

Versatile Hospitality Versatility Around the Globe A Case Study on understanding Development and Challenges in Hospitality Industry in UAE

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Abstract: *This research aims at reporting development and challenges faced by UAE hospitality industry. The study unfolds evolution and main characteristics of UAE Hotel Industry, discussing what are the key challenges that the Industry needs to tackle in an emerging global context and the impact of these changes on human resource development and management. The paper summarizes the key issues in the context of the hospitality industry in UAE in the areas of strategy and finance, licenses and policies, room inventory, technological handicaps, cost and revenue management, growth issues, safety and security concerns and talent management. The trends that are going to dominate the market are discussed which will enable the future researchers to take up apt topics for research. The paper concludes with suggestions to overcome these challenges which benefit the industry practitioner to make better decisions.*

Keywords: Challenges, Trends, Characteristics, Hospitality

I. INTRODUCTION

The United Arab Emirates is one of the key countries in the Gulf region which has been contributing a major share to the hospitality industry. The closure of the international borders due to the COVID-19 pandemic for a longer period resulted in a sudden drop in the number of revenues generated from the industry. However, the country's strategic location, fast-growing world-class airlines, improved transportation infrastructure have helped the country to grow fast during the study period (except 2020 due to pandemic). Two-thirds of the world's population lives within an 8-hour flight distance from the United Arab Emirates and International airlines like Emirates and Etihad Airways which are offering best-in-class international travel are becoming major drivers for the growth of the tourism sector in the country. Over the past decade, through strengthening these sectors the country experienced rapid and sustained growth. The Leisure facilities have become a key component of the United Arab Emirates' economic diversification strategy and helped the country to attract international hospitality giants like Marriott International, Hyatt, and Hilton. Meanwhile, the domestic brands DAMAC, Emaar, Jumeirah hospitality groups expanded rapidly in the country. During the 2007 – 2017 decade, the tourism and hospitality sector experienced strong growth and its direct contribution was increased by 138% to the country's gross domestic product with sectoral employment growing by 119% over the same period. Dubai Expo which was primarily scheduled for 2020 was postponed to 2021 due to COVID – 19 pandemic is expected to bring even more investors to the country.

Influence of Pandemic on UAE Tourism Industry

In the year 2019, the tourism sector of the United Arab Emirates takes a significant part in the economy, having a contribution equating to 11.59% of the country's total GDP (Gross Domestic Product). During the first half of the abovementioned year, reports revealed that about 8.36 million international tourists migrated to the country, posting a positive 3% in tourism volume growth compared to last year (Sandhya, 2019). Thus, the government calculated that in the succeeding year, there would be approximately 20 million tourists. However, an unexpected increase in coronavirus cases spread across numerous countries, including UAE. As a result, the government needed to decline to grant all tourist visas and cancel booked flights (Chmaytelli and Khalek, 2020). From these abrupt changes brought by the COVID 19 pandemic, tourism in the United Arab Emirates declined.

Studies by Kumudumali (2020); Ugur and Akbiyik (2020) detailed that pandemic significantly influenced all travel and tourism industry sectors, which are the following: airlines, transportation, cruise lines, hotels, restaurants, tourist attractions, travel agencies, tour operators, and online travel organizations. Its effect on airlines and transport is evident in the tremendous decrease in scheduled departure flights. Following the government's health protocol, people avoided leaving their homes, more so traveling to another country. From 3.234 million in January 2020 to 0.429 million in July of the same year, the global reduction in flight bookings sums up to 2.8 million. The leading countries with the most drops in the said numbers are the United States of America, China, and India, with a decrease of 756 thousand, 363 thousand, and 112 thousand flights (Aburumman, 2020) described in Table 1. Although comparatively smaller than that of the three countries, UAE experienced a massive drop of 21 thousand departure flights in the same time frame.

Table 1: Global Reduction in Flight Bookings, 2020

| Country | Flight Reduction (in thousands) | Percentage Worldwide (Approximately) |
|-------------------------|----------------------------------|--------------------------------------|
| United State of America | 756 | 27 |
| China | 363 | 13 |
| India | 112 | 4 |
| South Korea | 30 | 1.07 |
| United Arab Emirates | 21 | 0.75 |

In line with the fall of numbers regarding scheduled departure flights, the UAE experienced its most notable drop on June 1, 2020, wherein the number decreased by 82% compared to the flights on the same day of the year 2019. Having a noticeably lower number of booked flights, airlines in the United Arab Emirates have reduced operational requirements, demanding a reduced workforce. Numerous employees in the tourism industry have lost their jobs. For instance, Emirates had 60,000 staff before the pandemic (Josephs, 2020). The protocols were brought upon by the spread of the virus, and the airlines cut off 10% of the team. Moreover, according to Sir Tim Clark, president of Emirates, there is a high probability of firing up to 15% more staff amid this crisis. The report results in 15,000 aviation crew being unemployed in this particular airline only (Kamel, 2020).

