

Economic & Financial Impact of Event Tourism on Dubai

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Chapter 1: Introduction

Dubai is one of the prominent cities not only in the United Arab Emirates (UAE) but also in the Middle East and is known for being a famous tourist destination (Hayer, 2008). Dubai hosts an array of events that enables the city to attract tourists from every corner of the world and our research revolves around the financial and economic implications of the same. Events tourism refers to a package tour where just the natural and environmental aspects of a destination are not sufficient to attract tourists and some festivals or events must be a significant part of it. Events have now emerged as a focus point for any tour package to be organized by the tour operators. In this research study, the researchers have aimed to provide answer to the research topic which can stated as “Economic & Financial Impact of Event Tourism on Dubai”.

The introductory chapter provides an overview of the study initiated in this paper by outlining certain aspects. The aspects outlined in this chapter comprises of the background of the study, a clearly defined problem statement, objectives of the study, the questions on which the research is based, the research questions which drives the research study, conceptual framework and the concept diagram.

Background

Event tourism has been gaining importance in various countries and nations all over the global economy including Dubai for its positive impacts in different spheres. The Dubai government has been observed to undertake active initiatives to create a global standing with regards to the event tourism in the recent years (Bundhun, 2011).

The event tourism initiative by the Dubai government is deemed to benefit not only Dubai but also UAE as a whole. It is evident from the high international exposure and increase in the

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number of visitors contributed by these high-profile events according to the hotel and restaurant owners, tour operators and event organizers.

The significant events that are hosted by the cooperation of the Dubai Government and the community encompass Dubai Shopping festival, Duty Free Tennis Championship, the International Jazz Festival, GITEX Dubai and the Desert Classic (Bundhun, 2011). These events are deemed to positively impact the social and cultural environment of the destination by creating an arrangement where people from various spheres unite regardless of their origin and geographical boundaries. Moreover, events are critical to the growth and development of the economy as it contributes towards generation of high revenues and attraction of more business and investments.

UAE is now considered as one of the happening nations in the world where the city of Dubai has evolved from a fishing village to a bustling metropolis city within three decades of time (DTCM, 2011). The Dubai is presently deemed to a prominent city in the Middle East due to its ambitious projects and unique events. The tourism industry in UAE has grown with the presence of traditional Arab hospitality and pleasant winter temperatures complemented by the urbane infrastructure and world class amenities (The Embassy, 2011).

The UAE has emerged as the most demanded world class venue for hosting conferences, regional and international exhibitions and major international sports events comprising of the Dubai World Cup for horse-racing, the Abu Dhabi Formula One Grand Prix, the Dubai Desert Classic Golf Tournament, and the Fifa Club World Cup, proposed to be held in Abu Dhabi in 2009 and 2010 (Bundhun, 2011). In tempting and attracting tourists to Dubai various celebrities like Roger Federer, Macy Gray and Tiger Woods have played crucial role.

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The global economy today recognizes the potential of the tourism industry to drive the economic and social development in a region hence transforming the face of the economies. Since its establishment, the Department of Tourism and Commerce Marketing (DTCM) has been playing a critical role in highlighting Dubai and enhancing the contribution of the tourism industry in the UAE. According to the Department of Tourism and Commerce Marketing, presently the tourism industry is deemed to contribute approximately 19 percent of Dubai's economy. As per the statistics provided by DTCM, in 2010 an approximate amount of 10 billion AED was spent in the Dubai Shopping Festival (Bundhun, 2011).

What is commonly perceived by the people as "tourism industry" is just the tip of an iceberg. The tourism industry not only impacts certain sectors directly comprising of accommodation, recreation, catering, entertainment and transportation but also highly impacts other industries such as printing and publishing, manufacturing, resort construction, services and food and beverage sectors. The importance of inbound tourism has only been acknowledged in the city of Dubai but also by the global economy (Carla & Vassilios, 2011). According to the statistics gathered by the World Tourism Organization, the number of tourists in Dubai is much higher in comparison to the regions like Hong Kong, France, Turkey, Belgian, China and Germany.

It is often observed that people perceives eco tourism, cultural tourism and event tourism as the same thing. But various researches points out eco tourism or cultural tourism as just a part of the event tourism. Event tourism is a broader concept which not only encompasses cultural or traditional events but also tourist tempting and other international events for boosting tourism.

On the other hand, Eco tourism refers to an endeavor for enhancing tourism based on highlighting the natural heritage and undertaking initiative for conservation of ecology, energy and water whereas Cultural tourism refers to an attempt of attracting tourists by showcasing the

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cultural and community events of a destination (Carla & Vassilios, 2011). Hence, the significance of event tourism undermines both eco and cultural tourism.

Problem statement

In order to proceed with a research study it is crucial for the researchers to clearly define the problem statement. Problem refers to the aspect or area which is driving the researchers to focus on it in the research study. Generally, people have a tendency to visualize certain element or person or regulations that is hampering the normal activities of an organization or a system, by the term problem. But in case of research study, problem is an area of focus.

The researchers in this research study signifies the problem statement as the need for studying the reasons behind the city to host a wide range of events and the financial and economic implications related to it. The problems in this context of Dubai event tourism initiative can be summarized as:

- What has been driving Dubai Government to host the events in the recent years?
- What are the economic and financial implications of event tourism on the economic growth and development of Dubai?
- How does the aspect of event tourism impacts Dubai?

It is known that hosting of events requires diverse resources in terms of money, infrastructure and people to support the event management yet the city deploys this event tourism strategy for attracting tourists from different parts of the world. The problem statement is to be met by determining whether the economic impact of the event tourism on the city of Dubai is positive or negative.

Purpose

The concept of event tourism is now taken into account as a part of the strategic management of a region. Most of the companies are strategically deploying events to meet their objectives which may be of showcasing their destination to the global economy or to achieve economic growth and development. As Dubai is hosting an array of events which has been the result of the initiative taken by the Dubai Government in the recent years, the research study is proposed to determine the strategic importance of events in the economic growth and development of Dubai that is, how the destination is benefiting from hosting these events financially and economically (Andrew & Paul, 2004).

The research aims at determining the extent of financial and economic impact created by event tourism on the economy of Dubai. The purpose of the study entails determining and analyzing data regarding certain aspects encompassing the rate of growth in the tourism sector revenue generation, the inflow of investments in Dubai, the GDP growth rate and enhancement of the rate of employment as well.

Apart from the social and cultural benefits that Dubai achieves in attracting tourists from different regions and community which enriches their social and cultural background, the financial impact is critical to the success of event tourism. As hosting of events not only requires investing of financial resources in the event but also to enhance the infrastructure when international tourists are being attracted.

Research objective/questions

The hypothesis statement outlines the outcome of a research study. The hypotheses statements state the predicted findings of a study. Hypothesis refers to a proposed justification for a phenomenon. Generally, the hypotheses of a research study comprises of two contradictory

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hypothesis statements: null hypothesis and alternative hypothesis (Babbie & Rubin, 2010). The null hypothesis is the status quo or the default circumstance whereas the alternative hypothesis is the opinion of the research which is needed to be proved in the research study.

In the research study initiated in this paper, the researchers framed the research question based on which the hypotheses statement have been derived. The research question can be summarized as “Is Dubai able to boost the tourism industry and attract more business and revenues by hosting an array of events, if not, what strategies might be adopted?”

In this research, the process of validating the hypothesis would be discussed in detail in the research methodology chapter followed by the Literature review.

However, the hypothesis of the research study drives the researchers in forming certain questions that meets the purpose of the study (David, 2011). These questions also referred to as the research questions guides the researchers to determine which data are to be collected during the research in compliance with the research hypothesis or the broad research question. The questions can be stated in the following points:

- What has been the strategic objective of the Dubai Government in hosting events?
- Has the Dubai Government been successful in boosting the tourism sector as the effect of hosting events?
- How have the event affected the aspects of tourism revenue and number of tourists? Did event tourism lead to high level of investments in Dubai from different parts of the world?
- How have the events contributed towards economic growth and development of the city? Have the events facilitated Dubai in attracting more business?

Conceptual framework

The topic comes under the broad conceptual framework of event tourism. Events possess certain attributes that attracts tourists from all over the world. Event tourism has hence emerged as a significant concept in the world tourism industry that not only highlights and showcases the destination hosting the events in the world economy but also acts as a crucial source of revenue for the destination (Crowther, 2010). Events are considered as an important source of communicating certain aspects about the destination, including the venue and infrastructure thus, providing a positive image of the community hosting the event.

The destination aspects which are highly associated with event tourism comprises of the venue, event infrastructure, media coverage and target audience as shown in the diagram below (Jayswal, 2008).

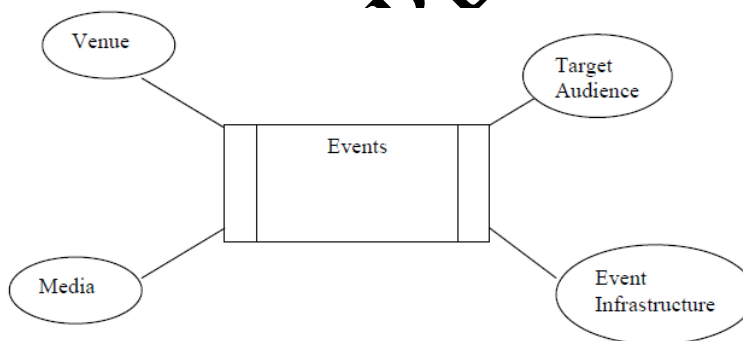


Figure 1: Dimensions in Event Tourism

Events are now-a-days considered critical to the success of a nation in boosting their tourism and investment in the global arena. Event tourism can be focused on diverse events based on key themes such as national, community and cultural events, sports, carnivals, film and food festivals, flower exhibition, fashion shows and theatrical shows. It provides the tourists or visitors with a memory for a lifetime.

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Event tourism is now preferred by most people all over the world and they plan their tours according to their preference of certain event occurrence. Even though it has been observed that sometimes, the high expenses associated with the event tourism packages impedes visitors from participating in event tourism (Page & Connell, 2009). Event tourism produces significant impacts on various aspects of the destination country comprising the social environment, cultural background, environmental aspects, infrastructure, financial and economic environment, transportation and technological environment. In this context, the financial and economic impact of the event tourism undertaken by the Dubai government is assessed.

The events are generally classified into three categories on the basis of their background and initiative. The three categories comprises of “home grown”, “tourist tempter” and “big bang”. The home grown events are either national, regional or community festivals based on which the destination plans to offer event tourism and attract international visitors (Andrew & Paul, 2004). The home grown events reflect the social, cultural and traditional practices undertaken by the communities in the destination. On the other hand, tourist tempters are events which an economy plans and accomplishes in order to highlight their destination and achieve a global standing by attracting visitors from all around the world. The last but not the least is the big bang events which is a much broader concept and is based on events that are more sophisticated and multi-ethnic in character and engages all classes and interest.

Apart from the diverse positive impacts, the events are also associated with certain negative aspects. There has been a debate on the impact of the event tourism on the local communities since the emergence of the concept. A question has been raised by many authors on whether event tourism strengthens the social and cultural background of a destination or does it leads to compromising of the regional and cultural values (Forest & Smith, 2006).

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It has been observed that when a country engages in event tourism, in order to satisfy the international visitors they requires to modify their traditional and regional practices to a certain extent. This is because most of the tourist communities are seen to lack the relevant sensual and aesthetic sense of understanding the art and culture of the aboriginal community. Hence, the actual essence and cultural uprightness of the festival is at stake due to tourism (Elias-Varotsis, 2006).

Time is another factor which hampers the quality of an event. Sometimes it has been observed that an event has to be cut short just to meet the needs of the tourists (Holjevac, 2010). As for instance the average tour package is considered to be of a 10-14 days duration and an event according to traditional practices may be over 20 days duration. In this case the community needs to compromise the figure out the total festival in terms of tourism so that the international tourists get to see the event from start to end.

