intention of tourists.

6. Limitations and Future Directions

Tourism in Dubai has had a tremendous impact on the economy and social life of Dubai citizens. However, there are several limitations that exist during the development of tourism which include, a risk to Islamic culture, the use of water has highly increased in the city, the population has also augmented in the city as well as the development of urbanization and increase in pollution. By increasing budget volume for the tourism industry will ultimately result in adding more values for foreign exchange hence, Dubai can effortlessly maintain its foreign exchange values that will finally provide more freedom to enhance Dubai's trade in other sectors. Moreover, if more tourists visit Dubai, it will increase the interest rest of the visitors to visit the city. Hence, the government also needs to increase the advertisement budget in this way tourists outside the city are aware of the current activities, advancements, offers, and policies. All these effects have resulted in deterioration and therefore the government has to set new directions and strategies of how they can maneuver on the challenges so as to reduce the effects while increasing the tourists. There are many things that need advancement and revisit by concerned authorities of the city such as making laws and rules that best fit all the tourists. The city has adopted sustainable development goals where they have to use sustainable strategies such as sustainable recycling practices of water and energy. Moreover, there is a need to bring additional researches comprising of international politics having effects on the tourism industry of Dubai.

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