The tourism industry also consists of the accommodation sector, a place to stay for tourists, like hotels and apartments (Sonmez, Apostolopoulos, Lemke, and Hsieh, 2020; Camilleri, 2018). It is the most critical sector of the tourism industry. The availability of lodging in the region reflects a tourism destination, as it is one of the most basic requirements for visitors. Like the state of airlines in UAE amid this pandemic, hotels also face difficulties and immense downturn. As mentioned above, the number of tourists migrating to the country is low, so hotels are greatly affected by this since they have no people to cater to their services. Specifically, several hotels in Dubai recorded a severe decline in the following numbers for the year 2020: average daily rate (ADR), revenue per available room (RevPAR), and occupancy. Compared to the same point in time for 2019, ADR decreased by 20.4%, RevPAR fell by 42.9%, and occupancy dropped by 28.2% (Choufany, 2020; Lavers, 2020). Declines can attribute to government measures, as well as the drop in air travel. However, the coming long weekend provided by Eid-al-Fitr, coupled with local staycation deals and relaxed restrictions, has seen some demand return, particularly in the UAE.

The pandemic effects will be effectively visible on the country's business travel, adventure travel, domestic tourism, and cruise holidays (Dash, 2020). Post lockdown predictions and preparations would need a better understanding of the current situations. As a result, tourism and hospitality professionals predict that workcations and staycations will continue to remain dominant in the future (Divya, 2020). In light of rising coronavirus infections in the UAE, government bodies have assumed multi-layered and multi-prolonged approaches. The government at the center invoked the national management act, and further activated state disaster response funds for individual states to tackle the rising pandemic (Iyer, 2020).

II. LITERATURE REVIEW

First and foremost it should be understood that the very idea of the hotel industry in general is a playground of huge economic activities. As we can observe, international industry presents a refined form of globalization and its influence in almost all sectors and industries. The significant part is that globalization has opened up an avenue and numerous opportunities for the hotel industry to reap the benefit from.

Dubai hotels achieve profitability levels seven times higher than 2019 Among key hotel markets in the Middle East, Dubai's gross operating profit per available room (GOPPAR) came in seven times higher than the 2019 comparable, according to STR's May 2022 P&L data release.

Helped by strong international arrival numbers, as well as an earlier Ramadan, Dubai's May GOPPAR reached US\$115.37. That level was 776% of the pre-pandemic comparable. Just a month earlier during Ramadan, the market was at 79% of 2019 GOPPAR.

Also reporting significant month-over-month improvement in the region, Qatar posted a May GOPPAR of US\$60.87. That level was 466% of the pre-pandemic comparable after the market had fallen into negative territory using the same comparison in April. Saudi Arabia's GOPPAR was just 39% of the 2019 comparable, down from 325% in March.

The hospitality Industry & the impact of COVID-19

As the effects of COVID-19 spread across the entire world, the primary focus for governments and businesses is the safety of their people. Whilst this focus will continue, the implications for economic growth and corporate profits have to lead to a sharp sell-off in equity markets across the globe. We are proud to see that our hospitality and leisure clients, being the first ones that experienced the extreme bad weather conditions, are moving quickly and remain focussed to understand and quantify the operational and financial impact for their business. The impact is huge, and not yet predictable, on both revenue and supply chains. Decisions being taken to shut down hotels, restaurants, theme parks, cinemas, not to mention the entire disruptive effect of the travel ecosystem, all have a significant impact on worldwide tourism. As a team, Operators and Investors are trying to mitigate the cash and working capital issues, and stay in close contact with their stakeholders.