Language acts as another barrier when tourists from diverse geographical boundaries with different linguistic background gather in an event. This has resulted in gaining importance of translators or interpreters (Dickson, 2011). Many countries in today's world are attempting to engage in event tourism for showcasing their destination and achieve the required economic growth and development by boosting the tourism and investment aspects (O'Sullivan & Jackson, 2002).

Economically, the destination not only earns huge revenues from the tourists spending on hotels, restaurants, and entertainment and leisure activities but also provides a positive vive to the global investors who initiate investment activities in the destination predicting the future prospects of the events (Getz, Event tourism: Definition, evolution, and research, 2008). The previous

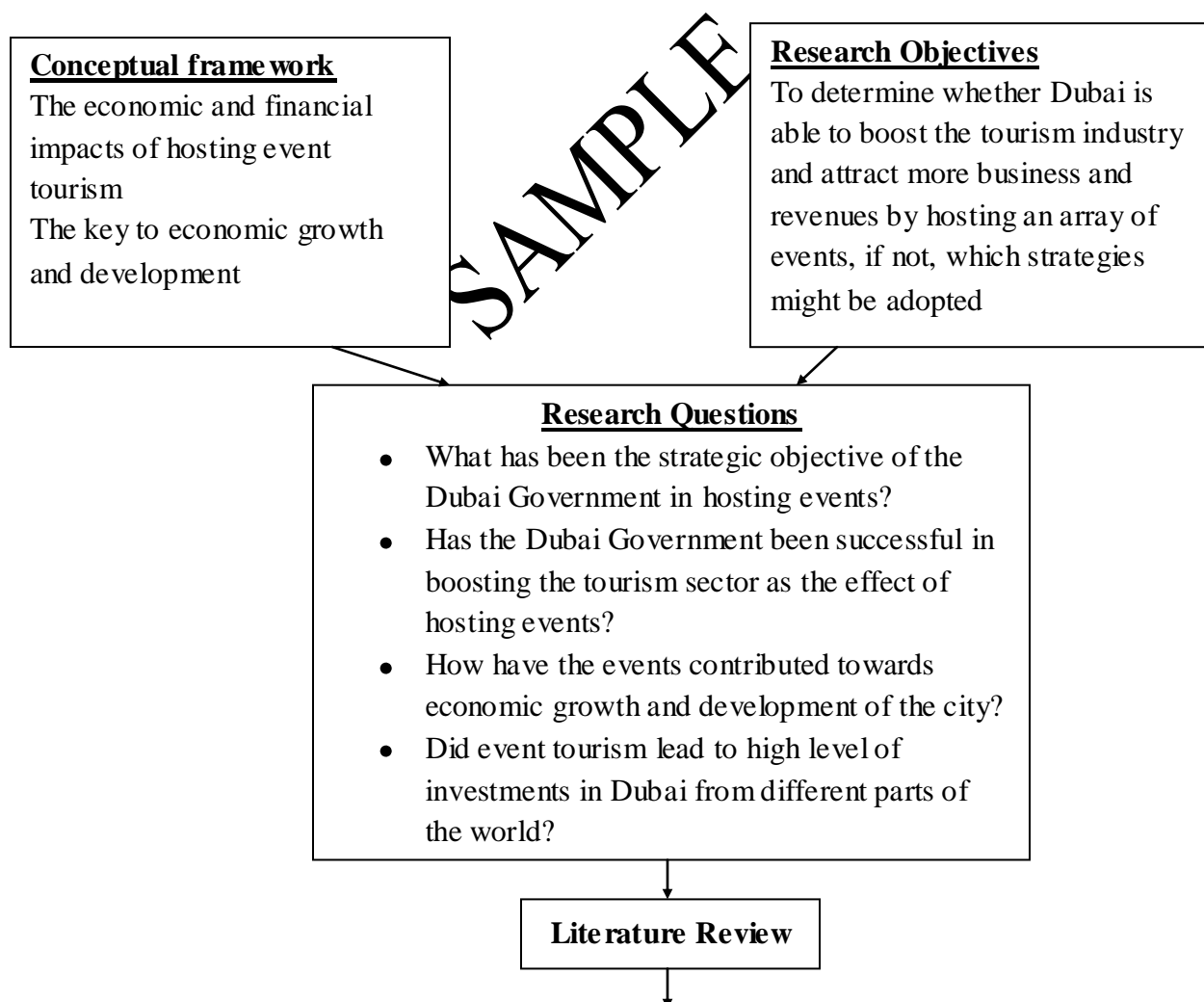
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researchers have pointed out event tourism as a contributor to different forms of investment be it FDI or Greenfield.

Concept diagram

The concept diagram demonstrates the structure of the research in a form of flowchart. The concept diagram in this context of the research on the economic and financial impacts of event tourism on Dubai is shown below.

According to the diagram, the research hypotheses would be met by the researchers by entailing to a research methodology, the responses of which would be subjected to theory comparison and triangulation.



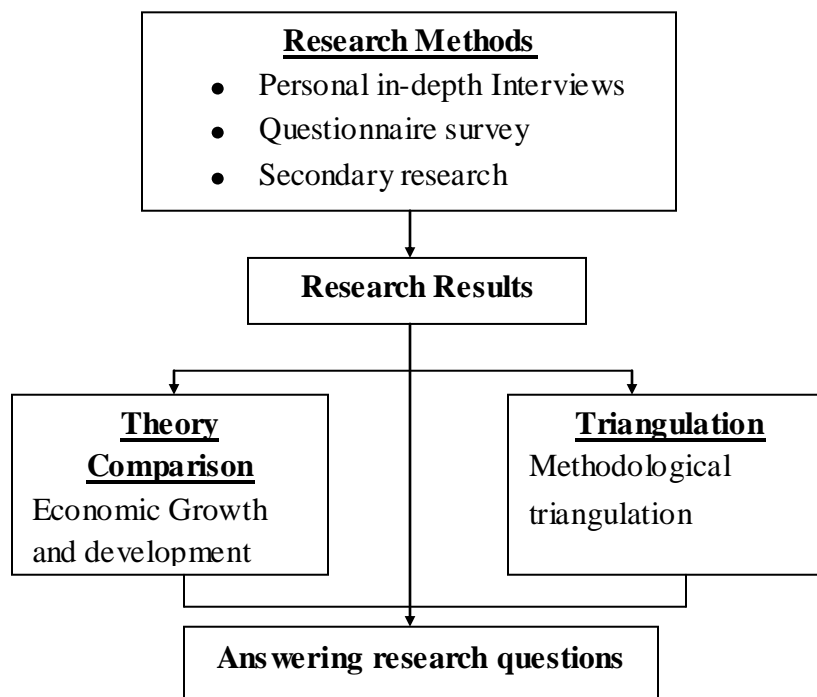


Figure 2: Concept diagram

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Chapter 2: Literature Review

Review of the literature

What is Event Tourism?

Tourism can be considered as one of the high-speed budding industry across the world influencing the global finance and economy along with the political, social and cultural aspects. Each nation is trying to emphasis on critical element which is unique to the land in order to make a strategic move to survive the aggressive competition in the market. Consequently, events have become one of the key factors brewing the competitive edge of the tourism industry; the significance of adding a new dimension to the existing tourism concept through event tourism is definitely gaining popularity (Coathup, 1999). Individuals across the world are becoming more fascinated with the different cultural and social factors building up civilization; as a result they are ready to voyage across nations to partake into the various events. Along with the increased popularity of the event tourism the stakeholders arranging the event tourism realized the importance of the event in terms of economic and social advantages for the particular places. For leveraging the potentials of the event tourism, the nations have comprehended the fact that they need to cultivate a long term strategic measure as well as to sketch and develop the event tourism itinerary.

The tourism sector has power and prospective to revitalize the state of affairs for a particular nation, to develop its infrastructure, to advance its technology, to improve the transportation and network, as well as to contribute prominently to its economic and social aspects (Jones, 2001). Moreover, tourism also utilizes the human capital for the places and in those way generating lofty tax incomes. Therefore tourism also acts as an important revenue creator owing to its

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significant multiplier effects. Countries require competing and standardizing their unique strategic approaches to encourage the tourist and its different products in order to influence the competitive advantages across the world. The tourism management is therefore becoming very critical for the countries as it is a prime basis of employment, income and understanding about the worldwide relation as well as enhancing the scope for counties in the international market (Singh & Timothy, 2003).

With the tourism sector in vogue, each country is attempting to become a tourist destination. This has leaded them to hunt for fresh and distinctive strategies to establish a differentiation and to generate the benefits of tourism. Over the last few years the concept of the destination tourism management has emerged which has widen the scope for the investors and to exact entrepreneurial feedback in order to rejuvenate the decision making process for increased tourism activities. Thus the tourism organizers are taking keen interest in the expanding and enriching their product portfolio and to increase their market opportunities in order to attract more and more number of customers across the world. As pointed out by Van den Berg et al. 1995 point out that winning the leading rank for the tourist sector in the international market is a long-standing procedure, and consequently a continuing approach is required. As stated by Getz (1997) the required strategic setting up for preparing a destination for tourism is a "...a future oriented process that seeks to attain the set goals through the formulation and implementation of broad, long term strategies."

Getz further pointed out the concept of event tourism in a new light. He stated that event tourism has becoming a critical part for the tourism industry across the world in the recent years. It is been considered as the measure which has helped the societies and the tourists destinations to achieve benefits and cater to the various economic, social and environmental objectives. Owing

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to the amplified competitiveness amid different visitors' terminal, the quest, tracking as well as the progress of events has turn out to be an immense dealing. Getz has further defined the event tourism as a destination and marketing approach to apprehend the probable economic advantages of events. Moreover Getz also enlightened that often the tourism organizers form the market segment for tourism through event tourism (Getz, 2008). It illustrates that when the event tourism is considered as the market subdivision for tourism industry, individuals partaking in the events can also be inspired to visit the place in future for exploring the other product portfolios of tourism without any particular event. Here the case of Myanmar can be proposed which is one of the recently popular Asian destinations. Myanmar is quite popular for the festivals and the events related to their Buddhist culture, which has established their immense scope for event tourism. However this has also lead the region to increase its scope for tourism industry in general which is definitely contributing to the economic and developmental progress of Myanmar and helping it to emerge a promising tourist destination.

Tourism sector in Dubai

In the recent years, Dubai has emerged as one of the most significant tourism destination in the global economy. It is not only regarded as a hub of educational institutions but as one of the prominent fashion destinations on the basis of the number of fashion shows held in the recent years from 2004 onwards. Even in the year of economic slowdown and global financial crunch which impacted every sector of the global economy, the tourism sector of the fastest growing city of Dubai maintained a robust growth rate (Hayer, 2008). This growth is attributed to the great tourism infrastructure and the events hosted by the city. The dynamic expansion capability of the tourism sector indicates the successful partnership between the private and the public sectors.

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The Dubai Statistics Centre (DSC) suggests that the daily population of Dubai escalates by 56 percent when the tourism sector is taken into consideration. As per the data provided by the Department of Tourism and Commerce Marketing (DTCM), Government of Dubai (2011), the number of guests served by the hotel establishments in Dubai increased to 8,684,387 people in 2010 from 7,845,819 in 2009 (DTCM, 2011). These tourists included 390,255 cruise passengers, 6,561,999 tourists served in the hotels of emirate and the 1,732,133 tourists served by the hotel apartments in Dubai which grew over 17.25 percent in comparison to the previous year's figure. According to DTCM (2011), with the expansion of the capacities to serve tourists in terms of hotels and hotel apartments, although the occupancy rate of hotels remained at a flat 70 percent, yet the revenues from the tourism sector increased to 13.27 billion AED in 2010 compared to 12.46 billion AED in the previous year. The top five source market for the tourism industry in Dubai in the year 2010 comprises of the United Kingdom, India, Iran, Saudi Arabia and the United States. The number of tourists entered Dubai in 2010 from each country is presented in the table below (DTCM, 2011):

Tourism source market	Number of tourists
United Kingdom	719,889
India	638,103
Iran	526,598
Saudi Arabia	519,001
United States	437,723

Table 1

One of the staff publisher of Emirates 24/7 (2011) stated that according to the data gathered by Citi Investment Research and Analysis, the cities of Dubai and Abu Dhabi will be continuing to lead the growth of tourism industry in the Gulf Cooperation Council (GCC) countries assisted by the political uncertainties prevailing in the other countries.

