

TOURISM TREDS IN THE UAE

Tourism industry play great role in the development of a world and it positively and negatively correlated with the economic growth of the global economy. Among these factors culture, peace, security, developed infrastructure of the world, visa facilities, natural beautification, attitude of the people, tourist number, quarantine, world population, education, income level, price level of different commodities in the world, different languages, hotel costs etc. are the well-known factors which affect the tourism industry [1].

This paper focuses on tourism trends in the UAE. The major objective of the study was to examine the factors which affect tourism industry in UAE.

The first is sustainability. Booking.com reveals that in the UAE, an astounding 90 % want to travel more sustainably over the next 12 months. Environmental considerations are not only a moral duty, but a strategic advantage. In line with Abu Dhabi and the UAE's visionary commitment to explore innovative solutions that help achieve national clean-energy and net-zero objectives.

Secondly, the trend for hyper-personalisation and digitalisation is driving bespoke and enriching tourism and leisure experiences in the UAE. A combination of first-party data, Artificial Intelligence (AI), machine learning, and analytics to power awe-inspiring experiences for guests, and deepen their connection with various destinations are used. Decision Analytics Strategy, the «Noor Initiative», guides investments in predictive data analytics and integrates innovation throughout operations.

The third tourism trend we see shaping this year's travels to the UAE is a continued preference for experiences over things. Booking.com confirms that 61 % of travellers want their hearts racing with a theme park trip in 2023. Meanwhile, Mastercard Economics Institute's Travel Industry Trends 2023 report outlines global spending on experiences was up 65 % as of March.

A renewed focus on spending quality time with friends and family is another notable leisure and tourism trend in the UAE. Recent research by You Gov reveals holidays with friends and family continue to be the top travel activity for UAE residents since the pandemic, witnessing the largest increase (5 %) from the previous year.

The final tourism trend is business travel in the UAE recovering faster than anywhere else. The Abu Dhabi Economic Vision 2030 identifies business tourism as a major contributor towards a diversified economy.

So, the Meetings, Incentives, Conferences & Exhibitions (MICE) segment remains a key focus.

Reimagining the future is only a snapshot of where the industry currently stands. But while it is difficult to predict, these trends indeed inspire to work even harder towards a reimagined future for guests.

The Department of Culture and Tourism — Abu Dhabi (DCT Abu Dhabi) recorded 18 million visitors in 2022. This marks a 13 % year-on-year increase in international travel. The Department plans to amplify tourism volumes to 24 million visitors by the end of this year. The aim is to increase the contribution of tourism to the national GDP by 12 % by 2030. Within the regional context, IAAPA recognised the UAE as the fastest-growing amusement park market within MENA. It notes that consumer spending could reach \$609 million by 2023 and grow to \$474 million by 2024. The country also emerged as one of the top three most popular destinations for Middle East travellers in Mastercard Economics Institute's Travel Industry Trends 2023 report [2].

References

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2. Reflections and predictions for UAE's leisure, entertainment, and tourism industry [Electronic resource] // Blooloop. — Mode of access: <https://blooloop.com/theme-park/opinion/tourism-trends-uae/>. — Date of access: 08.12.2023.