We are proud to see that this sector shows its maturity level: in working together, showing their true hospitality commitments in helping out our society where they can. For example by making their venue available for hospital beds and hospital employees. The situation we are in also brings new business models and opportunities, in defining for instance new delivery concepts,

human capital sharing platforms, initiatives in promoting the "staycation or holistay concept" and the use of the less productive time to work on activities that were normally pushed forward like asset counts, security plans, defining standard operating procedures, social media plans etc. The good news is that our colleagues in Asia already see a pick up in this sector, although only at the starting point. This gives hope for the sector at this stage in time. Stay positive, stay focused and stay alert on your financial situation.

Economic output

The UAE's hospitality sector has exceeded pre-pandemic performance, with hotels in the country posting combined revenues of 11 billion dirhams (\$3 billion) in the first quarter, up by 20 percent from 2019, according to new data released by the Ministry of Economy.

The growth was underpinned by high volume of visitors from international source markets, particularly India, Saudi Arabia, the United Kingdom, Russia and the United States.

From January to March 2022, close to six million guests checked into hotel establishments in the UAE and spent 25 million nights, reflecting a growth of 10 percent compared to the same period in 2019.

Hotels in Dubai, Abu Dhabi and the rest of the UAE have returned to full capacity after COVID- 19 restrictions eased, with around 200,000 rooms welcoming guests during the quarter. Average hotel occupancy during the period stood at 80 percent, said to be the highest globally.

The tourism and travel is one of the priority sectors for the UAE economy, contributing nearly 180.4 billion dirhams or 11.6 percent of the total gross domestic product in 2019, according to government figures. Ahmad Belhoul Al Falasi, Minister of State for Entrepreneurship and Small and Medium Enterprises, and Chairman of the UAE Tourism Council, said the Q1 2022 figures, which also exceeded those in 2020 and 2021, confirm that the tourism sector has made a "strong comeback" after it was impacted by the coronavirus pandemic.

The major events held in the UAE over the past months, including Expo 2020 Dubai, also helped boost the hotel industry's performance. Expo 2020 attracted more than 24 million visitors over a six-month period.

UAE S' Room Inventory

Recent research from JLL has revealed that 7,400 keys have already been added to Dubai's hotel stock this year. This brings the total inventory to 134,000 keys. In Abu Dhabi, hotel inventory remains stable at 30,100 keys, with no new additions.

In terms of future supply, Dubai and Abu Dhabi have approximately 16,000 and 2,500 keys respectively scheduled for delivery in 2021.

While both markets benefited significantly from a domestic demand-led recovery, international tourist arrivals peaked later in 2020 and are expected to reflect in the 2021 year-end performance figures, particularly in Dubai.

JLL believes that the hotel market in 2021 will remain circumstantial and dependent on international travel restrictions. These, however, seem unlikely to be re-imposed given the progress that has been made in rolling out vaccines to fight the pandemic. This is in addition to the UAE's efforts to expand domestic tourism via the country's federal domestic tourism campaign. As part of the strategy, the UAE aims to double the domestic tourism revenue, which contributed AED 41.2 billion (USD 11.2 billion) to the national economy in 2019. Further opportunities for the hotel market to recover include the introduction of co-working spaces particularly in the small to mid-scale hotels.

Strategy and Finance

- Understand the new customer behavior and intent.
- Offer all passengers free corona virus medical coverage.
- Offer free global coverage for COVID-19 health expenses and quarantine costs.
- Understand the new duty of care and travel policies.
- Conclude a comprehensive industry/government recovery partnership to collaborate on all aspects of tourism recovery.
- Create a demand through the phases of economic reopening with inspirational and informative messaging that encourages safe tourism and domestic vacation experiences.
- Execute a global marketing and travel trade program targeted at the highest-potential source markets (in terms of volume and value) and intrepid travel consumer segments to reignite international demand.
- Be strategic with your digital marketing efforts, and invest in the right digital marketing channels.
- Localize your content including your website, promotional collaterals, brochures, etc. to target your global audience.

III. OUTLOOK FOR 2022

Hotels in Dubai and Abu Dhabi made strong starts to 2022. The completion of about 3,500 keys across Dubai's hotel and hotel apartment projects resulted in total stock reaching 144,000 keys in the first quarter, JLL's study showed[5].

The emirate's occupancy rate rose more than 77 per cent in January and February, up from 62 per cent a year earlier, while ADR surged almost 53 per cent to \$222. As a result, the emirate's revenue per available room, or RevPAR – an industry benchmark – reached nearly \$172, almost double the level a year ago.