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The city of Dubai also recorded a high growth rate in the tourism sector in the year 2011

comprising of 10 percent growth in the number of tourists which approximated to 9.3 million tourists. Trade Arabia (2012) states that with such all around impressive growth in the tourism sector, Dubai consolidated its position in the global tourism industry. The revenue generated by the tourism sector escalated by 20 percent to reach an amount of 16 billion AED in 2011.

According to Trade Arabia (2012), the growth of tourism sector in the city of Dubai is attributed to the aggressive marketing and promotional initiatives undertaken by DTCM in one of the most challenging environments. The department plans to be one of the active participants in the 25 major travel and tour exhibitions held across the world, apart from holding Dubai workshops in ten countries during the year 2012 (Trade Arabia, 2012).

In 2011, according to the DTCM chief, among the top 20 source market for the Dubai tourism was led by Saudi Arabia in the top position followed by India, the United Kingdom, Iran and the United States. The tourism statistics for the year has been presented below (Trade Arabia, 2012):

Tourism market source	Number of Tourists
Saudi Arabia	873,152
India	702,142
United Kingdom	643,196
Iran	476,708
United States	462,653
Germany	275,663
Kuwait	273,253
Russia	255,746
Oman	223,933
Pakistan	221,374
China	193,791
Australia	179,214
France	152,439
Egypt	149,130
Philippines	125,408
Qatar	122,319
Italy	105,523
Jordan	95,818

Bahrain	91,238
Lebanon	90,984

Table 2

Factors Driving Event Tourism

Tourism business is becoming intense with more and more number of countries forming their unique strategic approach to win over the travelers across the world. Several driving factors can be considered for the rise of the event tourism which is much in fashion for the current tourism industry. One of the major aspects for the emergence of the event tourism is the cultural and the social positive vibes which widens the scope of tourism. Often the event tourism is based on the cultural and social festivals for the tourist destinations, for example carnivals, feasts and food festivals, flower festivals etc which is a unique part of the tradition of the place. Through event tourism this culture of the place gets highlighted which not only results in attracting more tourists but also helps to widespread the cultural value across the world (Sheng, 2008). Event tourism is also based on other related recreational industry like sports, films, adventures etc. in these cases the concept of event tourism can be considered as complimentary to the other social events taking part in the particular destination.

In the Middle East two other cities Qatar and Bahrain competes with Dubai in terms of hosting events though Dubai is at the top. Qatar tourism takes up cultural events as a tourist tempting activity whereas Bahrain hosts an international event such as F1 Grand Prix for attracting tourists. So, it can be observed that Bahrain is the most significant competitor of Dubai (eTN, 2012).

Event tourism is also being encouraged by the different tourism organizers as in most of the cases event tourism is being backed by a number of investors; this aids in the progressive development of the place to cater to the individual needs of the individuals coming to the place from all over the globe (Stokes, 2006). For example, the sports tourism like night car racing

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which become popular for the tourism destination of Singapore helped the tourism coordinators to get hold of a number of investors in form of the car racing companies participating in the event who not only helped to structure the particular event but also contributed prominently to the economic and financial growth of the local populace of Singapore (Stokes, 2006). Event tourism also helps the tourist destinations to form a niche market for enhancing their brand image. As according to the perception of the tour conductors it has been noticed that vacationers are to be expected to decide on for fashionable and eye-catching events like Cannes Film Festival, Oscar Awards, London Festival of St, Patrick, Circus Festival in Paris, Munich Oktoberfest, Sotheby's and Christie's auction and fashion shows in Paris, Milan, Tokyo and New York. As per the report of The Travel Industry Association of America, it acknowledged that the numbers of the tourists are elevating who favors holiday events in their holiday packages.

Several concerns and debates exist in the arena of event tourism which a number of the instigators have pointed out determining the inquiry of one of the prime factors driving the emergence of event tourism. It is whether tourism improves the potency of the community and indigenous festivals or it dominate to parley the time-honored and cultural worthiness of the events (Forest & Smith, 2006). This includes the state of affairs for art forms and cultural honor of the home-grown festivals and merriments which are well thought-out to be at risk owing to the event tourism. The query revolves for the fact that whether entertainment is considered a structure of mistreatment in the current conditions. Sustainable tourism can be taken into account as another factor leading to the emergence of the event tourism. Event tourism has broaden the scope for the strengthening the international relations amid the countries and associations like ASEAN are encouraging the sustainability of tourism through endorsing event tourism. More than often the foreigners are not quite apt to understand the cultural heritage and tradition of

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places, event tourism has made it simpler to represent the civilization of particular cultures for the tourists visiting a place (Mitchell, 2002).

The factors affecting the popularity of the event tourism across the world are various influencing the economic and social measures of a tourist destination; one of its evident economic influence can be gathered from the fact that event tourism enhances the opportunities for tourism in places which may not have any other appeal for the travelers to visit the place. Event tourism can also be considered as a measure to attract the foreigners for future exploration of the places and therefore sale out the different products of tourism from the product portfolio of a tourism destination (Getz, 2008). Further there are tourist destinations which are opened for the tourists for a particular duration of the year and bear seasonality tribulations. For these places the event tourism can be considered as one of the major drivers attracting tourists from the foreign market even during the off season and thus making it possible for the tourism industry to contribute promisingly to the economy of the country throughout the year.

Moreover events also bear the potentials of creating the brand image for the hosting country which can ultimately lead towards building a complimentary discernment as a probable tourism destination. With the formation of a favorable image about the host nations entertaining the event tourism, lot of other profitable influences will be in order for the progress of the country. For example it can appeal better to the foreign investors to venture into the tourism as well as other developmental dealings with the place, the industry as well as the physical infrastructural growth can be also ensured through the inflow of foreign exchanges earned by the event tourism etc. this in turn would doubtlessly pertain to the overall growth of the local community of the tourism destination in various ways (Hjalager, 2001). Furthermore investigators and the survey researches have proved over the years that places hosting events and super events actually

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develops much faster; the event organizing and the long term approach towards promising the inflow of tourists during the conduct of the event tourism offers helps to establish the sustainable factors of tourism which in turn acts as the medium influencing the improvements in the infrastructure, transport and network, advancement of technology, trade and commerce and urban regeneration (Backman, Backman, Uysal, & Sunshine, 1995). Further event tourism generally gets a huge media coverage. This is a critical factor for highlighting the distinctiveness of a place and to create the brand image for attracting more customers for the tourism sector. This acts as a promotional activity for the other tourism products that the destinations can offer to the worldwide travelers (Stiernstrand & Ossian, 1995).

There are several other social as well as cultural factors which needs to be considered along with the emergence of the event tourism for the host country. Events definitely form a critical intension and offer the native populace as well as the travelers some knowledge and understanding which can be considered as astonishing and extraordinary. It helps a community to revive its cultural value as well as on the business frontier it creates the value to sell the tourism products with distinctiveness to the foreign customers.

Significance of Event Tourism

The event tourism is definitely confirming the enhancement of the tourism sector of a particular tourist destination for betterment. The concept of event tourism has helped the destinations to relate the native events of a place and to employ the same to achieve the tourism sector objectives in the long run. The event tourism is definitely providing more employment scope to the local populace. For example, often the cultural heritage based on which more events takes place widen the requirements for the interpreters and guides; this increasing the employment opportunities for the native populace (Elias-Varotsis, 2006). Event tourism requires the tourism

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organizers to plan and schedule the long term improvement and strategically approach in order to fulfill the expectations of the individual customers. This in turn ensures the continuous development of the overall infrastructure and development of the host country. In this advanced era, event tourism has incurred the need of adapting to superior technological as well as technical advances in order to attract the media and the world travelers for making the event tourism a success (Burgan & Mules, 2001). This also aids in enriching the information and knowledge base along with the high tech development for the place. The event tourism also helps in endorsing the promotional activities for the place to highlight its strengths and other industries which can also welcome the increase in the international business activities of the country with the international market.

Most of the event tourism invites the guests from the other nations as a part of its event for the success of the activity. This also facilitates in strengthening the international bonding and peace amid the countries along with the increases promise of co-operation for betterment. Different related businesses also get benefits with the development of the event tourism in the country. The increased competitiveness in the international market of tourism industry has reinforced the nations to induce the constant development and innovative measures gaining competitive edge in this business. The event tourism is also a major occurrence needing the strong partnership amid the public and the private sector of the host country which facilitates in speeding up the progress in a country. Further with transient years the greater than ever need of sustainability has been notified critical for the arena of event tourism and the events are being extended as socially sustainable tool (David, 2011).

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Economic and Financial impacts of Event tourism

Tourism has gained importance in the global economy as one of the crucial economic sector with nations, regions as well as local economies understanding the importance of attracting tourists from various parts of the world. The expenditures incurred by the tourists at a tourism destination are considered as a potential source of economic growth and development for the destination (Hodur & Leistritz, 2006). This has driven the government authorities and communities across the world to seek tourism opportunities and host many large and small events which leads to attraction of visitors. The event and visitor oriented activities can result in significant economic impacts on the host communities.

According to a study initiated by Tyrrell and Johnston (2001), any event encompasses an array of the potential sources of event impacts and types of transactions. These include Visitors: admission fees and expenses; Participants/players: entry fees, participation expenses and expenses on food, lodging etc.; Volunteers and contributors: contribution value, volunteer labor value and other contributions; Media and other attendees: value of contributions, volunteer labor value and other contributions; Host and major sponsor realization: spectators, participants, sponsors, advertisers, concession fees and others; Host and major sponsor expenditures: wages for regular employees and labor associated with events and goods and services; exhibitors or vendors: receipts are sales at event and sales as a consequence of events and expenditures (Tyrrell & Johnston, 2001).

Yu (2004) in his research paper states that events are associated with potential economic activities which results from the event related expenditures. Apart from this the events leads to generation of significant economic benefits like job creation, provision of new infrastructure and facilities, urban revival, improved international profile, enhanced tourism/convention business

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and enhanced inflow of investments (Yu, 2004). On the other hand, the benefits realized by the events may be undermined with some likely negative impacts generated such as diversion of tourism, leakage issues in importing, expenditure switching effect, inflationary pressure and under-utilization of infrastructure and facilities related with the events.

There are certain potential positive economic impacts of developing the tourism industry in a destination. According to UN ESCAP (2001), these positive impacts comprises of improved resources for conserving and protecting natural and cultural heritage resources; escalation of per capita income and improvement in the living standard as a consequence of tourist expenditures; growth in induced income; creation of new employment opportunities; enhanced visibility of the community in the global economy resulting in attraction of other economic development opportunities; escalation of tax income; expansion of local handicrafts and progress in fresh induced employment prospects.

These economic benefits were approved and certain other economic benefits were proposed by UNCTAD (2010). The expanded economic aspects considered in the study comprised of the improved infrastructure and tourism facilities; spreading awareness among the global economy regarding the heritage of the destination; provision of capital; acquisition of expertise and managerial skills from every corner of the world; widening of market connections and bring on demonstration effect on the local entrepreneurs.

In contrast, the perception of people that tourism sector development is associated with only positive impacts have been question in the recent years mainly because of the increasing awareness and knowledge of the indirect and intangible costs incurred by the tourism. The economic and financial impacts of the not only tourism as a sector but also event tourism have been criticized by economists.

