

## TOURISM SYSTEM OF UNITED ARAB EMIRATES

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**Abstract:** Many visitors to the UAE have a keen interest in local culture and hope to delve a little more deeply than the average tourist into Emirati history. This is a list of the must-visit cities in the UAE to get you started on your journey if you're ready to go beyond the country's beautiful beaches, exciting nightlife, opulent shopping centers, and opulent hotels.

**Key words:** tourists, tourism, economic research, famous places, lifestyle, growth of tourism.

The United Arab Emirates' economy heavily depends on tourism, which has both domestic and foreign components. The tourist business contributed more than 164.7 billion dirhams to the national GDP in 2018.

United Arab Emirates has the most prosperous tourism sector of any Gulf country and has long held the title of GCC's top travel destination.

The nation is also the Arab region's largest source of tourists.

In the United Arab Emirates, tourism supported more than 604,300 jobs as of 2018. It is anticipated that the industry will continue to grow, contributing an additional 410,000 workers and an increase in income of 12,4% of the nation's GDP in 2027. The most popular tourist destinations in the nation include the world's tallest building, the Burj Khalifa, in Dubai; the World archipelago and Palm Jumeirah in Dubai; the Sheikh Zayed Mosque and Yas Marina Circuit in Abu Dhabi; and the Al Hajar Mountains in Fujairah. The country's distinctive desert lifestyle, particularly that of the Bedouins, helps the country's tourism sector.

Although having abundant oil resources, the country's economy was fragile when it was originally constituted in 1971 and liberated from British rule. The country itself lacked a strong tourism sector. Sheikh Zayed bin Sultan Al Nahyan, who founded the UAE, saw the need for the nation to prosper and was aware of the oil supply restrictions. He thus envisioned a strategy to diversify the economy of the nation, with tourism being given particular consideration. The plan was finally realized, and Sheikh Zayed built the Metropolitan Hotel Dubai in Dubai in 1979, becoming the nation's first hotel.

The growth of tourism in Dubai, one of the first emirates in the country to welcome visitors, had a significant impact on the development of tourism in the United Arab Emirates. Shaikh Rashid bin Saeed Al Maktoum, who ruled Dubai from 1958 to

1990, anticipated that the city would eventually run out of oil and began developing an economy that would last. Shaikh Rashid and Sheikh Zayed jointly proclaimed the establishment of the Emirates, and as a result, they were two of the key figures in advancing the nation's tourism. The Dubai Trade and Tourism Promotion Board was created in 1989 with the goal of promoting Dubai as a premium travel destination for the upper middle class and important industry sectors. It was superseded by the Department of Tourism and Trade Marketing in January 1997. (DTCM). From the early 2000s, the United Arab Emirates have seen a large increase in tourists, and as living standards and quality have improved, so have tourism expenditures, giving the industry a greater role in the economy. Under the direction of the Abu Dhabi Tourism Authority, Abu Dhabi, the capital of the United Arab Emirates, is the second most popular tourist destination in the nation. The Yas Marina Circuit is where the national Formula One event is held. With its closeness to the Persian Gulf, the city is also well known for its scenery. There are approximately 10 beaches operating in the city that cater to tourists. Due to its regular rules and less restrictions than Dubai, which has a larger population, the city is more well-known for its nightlife. Dubai is one of the most expensive cities in the world, the most visited city in the United Arab Emirates, and the most expensive city in the GCC. The Burj Al Arab and Burj Khalifa, the latter of which is the highest tower in the world, are also located there. Also, the city's nightlife is heavily marketed. The city is frequently used as a metaphor for the country's explosive growth in tourism. It became a well-liked tourism destination due to its richness, which was encapsulated by the quick growth and the blending with the native Arab culture. Yet, the absence of general tourist growth continues to be a problem that the UAE government has tried to solve. Fujairah and Ras Al Khaimah share the Al-Hajar Mountains, a popular tourist destination in the nation. The Fujairah Fort, Bitnah Fort, Snoopy Island, Masafi, and Al-Hayl Castle are some further alluring locations outside of the Hajar Mountains. As a result of Portuguese colonialism in the 17th century, Fujairah is notable for having a bull butting tradition. Ras Al Khaimah is renowned for its unspoiled scenery. A popular location for photographers, the Al Hajar Mountains, and in particular Mount Jebel Jais, the highest mountain in the nation, give vistas across rugged peaks down to the coastal plain. This is especially true in the late afternoon when the orange-hued rocks shine. Jebel Jais in Ras Al Khaimah is also home to the longest zipline in the world. Dhayah Fort and its beach are among the others. The UAE's Sharjah is a significant business hub. Due to the emirate's leadership's proactive attempts to preserve its essence amid the city's rapid modernisation, Sharjah is undoubtedly one of the most traditional tourist destinations. Sharjah was given the title of "Cultural Capital of the Arab World" by UNESCO in 1998 on behalf of the United Arab Emirates. The Sharjah Art Museum, Al Noor Mosque, Souk Al Markazi, and Sharjah Heritage Area are notable locations. The historic town of Sharjah has been

preserved and restored, and a cultural heritage initiative called Heart of Sharjah has been launched to do so. Despite the nation's growing tourism influence, worries about the exploitation and falsification of human rights persist. The UAE government has been condemned for its unrestricted use of torture, persecution of dissidents, and lack of specific support for migrant labor. Human rights campaigner Ahmed Mansoor has warned that things are becoming worse.

The kafala system has also drawn criticism, especially from Dubai, for the continuous exploitation and systemic discrimination of South Asians.

Some criticism also criticizes the "soulless" growth of the nation's cities, particularly Dubai.

Kate Hudson took featured in a 2020 video commercial for the United Arab Emirates that promoted travel there. Human rights organizations criticized her move. The UAE is a fantastic travel destination in many ways, including:

- political and economic stability
- a crucial intersection between East and West
- high-quality connections to foreign carriers
- dependable and tourism-friendly infrastructure
- Many lodging alternatives that fit a variety of needs and budgets
- various occasions and pursuits for people of different ages

The splendor of the deserts, oasis, mountains, valleys, and plains, as well as mangroves, beaches, and a variety of flora, animals, and marine life, define the UAE's distinctive biodiversity.

Tolerance for all religions and cultures is demonstrated by the UAE's acceptance of over 200 nations with various religious and cultural traditions who coexist peacefully on its soil. The UAE has also established itself as a premier location for conferences, regional and international exhibitions, and major international sporting events like the Dubai World Cup for horseracing, the Abu Dhabi Grand Prix for Formula One, the Dubai Desert Classic Golf Tournament, the FIFA Club World Cup, and prestigious film festivals in both Dubai and Abu Dhabi.

The travel and tourism industry directly contributed AED 68.5 billion (USD 18.7 billion), or 5.2% of the UAE's GDP, to the country's overall GDP in 2016. From 2017 to 2027, it is anticipated to increase by 5.1% year, reaching AED 116.1 billion (USD 31.6 billion), or 5.4% of the country's overall GDP. The travel and tourism industry contributed AED 159.1 billion (USD 43.3 billion), or 12.1% of the UAE's GDP, in total. In 2027, it is anticipated to increase by 4.9% annually to AED 264.5 billion (USD 72 billion), representing 12.4% of GDP.

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