In Abu Dhabi, the occupancy rate was at 75 per cent in the first two months of the year against 61 per cent a year earlier. The capital's ADR jumped 20 per cent annually to \$108, resulting in RevPAR of \$81, up 47 per cent from the period a year ago.

Construction activity in the residential market, meanwhile, continued to grow as improving sentiment and rising demand from investors and end-users alike gave developers renewed impetus to deliver projects.

"There was a notable shift in investor and end-user behaviour during the pandemic, with greater preference being shown for completed residential units rather than off-plan ones," Mr Khan said.

The trend extended into the first quarter of 2022, with data from the Dubai Land Department showing that existing properties accounted for more than 70 per cent of all transactions.

Dubai's residential stock rose to 657,000 units, with almost 17,000 delivered. Apartments accounted for the vast majority of total completions over the quarter. In Abu Dhabi 1,000 units were delivered, bringing the capital's tally to 274,000.

Overall, JLL expects an additional 42,000 residential units to be completed in the remainder of 2022.

Dubai is a “great learning example” of how a city can overcome the challenges posed by the Covid-19 pandemic in its hospitality sector, experts said at a recent conference.

Speaking at the 2021 Hotel Business Forum, Michel Noblet, executive chairman of ATECA Holding, highlighted the various challenges posed by the global pandemic on the global hospitality industry, and how Dubai had tackled the challenges in a timely and effective manner.

To overcome the challenges posed by the pandemic, Dubai is a great learning example,” he said. “The emirate has done a fantastic job of developing domestic tourism that jumped nearly 107 per cent in 2020 and continues to grow, while maintaining stringent health and safety protocols.

People going on staycation have realised the great benefits of travelling domestically when it comes to saving transportation costs, which leaves a bigger budget to spend on what matters more: the hotel, dining & shopping.”

Looking ahead at the factors that will be essential to recovery, is understanding and responding to changing consumer behaviours, he added. “Hotels need to reimagine the customer experience and re-engage with guests to build and maintain their trust. Safety protocols at hotels will have to be extended beyond fire safety and other standards to be ‘hygienically safe.’ Offering Covid-19

PCR testing service to guests free of charge can be a great advantage in attracting guests. Also, be open to repurposing spaces and creating new revenue streams with segments like workations.”

Lastly, Noblet advised: “We have always been a people’s business, and great service is more important than ever now. It is the right time for owners and management to implement a strong retention strategy and training that sets a foundation for the future.”

2.1 Major issue faced by Hospitality Industry in 2021

A. Implementation of Technology

Over the past year technology has ramped up within the hospitality industry; self check-ins, contactless service, online ordering and payment via apps has become the new norm.

It’s a challenge for the industry to provide a good customer experience with a mix of human and tech-enabled interactions; customers crave experience thus the company must be doing everything they can to adhere to this. If the technology system is not in place at all or is down it can stop the whole production system, thus organisations need to have back-up plans in place to be prepared for any issue thrown at them with the world of technology.

B. Reputation Management

Online platforms are becoming increasingly popular every year, with customers giving companies online reviews, through comments, ratings and photos. The hospitality industry has been battling to establish strong relationships with their consumers to increase their reputation.

Reviews and comments can destroy or glamorise companies, thus the industry needs to utilise certain platforms to their advantage and manage their reputation, a challenge that organisations will face in 2021.

C. Retaining and Attracting Employees

The hospitality industry is known for high turnover rates, with about one-third of workers quitting their jobs after working for just six months and around 45 percent of workers holding on for an average of two years.

The industry is continuing to grow with more employees being expected to be hired every year, thus for companies to remain competitive they need to ensure they have employees with strong qualities, skills and knowledge. Employee expectations are always changing and growing, organisations need to keep up with the latest trends for attracting and retaining employees, which is proving to be an ongoing challenge within the hospitality industry.

D. Environmentally Friendly Practices

Environmental pressures continue to shape today’s hospitality industry, over the past 10 years it has been a key focus for all organisations to invest in. Sustainable practices make hospitality companies stand out, consumers want to know that the business they purchase from follow environmentally, socially and culturally sound practices. Especially evident with Millennials and Generations Z’ers, consumers will pay more for products that don’t harm the environment or

affect wildlife. A complete overhaul of the organisations systems and products to follow sustainable measures will become expensive and won't last, whereas small steps over time to adhere to socially responsible guidelines will have a lasting effect on your customers and the environment, increasing the company's reputation. A massive challenge that businesses will continue to face in the future as sustainability is becoming a way of life to the public and organisations[4].