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UN ESCAP (2001) states the potential negative impacts emerged as a consequence of development of the tourism sector besides the potential positive impacts. These negative impacts are known as economic costs of tourism. These economic costs encompass the employment opportunities which are only seasonal; providing people with insignificant or low paying jobs; results in inflation; escalates the costs associated with land, housing, food and services; polluting environment; increased traffic problems; destruction of natural culture and heritage decaying the future revenue; growth of criminal offenses; escalation in tax liability; leakages in revenue and external domination; and reliance on tourism as the main economic activity.

These economic costs have been expanded by UNCTAD (2010) to embrace the aspects of authority of TNCs in the tourism market; sudden changes in sentiments or sensitivity of the business cycle; incursion of open spaces; inappropriate development of forms and scales and slightest control over tourism development.

The main impediments for development of tourism sector and hosting events is the shortage of capital and many countries inclusive of the developing nations increasingly hunt for foreign investors in order to provide capital for development of tourism sector in their respective destinations (UNCTAD, 2010). In the tourism sector, often the Transnational Corporations (TNCs) have demonstrated positive impacts on the host destinations. Apart from investing the capital in the tourism sector, assistance is extended by the foreign TNCs to diversify the tourism product supply and improving the local service standard. However, attracting foreign direct investment (FDI) in the tourism sector is a challenging job and among the IPAs there is an increasing demand for support in this area.

As par Likorish (1957), generalization investment and capital development is not possible in regards to the tourism industry. According to him the tourism industry do not have any existence

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and it can only be observed through eyes of the tourists (Likorish, 1957). Every noteworthy section of the tourism industry operates autonomously predominantly against the other components of trade. In addition, in this context, many other complications are deemed to exist. Nevertheless, as per UN ESCAP (2001), foreign investments have been critical to developing the leading economic sectors such as tourism in many Asia-Pacific countries. This has resulted due to the lack of local capital funds, inadequate expertise of local technicians and professionals, scarcity of private investors with initiative of undertaking risks, legacy of colonial funding, initiative of multilateral agencies for extending assistance especially for the requirements of the Asia-Pacific regions and increasing capital resources in developed countries in close proximity that undertakes development of the destination as their responsibility (UN ESCAP, 2001).

In a research study arranged by Myles and Carter (2009), the economic and financial benefits were summarized as producing employment, income, sales and tax revenues. These are deemed to noteworthy by not only the community hosting it but also the tourism director, the chamber of commerce, economic developers, and government officials at a specific destination. The economic and financial impact of tourism and special events can be evaluated by a few tourism analysts who have formal training in the field of economics.

According to them, the tourism impact only emerges when there are tourist expenditures in the local area. The four factors which determines the extent of tourism impact on the economy comprises of firstly, the amount of tourist expenditures; secondly, the length of stay in a local area; thirdly, the proportion of goods and services being locally produced; and lastly, the pattern of expenses by the tourists (Myles & Carter, 2009). It has been stated that as tourism and special events are associated with huge expenses and time consumption in the process of arranging and promoting it, the event organizers and the local authority must be aware of whether the benefits

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are undermining the costs. Analyzing the cost and benefits would facilitate the destination to channelize their efforts and funds in some other profitable areas.

Gratton, Shibli and Coleman (2006) in their study on the economic impact of ten sporting events in the United Kingdom inferred certain pre-requisites for bidding in order to maximize the positive economic impacts in a destination. These preconditions can be summarized as: firstly, the ability of the event to attract visitors from across the boundaries of the host area is to be considered so as to diminish the deadweight percentage of the visitors; secondly, the significance of the economic impact of an event is deemed to increase with the increase in the absolute number of spectators and smaller the event smallest is the economic impact as it is unable to attract more visitors from overseas; thirdly, the economic impact of an event is not essentially proportional to the status of an event in the global arena; and lastly, the duration of the event and the availability of commercial accommodation and infrastructure to enable the visitor's dwelling time in the host area (Gratton, Shibli, & Coleman, 2006).

However, Mikkonen and Pasanen (2010) states that lack of commitment of the local people can hinder the effectiveness of the events. In case of the festivals hosted in Savonlinna region, the researchers have observed low involvement and disappointment with the events. This can be attributed to the perception of the local people about the lower benefits achieved by the local community and the host area, both economic and non-economic (Mikkonen & Pasanen, 2010). Therefore, it is required by the event organizers to strengthen and balance the financial dimension of the host area and enhance involvement of the local people, officials and entrepreneurs in the event planning and production phases.

According to the tourism and economic statistics in 2008, the tourism sector contributes 20 percent directly and 30 percent indirectly towards the gross domestic product (GDP) in Dubai

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(Hayer, 2008). The number of hotels, institutions and companies has increased significantly in Dubai to work in line with the economic and social obligation of the fastest growing city of Dubai.

The rate of economic and financial activities in Dubai is reflected in the figures derived by the Dubai Statistics Centre (DSC) regarding the level of employment. Statistics reveal that during a day, the active population in Dubai exceeds 3 million of which 1.9 million are residents and the rest 1.07 million people are those who enters Dubai every day with regards to the business (Emirates 24/7, 2011).

Key method application Review

It has always been a challenge to initiate a study on the economic impact of an end-use activity in a world of product-type data. There is no such universal methodology to determine the economic and financial impact of event tourism and this has been reflected in the deployment of diverse methodologies by various researchers when administering a research study on analyzing the economic and financial impacts of tourism and special events in diverse locations.

Quinn (2009) states that there has been much debate with regards to the methodologies and approaches taken into account by various researchers while measuring the economic impact created by events in a specific destination. According to Lee and Taylor (2005), the existing literature on the methodologies suggests that only direct expenses associated with an event must be considered when approximating the economic impact of an event. On the other hand, Wood, Robinson and Thomas (2006) claim that emphasizing on the direct expenditure benefits would provide a partial picture of the economic impact. Hence, the debate is still continues.

According to Bond (2008), the impact of tourism in the economic front can be measured only in terms of demand which is primarily based on the assessment of the volume of visitors and their

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value to the economy either in an individual level or in an aggregate level. The volume of visitors are generally classified into international and domestic visitors and the method of measuring volume encompasses measure of returns from accommodation organizations, household survey responses and survey of destination or visitors.

They state that assessing the value of the tourists to the local area is a complex and time consuming methodology. The methods or models which can be used in this regards includes estimates of expenditure; multiplier models to measure direct, indirect as well as induced effect; different types of multiplier comprising of Input-output model, Computable General Equilibrium(CGE) model and Social Accounting Matrices(SAM) model; and Supply-side model (STEAM).

Myles and Carter (2009) provide a model for analyzing the costs and benefits of an event which enables a destination to determine the feasibility of hosting an event known as the Tourism Impact model. The schematic diagram for the model is demonstrated in the appendix. The Tourism Impact Model is a computer-based spreadsheet model which enables precise calculation of the event based activities in a specific country (Myles & Carter, 2009). The offers the facility of comparing and contrasting counties as it uses a standard approach to measuring the impact of tourism.

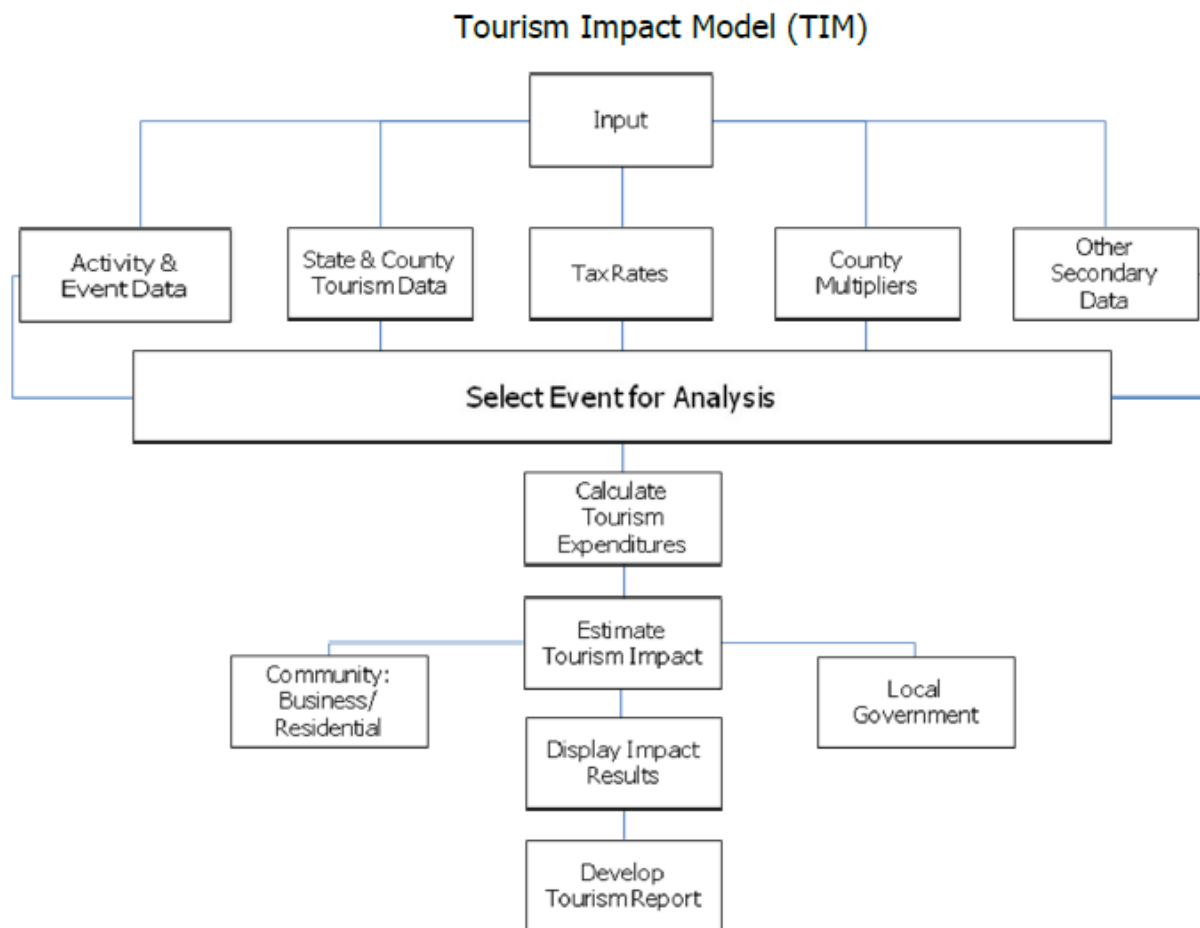


Figure 3: TIM

Source: (Myles & Carter, 2009)

The tourism impact model takes into account the local and state data including local supply data on various aspects such as accommodations, state-wide occupancy rates, employment level, income, population, retail sales, number of visitors, length of stay, origin of visitors and spending profile of the state as a whole. In order to determine the impact of tourism the model deploys this tourism information to state related tourism expenditures and expenditures associated with regional tourism surveys. The preciseness of these approximations would be based on detailed reliable local information for supplementing state data sources. In this context, where such data are available, the model explicitly includes local variations in tourism expenditures.

The basic equation on which the model is based can be illustrated as (Myles & Carter, 2009):

$$TE_{ij} = f(TED_{ij}, SST_{xR}, TT_{xRj}, M_j, SSP_k, OTED_j) \cdot I_{ij}^2$$

where, TE_{ij} is the tourism event i in region j ; TED_{ij} is the tourism expenses data for event i and region j ; SST_{xR} is the state sales tax rate; TT_{xRj} is the tourism tax rate in county j ; M_j is the local multiplier based on regional population; SSP_k is the state-wide spending in sector k ; $OTED_j$ is the other tourism event data in region j ; and I_{ij} is the index of tourism employment in region i .

On the other hand, Tyrrell and Johnston (2001) developed the Economic Impact Framework for evaluating the economic and financial impact of event tourism in a destination. This framework was created with an objective of enabling researchers and analysts to avoid common and fundamental mistakes while assessing the net economic impact. Even though this framework was initially set up for Rhode Island Communities but it is deemed to adapt for every tourist events held anywhere.

The framework is represented by a three dimensional table of economic flows. The first two dimensions are the source and destination of the direct economic impacts of event tourism. The dimensions are demonstrated as categories of impact in the table demonstrated below.

FRAMEWORK FOR EVALUATING TOURISM EVENTS

Origin of Expenditures/ Contributions	Location of Purchases	Expenditures Depend on		
		Site	Activities	Either
Out of region	In region	(1a)	(1b)	(1)
	Out of region	(2a)	(2b)	(2)
In region	In region	(3a)	(3b)	(3)
	Out of region	(4a)	(4b)	(4)
Total	In region	(1a) + (3a)	(1b) + (3b)	(1) + (3)
	Out of region	(2a) + (4a)	(2b) + (4b)	(2) + (4)
Gross sales		(1a) + (3a) + (2a) + (4a)	(1b) + (3b) + (2b) + (4b)	(1) + (3) + (2) + (4)
Net direct sales impact (DSI)				(1b) + (3b) – (4a)
Total value added (VA)				DSI • Value- Added Multiplier
Total sales impact (TSI)				DSI • Sales Multiplier

Figure 4: Framework for evaluating tourism events

Source: (Tyrrell & Johnston, 2001)

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There are mainly four categories of which category 1 and 2 represents expenses incurred by the non-residents that is, visitors and category 3 and 4 represents expenses incurred by the residents of the study region. The third dimension of the table is associated with the reason of the impact. On the other hand, the sub-categories a and b under the four categories denotes whether the purchase or contribution is incurred due to the location of the event or the activities related with the event.

In order to estimate the impact of event tourism in Ontario, Canada, Hill Strategies (2003) determined the hypothetical average of the three expenditure categories (small, medium and large) and approximated the value of tourist expenditures in the three attendance categories and applied these data in the Ontario government's Tourism Regional Economic Impact Model (TREIM). This model deploys the Statistics Canada's input output table for Ontario to estimate the key economic and employment impacts. This model is also used by the Ontario Ministry of Tourism and Recreation (Hill Strategies, 2003). The estimates provided by the model regarding the events in Ontario in respective expenditure and attendance categories were aggregated to determine the overall economic impact. The results were demonstrated by Hill Strategies (2003) in terms of GDP rate, wages and salaries and tax revenues.

As per the theories of economics, it is well known that total economic impact is the summation of the direct impact, indirect impact and the induced impact. But rationally when economic impact is measured in the real world circumstance, the total economic impact is often considered as the product of the direct impact and the multiplier (Miller, 2007). These multiplier values are generally obtained through expert judgments or assessment models like IMPLAN Pro and Michigan Tourism Economic Impact Calculator (MITEIC). Miller (2007) in his study to quantify

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the economic impact of community events considered deployment of the Michigan Tourism Economic Impact Calculator (MITEIC).

The MITEIC model classifies and categorizes the expenses of visitors into different forms. These are hotel, hotel apartments, bed or breakfast; camping fees; restaurant and bars; groceries and other food or drinks; gas and oil; transportation charges; vehicle expenses; admission and fees; clothing and apparel; sports goods; casinos and gambling revenues; and souvenirs and other expenses. The economic impacts of tourist-related events which are inherent to the community impacts of events are effectively measured by the model (Miller, 2007). It also facilitates marginalizing of the direct effects to account for the local margins or capture rates.

The MITEIC model deploys a generic multiplier for assessing the economic impact at the state, small metropolitan communities, and rural communities level. According to Miller (2007), the direct economic impact is the summation of the direct impacts posed by the preparation of facilities, patron spending and vendors and exhibitors. The direct impact of the preparation of facilities is deemed to be the easiest measurable aspect and the value of multiplier rises with greater expenditure on event related facilities within a community or location (Miller, 2007).

The direct impact as a result of patron spending is regarded as the product of number of visits, average spending per visit and the multiplier. It requires estimation of the number of visitors and the spending incurred by the attendees through visitor surveys (Miller, 2007). Here, the visitor survey methods includes sample survey, mail survey, on-site self-administered survey, on-site interviews, optional on-site or mail-in survey, two-part surveys and telephonic interviews.

Both economic impacts of patron spending and vendors depend on the geography. Mainly two components are considered while measuring the vendor impacts. The first is the tourist vendor spending incurred while in the community and second, is the local vendor spending. Even though

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local vendor sales remains in the community and sales of tourist vendor leaves the community still the spending by local vendors are not taken into consideration when measuring the vendors impact (Miller, 2007).

On the other hand in a study initiated by Gratton, Shibli and Coleman (2006) ten sporting events were analyzed to bring out the economic impact of every event in the United Kingdom. The methodology was kept same while analyzing impact of each event so as to obtain a data set where events can be compared using same parameters. The methodology for the study was classified into ten steps which can be clearly defined in the following paragraph. Much of the analysis in the methodology was carried out by deploying a standard questionnaire survey instrument and then data was analyzed by using statistical tools and software.

The first phase was to enumerate the proportion of respondents who lived in the host city to the respondents who came from other destinations followed by grouping of respondents according to their role in the event such as competitors, spectators or media etc. The next phase was to ascertain the basic characteristics of the visitors and then determine the catchment area on the basis of local, regional, national and international respondents. After that, the researchers quantified the number of visitors and the proportion of people using commercial accommodations. The length of stay in the commercial accommodations was also ascertained with the cost of these accommodations per night (Gratton, Shibli, & Coleman, 2006). The next stage was to ascertain the expenses of the visitors staying overnight in the host city in six different standard expenditure category followed by determining the budget set by people to spend in the host city. Lastly, Gratton, Shibli and Coleman (2006) deployed mechanism to determine the number of visitors whose main objective of visit to the host city was the event and the proportion of people who combined their visit to the event with a holiday.

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Another methodology variation was observed in a study conducted by Mikkonen and Pasanen (2010) to determine the economic and socio-cultural impacts of two leading cultural festivals of Savonlinna, a city in Finland: the Savonlinna Opera festival and the Savonlinna Ballet festival. The researchers employed the Finnish Event Evaluation Tool (FEET) to determine the economic as well as socio-cultural impact of the Ballet festival in 2008 and the Opera Festival in 2009 (Mikkonen & Pasanen, 2010). The components of the FEET tool have been demonstrated in the appendix 3.

In the methodology, the FEET tool was focused on identifying the direct economic impacts of the event on the city without considering any multipliers for depicting the indirect economic impacts. The tool mainly computes the tourism expenditure of an event or a festival by enquiring on the spending incurred by the event attendees. The key objective is to determine the extent of economic activity generated by attracting visitors from across the regional borders in the host area for the event (Mikkonen & Pasanen, 2010).

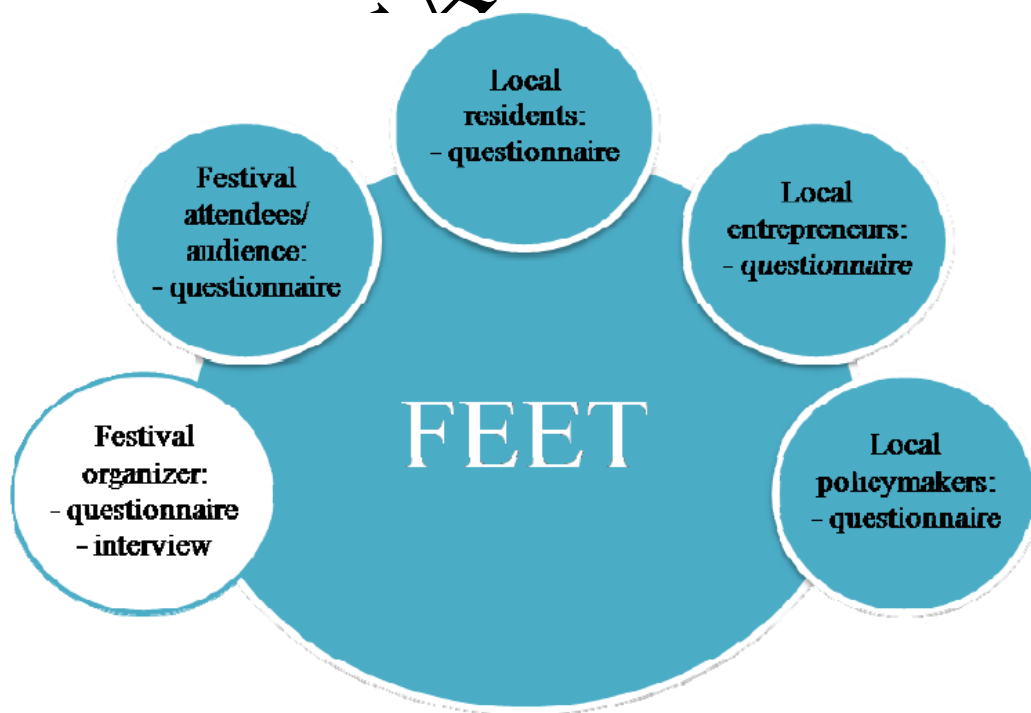


Figure 5: FEET

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Source: (Mikkonen & Pasanen, 2010)

Apart from the tourism expenditure the methodology deployed by Mikkonen and Pasanen (2010) also took into consideration the positive or negative impacts of the event on the local businesses in terms of revenue and the way the entrepreneurs perceives this impact. The researchers have also researched on the expenditures incurred in the locality as a consequence of event arrangement such as advertisements and employee payments, so as to ascertain the economic impact of the event in the locality.

The above discussion provides an insight on the number of models being used by different researchers in conducting a study for determining the economic and financial impacts of event tourism on a destination. It can be derived from the study that a mixed research methods works well in determining the same. Secondary research data complements the primary research data which can be achieved through a questionnaire survey.

SAMPLE

Chapter 3: Research Methodology

Research Hypothesis

Research hypothesis outlines the outcome of a research study by taking into account two contradictory statements relevant to the topic. The contradictory statements are represented by the null hypothesis and the alternate hypothesis. The null hypothesis signifies a statement which is generally accepted as a fact whereas the alternative hypothesis denotes the assumption of the researchers which is proposed to be proven in the research (Babbie, 2009). The researchers tend to explore the economic and financial impact of event tourism on the city of Dubai with the hypotheses which can be stated in the following manner:

Ho (null hypothesis): Dubai is able to boost the tourism industry and attract more business and revenues by hosting an array of events

Ha (alternative hypothesis): Dubai is not able to boost the tourism industry and attract more business and revenues by hosting an array of events

The hypothesis would be validated by deployment of the research methodology stated in the following paragraphs through the process stated in the concept diagram in the introductory chapter. The research methods, instruments and data collection procedure have been noted down in this section of the report along with the rationale. The hypothesis can be reached with effective implementation of the research methodology and gathering genuine data from various reliable sources, the crucial being the residents who are encounters the financial and economic impact of the events primarily, positive, negative or whatsoever (Rubin, 2008).

The nature and methodology of the study

The nature and methodology of the study is the most crucial aspect in undertaking a research study. The success is critical to the choice of methodology in conducting the research. The research design covers different dimensions of a research methodology acting a blueprint for a research study. The questions to be asked, the data which are relevant, the selection of data collection procedure and the appropriate data analysis methods are in compliance with the research design deployed for a research study in relation to the topic (Bynner & Stribley, 2010). As par the research objectives and the hypotheses of the study, the flexible research design is deemed to be appropriate.

The flexible research design in this context leads to the proposal of deployment of mixed research methodology. It encompasses both the qualitative research methodology and qualitative research methodology enabling the researchers to reach the findings efficiently. In moving ahead with the research, the researchers are not only in need of fresh data but also the financial and economy metrics related to the event tourism in Dubai (Babbie & Rubin, Research methods for social work, 2010). Hence, the paper would be built on both primary and secondary researches.