E. Personalising Customers Experience

Customers today have grown to expect to be recognised and treated as individuals, rather than a steam-lined operations system. While consumers expect a greater level of personalization, businesses still struggle to translate data and insights into actions.

This information provides companies with customers past buying habits and their interests, enabling the hospitality industry to tailor their offers and promotions to specific customers. The industry needs to continually find new and unique ways to personalise a customer's experience to keep a competitive edge.

F. Loyalty Programs

Loyalty programs are one of the top-level marketing strategies to obtain returning customers and most individuals expect a loyalty system when purchasing from an business. The hospitality industry battles each other to attract a loyal customer base and provide the best deals / product to consumers.

There are multiple challenges companies face when implementing a loyalty program mainly inaccessibility and confusion, as some customers will not participate in a system that has complex accessibility or that people do not understand. Furthermore, loyalty programs that are unappealing and obsolete to consumers are also extremely unsuccessful.

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Top 4 challenges faced by UAE restaurants and how to overcome them

A. Sky-high rentals

In these times, you just cannot afford to pay huge rentals. As per the data by consultancy Restaurant Secrets, the average rent for a prime location from Dubai to Jumeirah can cost you anywhere between \$70 to \$275 per square foot. It's too expensive, as even an average restaurant requires a space of 1500 to 5000 square feet.

Solution

Does shifting to a nearby location affect your sales? Consider factors such as your target customers, cost of procurement, and your menu prices. If none of these factors pose a threat, then the best move would be to shift your restaurant. Look for a building, a location where rentals are low.

B. High food costs

Are you worried about the surge in prices of food materials? When compared to last year, the prices of wheat have shot up by 30%. For soybeans, it's a whopping 80%. (Source: Gulfnews). A rise in the cost of raw materials reduces the profit margins, and it becomes a challenge for restaurateurs



Solution

The first step in saving costs of food material is by reducing wastage. With inresto SCM, India's leading digital inventory management platform, you can cut down food wastage to the minimum. You can track your inventory levels in real-time from any location. It sends you real-time alerts when you are about to run out of stock of any item. Once you place the fresh order, the stock levels get updated automatically.

Any kind of pilferage and theft can also be avoided with this technology solution. In short, the SCM software helps you compensate for the rise in food prices.

This way, you can enjoy huge cost savings in terms of overall grocery costs.

C. Drop in the number of tourists

Of late, are you experiencing a sharp fall in tourist visitors? Post the outbreak of the second wave of Covid-19, UAE has imposed strict restrictions on tourists traveling from other countries[3].

Hence, unlike earlier times, you cannot expect tourists from different parts of the world to visit your restaurant.

Solution

Increase your local customer base. With effective customer retention techniques like loyalty programs and campaigns, you can keep your local customers coming back for more.

Also, with the UAE and Israel signing the Abraham Accord, the peace pact, you can expect a huge number of Israeli tourists visiting the UAE. So adding Kosher food to your menu can attract a lot of Jewish tourists. Also, keep a check on dishes that have not found favour among your diners. With inresto POS, now you can easily find out the most selling and non-performing items. The software provides you with reports with which you can analyse your customer base and performance. Based on the results, you can keep your focus on the relevant things like top- selling dishes and remove those least-selling ones from your menu.

D. High aggregator commissions

Do you feel the pinch of excessive commissions charged by third-party food delivery firms?. As per Bhanu Pratap Rathore, managing partner at GrowthX Advisors, the food aggregators in UAE charge up to 35% on order. Paying such huge commissions can make a major dent in your profit margins.

Solution

Let customers order their favourite dishes directly from your restaurant. Thus, launch your restaurant's own food delivery platform. Technology partners like inrestocan build a personalised website for your restaurant.

- Share the news of the launch on your restaurant's official Facebook and Instagram pages.
- Hire a team of efficient delivery staff to deliver the food to customers' doorstep. Prompt delivery and excellent service will help you earn a reputation in the market.
- Entice your diners with personalized offers on the website. For, e.g., offering 25% off on online orders only through your website can attract many customers, and you will avoid aggregator commissions. While offering discounts, notify your customers through real-time push notifications. Also, you will avoid customer complaints on delayed delivery, rude behavior due to third-party delivery staff, etc.