The qualitative research would enable the researchers to gather primary data regarding the strategic objectives driving event tourism in the city of Dubai and the economic implications being realized by the authoritative personnel of the Dubai Government.

On the other hand, the quantitative research would cover both primary as well as secondary data (Johnson & Christensen, 2011). The primary research under the quantitative research methodology would gather data regarding the economic growth and development of Dubai being realized by the residents of the city in terms of employment, business, investments and growth in per capita income whereas the secondary research under the quantitative research methodology

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would be deployed in gathering statistics associated with the tourism and investments in terms of tourist arrival as a consequence of the events, boost in the tourism revenue, investment in development of infrastructure and amenities, increase in business attracted by Dubai and the enhancement in the FDI figures.

Qualitative research is comparatively better research instruments to determine the cognitive and behavioral patterns of human beings and their diversity of the perceptions. In this context, to determine the economic and financial perspective of event tourism the qualitative research tool of personal in-depth interview is considered suitable. The merits of deployment of qualitative research methodologies can be summarized as follows (Trujillo & Taylor, 2001):

- It enables examining of the phenomena in depth
- This research methodology uses subjective information
- The qualitative research methods do not lead to a narrow outlook of inelastic definable variables.
- This methodology enables development of new theories
- When answers to complex questions are required, this is the best methodology to be deployed.
- Qualitative research methods are deployed to administer queries which are based on values
- It furnishes with a new horizon in research studies.

Unlike qualitative methods, quantitative methods provides with a narrow outlook of inelastic variables as the responses in secondary research are limited to certain responses. This method is related with facts and figures which are collected and analyzed in terms of numerical data. The appropriate research instrument in collecting the primary data in quantitative research as

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proposed by the researchers would be questionnaire survey (DeVaus, 2002). The merits attached with the quantitative research methodology can be summarized as follows (Ouyang, 2001):

- Accurate figures that demonstrates the increase or decrease of a particular the metric.
- Generalization of responses is not needed unlike in qualitative research methodologies.
- Data is collected from various reliable sources
- This methodology is associated with comparatively less time and cost

Implementing any one of the research methodologies would not be sufficient for obtaining adequate data in order to reach the findings. Only quantitative survey would facilitate the researchers to gather data on the perceptions of the residents regarding the economic and financial impacts of the events on their lives and would lack in meeting the research question which states to determine whether the strategic objective driving the events have been met (Ashworth & Hogg, 2007).

Population and Sampling procedure

Population refers to the total set of people whose attitudes and perceptions matters in researching the findings of the study or in simple terms, it is the total set of people eligible for a research. To determine the economic impact of events in the city of Dubai, the population of Dubai represents the population of the research study. As population of Dubai is large approximately 1422000 as per the 2006 census statistics, sampling is essential. Sampling refers to the technique of selecting a few people from the total population on whom the research is to be subjected. The sample is to be selected in a way so that the set presents the population effectively and efficiently.

In this research as a mixed research methodology is chosen for reaching the research findings, different sampling techniques are to be used for the different methodologies (Rubin, 2008). As qualitative research methodology requires generalization of the research results obtained from

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the respondents, a comparatively small number of respondents are to be chosen in this regards.

Moreover, in order to gain adequate understanding of the financial and economic implications of the event on the city of Dubai as a whole, the qualitative research methodology is to be held on well informed government officials or Tourism Board officials. Hence, the non-probability sampling technique of snowball sampling is proposed to be undertaken in this regards (Brown, 2010).

On the other hand, as quantitative research data does not require generalization of responses a comparatively larger sample size is proposed to be chosen. In this research methodology both secondary and primary research is to be held. The secondary research would entail to determine the metrics comprising of tourist arrivals and tourism revenues over the years. While in primary research fresh data would be collected from the residents of Dubai regarding the financial and economic benefits (both negative and positive) realized and perceived by them (DJS Research Limited, 2005). Residents for this research would be chosen by deploying the probability sampling technique of random sampling.

The small sample size set for the qualitative research would encompass 5 respondents whereas the sample size for the quantitative research would encompass 380 residents as respondents. In such a huge population of Dubai the researchers proposed to select residents randomly from four main areas of Dubai as their sample to avoid biasness of result. The results generated would have been biased if the sample would have been chosen from a single area.

Data Collection

The research instruments proposed for collecting data in this research are personal interview and questionnaire survey.

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Personal in-depth interviews would be organized for collecting feedback from the well informed local government or tourism board officials who are associated with the events undertaken in Dubai. It will enable the researchers to gain an understanding of the situation through the responses conveyed by the officials (Marshall & Rossman, 2011). Unlike other research instruments, personal in-depth interviews result in free flow of conversation between the interviewer and interviewee by discarding the use of close-ended questions. The respondents are encouraged to speak out their minds without limitations. In such face-to-face interaction, the researchers would be able to judge the trustworthiness of responses by tracing the gestures and postures of the respondents.

Questionnaire survey is deemed to be an effective tool when collecting feedback from the residents. The close-ended questions facilitate less time consumption and data analysis through deployment of statistical data analysis tools (Tingli & Chengqing, 2010). The questions need to be structured in a way so that the objective of the researchers to obtain a certain response from a specific question is met as a consequence of effective interpretation of the questions by the respondents. Pre-testing of questionnaire will be held on 2-3 people so as to ensure that the questions are being understood by the respondents in a way as desired by the researcher.

The questionnaire survey is administered by collecting feedback from the residents randomly by knocking their doors. It is ensured that the questionnaires are less consuming and consists of simple and easily understandable questions which the respondents can answer spontaneously without hesitation (De Vaus, 2002). The questionnaires to be prepared are estimated to consume around 5-8 minutes.

The researchers have proposed to take into account certain ethical consideration in administering the research. These ethical considerations encompass the following (Babbie, 2009):

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- Consent: Informed consent is the major ethical precondition considered by the researchers. The researchers propose to obtain consent from the participants prior to the research implementation to ensure their willingness to be a part of the research.
- Privacy, confidentiality and anonymity: The clauses of anonymity, confidentiality and privacy are to be included in the research terms so as to ensure provision of genuine responses without identity disclosure.
- Honesty and trust: The researchers would convey the research objectives to the respondents prior to the study in order to induce honesty and trust towards the research study. This would drive the urge of respondents to eliminate manipulation of responses and be a part of an original and genuine research.
- Intervention and advocacy: The study would take into account the ethical obligation of intervention and advocacy for effective outcome of the research.

The data collected from the various sources are to be assembled and subjected to data analysis for obtaining the research findings.

As the internet serves as the tool for reaching numerous people at a time, the quantitative research is to be conducted online. The first step of this process is to send consent forms to a large number of people in Dubai and on the basis of the willingness, conducting of questionnaire survey. As the survey proposes to be conducted on a considerable number of respondents from four areas of Dubai namely Shindagha, Deira, Bur Dubai and Golden Sands, more than 380 people are to be taken into account for the survey. Then, based on their place of residence, the questionnaires would be categorized and some of the total filled questionnaires are to be chosen randomly for analysis. The questionnaires for the research have been provided in the appendix below- survey and personal interview.

Reliability and Validity of research instruments

In a research study the reliability and validity of the research instruments deployed are crucial for the effectiveness of the research and accuracy of the research findings (Golafshani, 2003). In this context where the research instruments of questionnaire survey and personal interview are being deployed it is essential to determine the validity and reliability of the research instruments to predict the accuracy and relevance of the research findings to be obtained as an outcome.

Reliability of a research instrument refers to the extent of consistency of results achieved by deploying the research instrument in repeated trials. It is hence the stability or consistency of responses achieved from the residents or officials when the research tools of personal interview and questionnaire survey are conducted repeatedly.

Reliability of the research instrument deployed in qualitative research methodology can be denoted by the fact that this research instrument enables the researchers to point out the trustworthiness of the responses obtained by engaging into an analysis of the gestures, body language, and communication style and voice modulation of the respondents.

While in case of quantitative research methodology, the reliability of questionnaire survey as a research tool can be ensured by considering reliable grades or rating scales like Likert's 10-point rating scale or 5-point rating scales (strongly agree, agree, neutral, disagree and strongly disagree) and 3-point rating scales like yes, no and no opinion. Moreover the ethical preconditions also ensure consistency of genuine responses provided by the respondents.

On the other hand, validity of a research instrument can be defined as the measure of the extent to which the findings obtained in the research study is deemed to be original and in compliance with the real-world circumstances. It is also the measure of the extent to which the research findings can be generalized in regards to other research studies.

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Construct validity of a research is the extent to which the research instrument is able to meet the objectives of the research studies. The researchers can efficiently eliminate the probability of error in the research study by taking in to account the validity of the research instrument.

Validity of a research instrument can be classified into internal validity and external validity.

For achieving internal validity in a research study, the researchers are required to develop the questionnaire (both for personal interview and survey) so that the questions are able to collect data as per the stated requirements in the research questions (Rubin, 2008, pp. 69-70). On the other hand, the external validity of a research study is the extent to which the findings obtained in the study can be generalized (Babbie & Rubin, 2010, pp. 266-268). In the context of this study, it can well be predicted that the research findings would only be generalized with regards to the opportunities and limitations taken into account in the process for determining the financial and economic impacts of event tourism in the city of Dubai.

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Chapter 4: Interpretation and analysis of results

This chapter of the research study reveals the data collected through both primary and secondary researches. The responses of the respondents obtained in the primary research have been shown separately for qualitative and quantitative researches that is, personal interview and questionnaire survey data. This would enable the researcher to finally document the analysis summary based on which the key findings can be reached.

Interpretation of qualitative research responses

The qualitative research methodology deploying the research instrument of personal interview on 5 well informed participants of the Dubai government and tourism department provided with responses which can be summarized as follows:

- The strategic intent that drove the government of Dubai and DTCM to host an array of events was to boost the tourism sector so as to attract tourists from every part of the world and attract huge business so as to achieve economic growth and prosperity.
- The events in Dubai have been successful in attracting not only tourists from every corner of the world but also business opportunities which has significantly impacted the economic and social growth and development of Dubai. The increase in tourist arrival has logically increased the tourist spending on transportation, accommodation and personal services, and business opportunities for hotels, restaurants and indirectly for many other sectors in the Emirates.
- The events hosted by the Dubai government are not only enabling the economy to generate revenue but also facilitate elimination of socio-economic problems like unemployment. Emiratis are offered with employment opportunities in cropping up hotels, restaurants, tour agencies, jobs in infrastructure development and organization of

the various aspects of an event from advertisements to catering. This is enabling the destination to escalate the national income per capita.

- Although the investment in hosting the events is quite high requiring huge capital for development of infrastructure, facilities and amenities prior to the events, the cost of arranging the event itself and its advertisements, it is communicated by the respondents that the economic benefits achieved by the region outweighs these costs very well in terms of direct revenues, business attracted and FDIs.
- The flow of investments in Dubai has increased as a consequence of hosting the events. It has been reflected in the 15 percent increase in the foreign direct investments in 2010 over the last year. But the Dubai Government is not focusing on the tourism sector alone for its economic growth and development although it is a crucial industry for Dubai. Dubai is now-days also known as an educational hub with several institutions being set up.

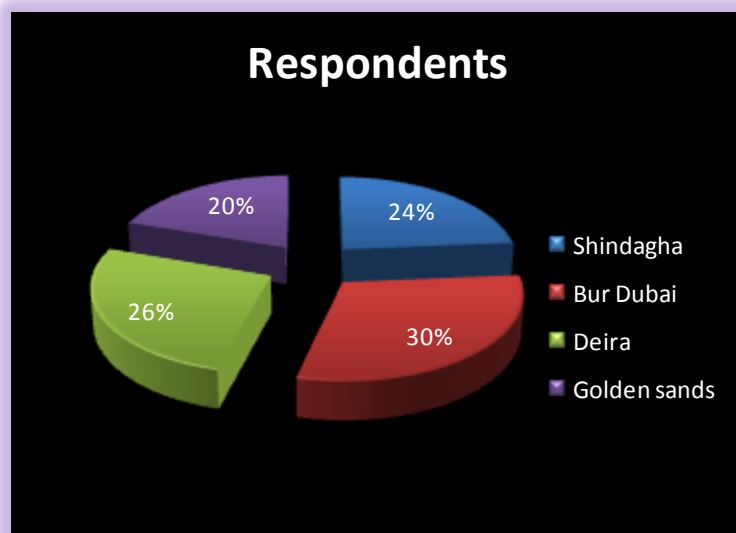
Interpretation of quantitative research responses

Primary research

The questionnaire survey on 380 respondents randomly chosen on the basis of their area of residing reveals the attitude and opinion of the residents on the events hosted by Dubai government. The responses obtained would also facilitate the researcher to identify the economic and financial implications of the events on the residents and re-confirm the data collected through qualitative research and secondary research.

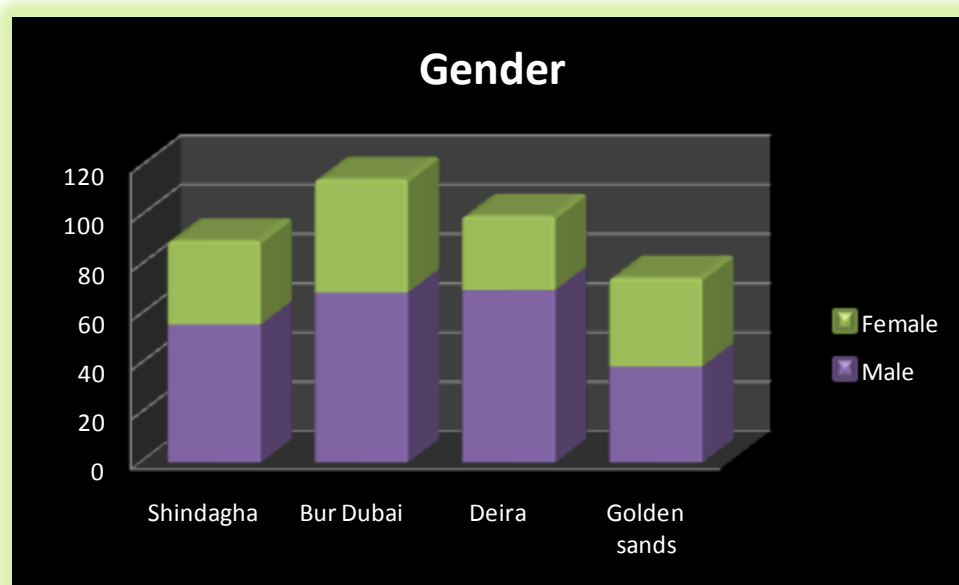
Section A

Figure 6: Respondents classified into regions



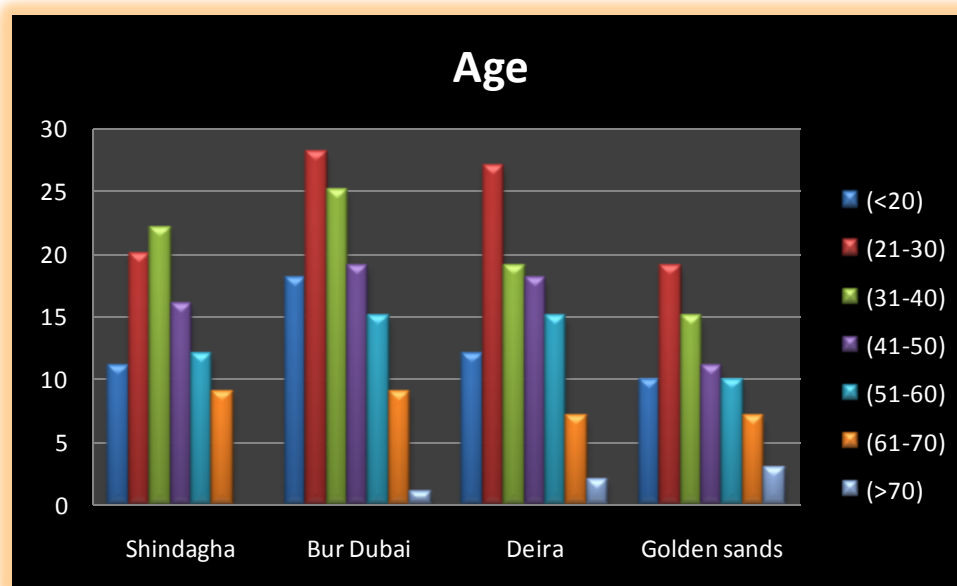
The above figure represents the classification of respondents in a graphical manner. According to the graph, it can be observed that among the 380 respondents considered for the survey 24 percent belongs to the region of Shindagha, 20 percent belongs to Golden Sands, 26 percent belongs to Deira and more than one-fourth (30 percent) of the sample belongs to the most populated region of Dubai, Bur Dubai. Data collection from different regions ensures the finding to be free of biasness in this context.

Figure 7: Gender



This graph represents the gender composition of the samples considered from different regions of Dubai. It can be seen from the figure that the sample comprises of 34 female respondents and 56 male respondents from Shindagha, 46 female respondents and 69 male respondents from Bur Dubai, 30 female respondents and 70 male respondents from Deira, and 36 female respondents and 39 male respondents from Golden Sands area. Therefore, the trend of the sample has been same from different regions with domination of the number of male respondents over the females.

Figure 8: Age



This figure classifies the sample size of 380 respondents on the basis of regions as well as age groups. In order to determine the age composition of the sample seven age ranges have been considered in this context which has been denoted in the figure. According to the data it is observed that majority of the respondents representing around 46 percent belongs to the age range of 21-30 and 31-40 years followed by 41-50 years of age and below 20 years age range. On the other hand, respondents from the age range denoting above 70 years are very few reflecting their lack of association with computers and specifically internet. This presumption

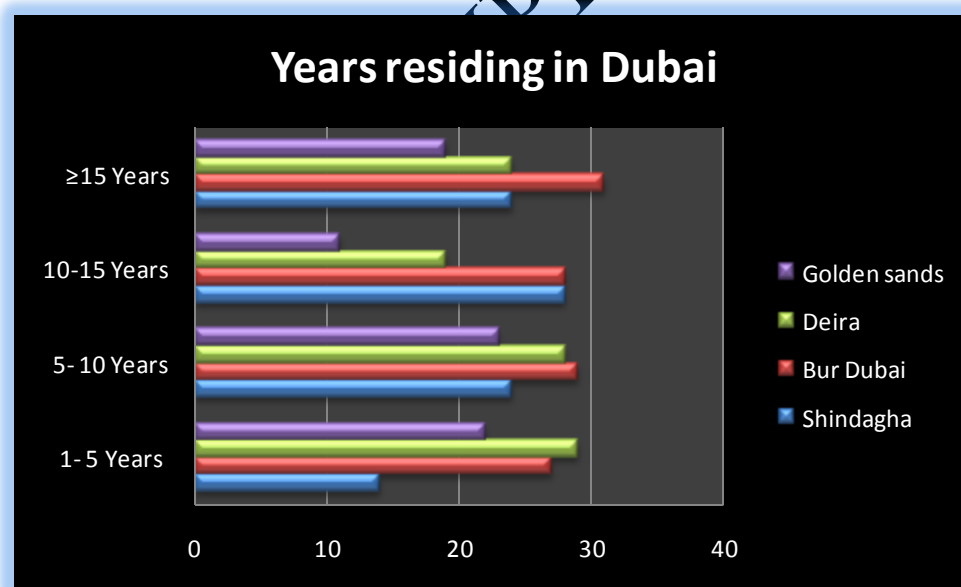
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can also be pointed out in the table below which classifies the respondents according to their region of stay, gender as well as age. The lack of computer usage in the older age ranges is evident especially in women.

Table 3

Age	Shindagha		Bur Dubai		Deira		Golden Sands	
	Male	Female	Male	Female	Male	Female	Male	Female
(<) 20	6	5	10	8	9	3	6	4
21 - 30	11	9	15	13	18	9	10	9
31-40	12	10	14	11	12	7	7	8
41-50	10	6	11	8	10	8	6	5
51-60	8	4	10	5	13	2	5	5
61-70	9	0	8	1	6	1	3	4
70(>)	0	0	1	0	2	0	2	1
	56	34	69	46	70	30	39	36

Figure 9: Years in Dubai



Years of residing in a place shapes the person's understanding of and commitment towards the place. This figure denotes the number of years the respondents have been residing in Dubai. As per the data, majority of the respondents that is, 104 out of 380 have been in Dubai for 5-10 years. This can be linked with the demographic challenge faced by Emirates, the region being

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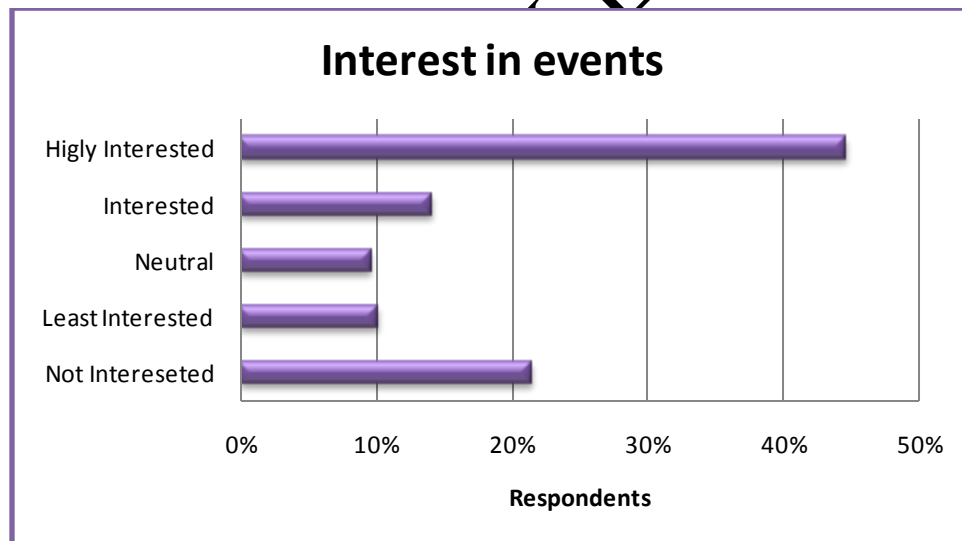
dominated by the expat population. The table below categorises respondents on the basis of gender, region and the number of years residing in Dubai.