Parting Words

When the going gets tough, the tough get going. The saying holds quite true for UAE restaurants. The diners have become very demanding. By clinging to the traditional systems, you can no longer make profits. Therefore, it's imperative to offer both in-dining and online ordering facilities. With a modern-day digital restaurant management system, provide your customers with an exceptional dining experience. In addition to catapulting your sales, it also helps you gain the upper hand over your competitors.

Competitive Landscape

The hospitality industry in the United Arab Emirates holds a great scope for newcomers to enter. One of the American hospitality giant Marriott established a strong base in the country with more than 55 hotels that are spread across all the major cities of the region and are offering around 16,000 rooms/keys to the supply. The market is also dominated by

many domestic hospitality groups like Jumeirah Group, DAMAC Group, Emmar Hospitality which are spread across Dubai, Abu Dhabi, Fujairah, Ras Al Khaimah, Sharjah, and Ajman.

Major Players

1. Marriott International Inc
2. Hilton Worldwide Holdings Inc
3. Jumeirah Group
4. Emaar Hospitality Group
5. DAMAC Properties

IV. METHODOLOGY AND DATA

For the purpose of this work, the methodology used herein is divided into the primary and secondary resources.

Primary Resources: to be correct, there have been very least instance where the primary resources are used in this report. It won't be wrong to say that the primary resource in all aspects is focused within the data, or economic indicator to the growth element of UAE hotel industry that classifies between Abu Dhabi and Dubai which were accessed online and a helpful companion to trace the real economic indicator.

Secondary Resources: Inclusive in this report, is the secondary resource being used, namely news and economic reports that is specifically related to UAE and its hotel industry covering a period of 2 years from 2009 till date. Besides, available literature that is related to the hotel industry and its discussion also have been used extensively in order to structure the report and its discussion overall.

The combination of the primary and secondary methodology employed herein has been helpful enough for this work and the attempt made in that regard. However, primary resources and its availability posed many limitations. Yet, the economic report has been feasible to close that gap, which helped in completing the report successfully

V. SUMMARY

The United Arab Emirates is one of the key countries in the Gulf region which has been contributing a major share to the hospitality industry[2]. The closure of the international borders due to the COVID-19 pandemic for a longer period resulted in a sudden drop in the number of revenues generated from the industry. However, the country's strategic location, fast-growing world-class airlines, improved transportation infrastructure have helped the country to grow fastly during the study period(except 2020 due to pandemic). Two-thirds of the world's population lives within an 8-hour flight distance from the United Arab Emirates and International airlines like Emirates and Etihad Airways which are offering best-in-class international travel are becoming major drivers for the growth of the tourism sector in the country. Over the past decade, through strengthening these sectors the country experienced rapid and sustained growth. The Leisure facilities have become a key component of the United Arab Emirate's economic diversification strategy and helped the country to attract international hospitality giants like Marriott International, Hyatt, and Hilton. Meanwhile, the domestic brands DAMAC, Emaar, Jumeirah hospitality groups expanded rapidly in the country. During the 2007 – 2017 decade, the tourism and hospitality sector experienced strong growth and its direct contribution was increased by 138% to the country's gross domestic product with sectoral employment growing by 119% over the same period. Dubai Expo which was primarily scheduled for 2020 was postponed to 2021 due to COVID – 19 pandemic is expected to bring even more investors to the country.

VI. CONCLUSION

From our brief fragmented analysis, we can round up that Hotel industry in UAE is not a mere object to think about. Since the 2009 global economic downturn, the UAE have recovered dramatically in all sector of the economy. It is also being observed that hotel industry doesn't fall far behind in recovery. The UAE government and its initiative to increase and create awareness about various programs, and back-to-back conference that are held in the country as well as tourism development programs and its development have been specific to contribute towards the growth of Hotel/Hospitality industry in UAE[1]. The above analysis which we have defined the very basis of revenue earning for hotels and number of guest and nights stays are some examples of the economic aspects that is generated from visitors who often prefer coming to UAE for all the luxury treatment and preference of 5 and 7 star accommodation.

UAE we can conclude presents 'once in a lifetime opportunity' for global globe trotters and business men, who are often seen heading to UAE for all kinds of conferences. To top it all, UAE also boast of major hotels. There are also major tourist attractions in the UAE such as the palm island. Increased infrastructural development and investment made in that regard is positive step taken by the UAE government, a actor which also have boost its hotel industry and the national economy besides contributing directly and indirectly to the global economy and hotel industry.

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