Table 4

No. of years	Shindagha		Bur Dubai		Deira		Golden Sands	
	Male	Female	Male	Female	Male	Female	Male	Female
1- 5 Years	8	6	12	15	22	7	13	9
5- 10 Years	15	9	17	12	18	10	14	9
10-15 Years	16	12	18	10	11	8	4	7
≥15 Years	17	7	22	9	19	5	8	11
	56	34	69	46	70	30	39	36

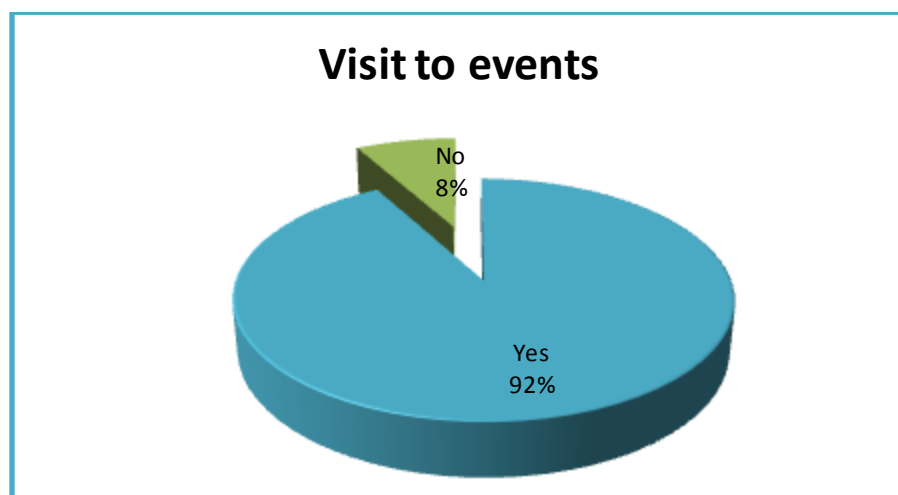
Section B

Figure 10: Interest in events



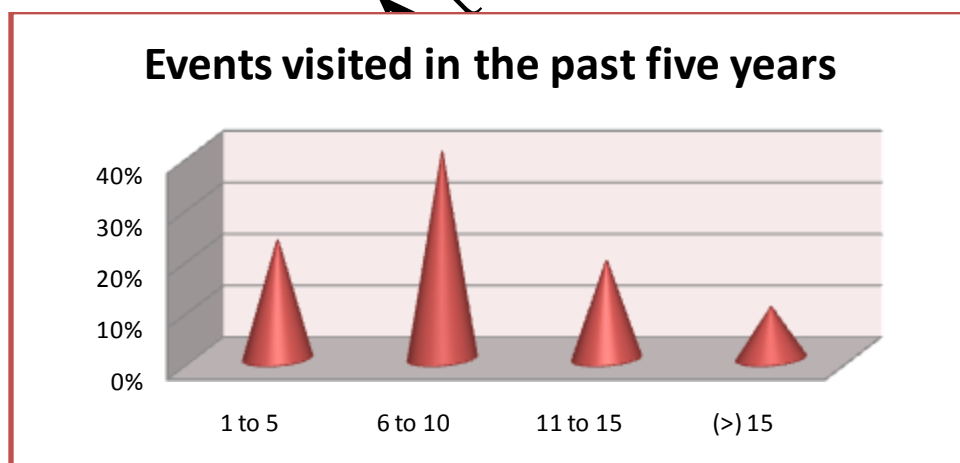
The above figure represents the responses on the level of interest of the participants in the events hosted by the Government of Dubai. According to the responses obtained it can well be said that people of Dubai are highly interested in the events with around 45 percent of the sample opting for this option. This denotes that somehow they have been positively impacted by the events either in terms of social or economic activity.

Figure 11: Visit to events

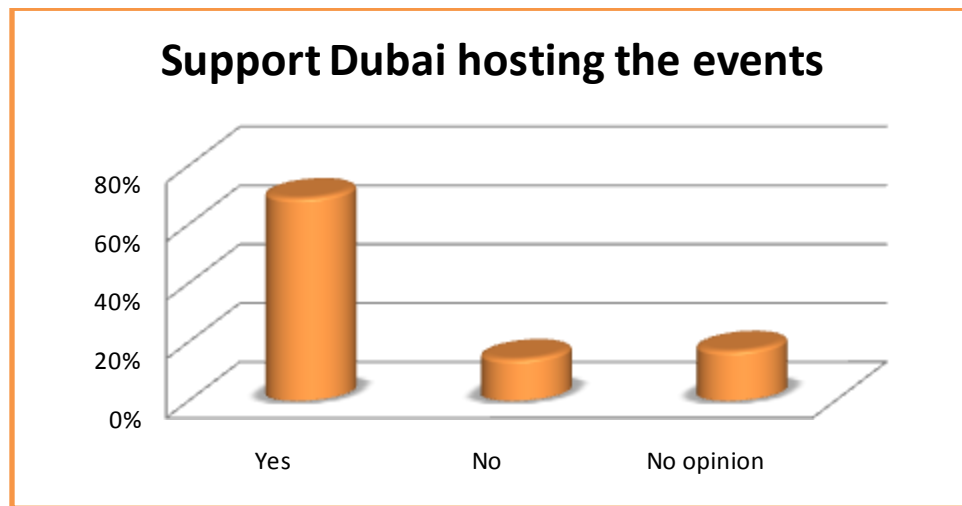


The figure above denotes the responses of the sample when asked about whether they have visited any of the events. Majority of the sample representing 92 percent opted for a yes depicting that they have been to the events at least once. Hence, this data is in line with the high interest of the residents in the events.

Figure 12: Events visited in the past five years



The researchers attempted to find out the frequency of visit to the events by the 92 percent people who conveyed that they have at least visited one event. It is determined that 23 percent of the respondents have visited 1-5 events in the last five years and majority of the sample representing 40 percent have visited events in a range of 6-10 in the last five years.

Figure 13: Support hosting of event

When the sample was asked whether they support Government of Dubai in hosting these events, it is around 70 percent of the people who provided with a positive response. On the other hand, apart from the 17 percent respondents who did not provide any response, rest of the 14 percent opted no.

Section C

Appendix 3 at the end of the report demonstrates the responses of the sample obtained on the 5 point rating scale of strongly disagree (1), disagree (2), no opinion (3), agree (4) and strongly agree (5) on the statements representing their opinion and attitude towards the events hosted in Dubai. The statistical tool of univariate analysis has been deployed to analyse the responses and the result is shown below in Table 5.

According to the responses obtained in the table, it can be observed that the respondents agrees with aspects such as: events led to an increase in the employment and business opportunities, attracts more business, escalation of per capita income and purchasing power, widening of market, increased investment in hotels and restaurants and enhanced inflow of investments. On

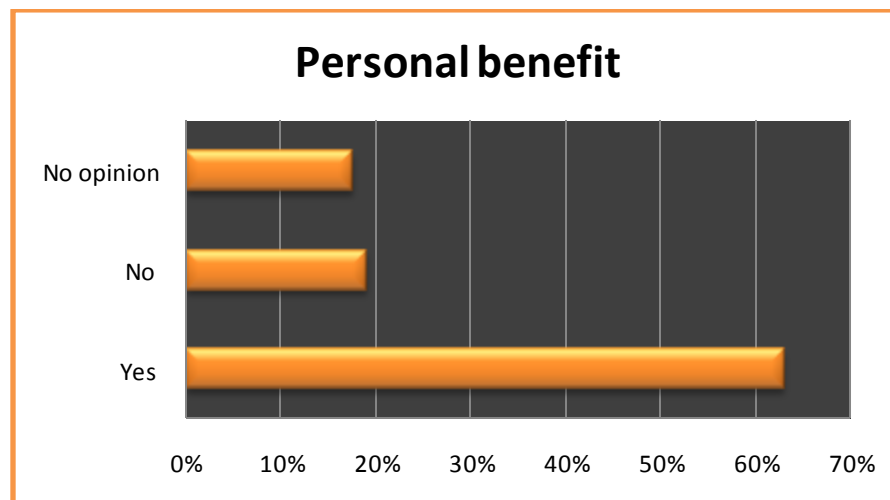
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the other hand, they were neutral on the aspects like escalation of tax liability and rise in inflation.

Table 5

Statements	1	2	3	4	5
• Increase in the employment opportunities	10	17	27	27	18
• Increases the business opportunities	10	15	24	28	21
• Tourists arrival in Dubai have increased highly due to the events	7	13	21	31	19
• Events attracts more business in Dubai	11	17	24	21	20
• Per capita income of the residents increased with high spending from tourists	12	15	22	23	22
• Growth in the purchasing power	9	18	27	25	19
• Widening of markets by developing connections with other markets	8.5	15	24	25	25
• Economic benefit outweighs the total cost of hosting the events	13	14	29	20	16
• Attraction of huge investments from foreign investors	10	14	29	22	23
• Significant investments in hotels, restaurants, recreational centers and clubs	11	15	26	25	21
• Destruction of natural culture and heritage decaying the future revenue	21	25	25	14	13
• Result in inflation	18	17	24	23	17
• Escalation of tax liability	16	15	30	18	16

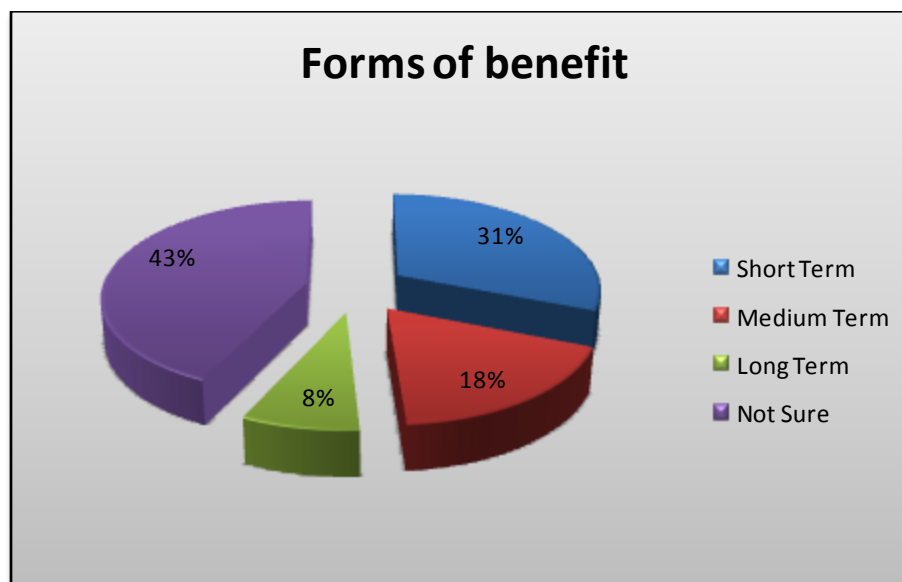
Figure 14: Personal benefit



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When the respondents were enquired on whether they have achieved any personal benefit from the events, the responses obtained have been demonstrated in the above figure. Majority of the respondents representing 63 percent of the sample conveyed that “yes” they have achieved personal economic benefits from the events either in terms of revenues of business or employment opportunities.

Figure 15: Forms of benefit



The figure here attempts to provide a break-up of the forms of benefit achieved by the 63 percent respondents. According to the responses it is observed that apart from the people who are not sure of which form of benefits they have achieved, majority of the rest that 31 percent of the 63 percent of sample conveyed that they achieved short-term benefits and a very few of them representing 8 percent said that they achieved long-term benefits.

Secondary research

Dubai Tourism, operating in one of the challenging environments of the world has demonstrated its excellence in boosting the tourism sector resorting to aggressive marketing and promotional initiatives. In 2011 Dubai hosted as high as 9.3 million hotel guests and cruise passengers which

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represented an increase of 10 percent over the previous year's figures. Majority of the tourists, 7.26 million stayed with hotels which is high compared to the 6.56 hotel guests recorded in 2010. The guest nights increased highly in 2011 representing a 23 percent jump from the last year figures. Around 23.2 million guest nights were contributed by the hotels. The number of guests in hotel apartments increased by 2 million in 2010 contributing 9.5 million guest nights with these properties, up from 7.5 million guest nights last year. The average length of stay of the guests in Dubai was around 3.6 days representing a growth of 12 percent over the previous year figure (Trade Arabia, 2012).

The vitality and dynamism of the tourism sector in Dubai was once again reflected in the gains achieved by the hotel and hotel apartments after the global financial crisis in 2008. The revenues generated by the hotel establishments in the emirate recorded a 20 percent growth in comparison to the year before and reached to Dh 16 billion in 2011. Dh 13.6 billion out the total revenue earned was attributed to the hotel establishments and the rest Dh 2.2 billion were accounted for the hotel apartments (DTCM, 2012).

The increase in the tourism infrastructure in Dubai is demonstrated by the increase in the flats and hotel rooms in the recent years. The hotel establishments encompassing the hotels and hotel apartments increased from 540 in 2009 to 575 in 2011. On the other hand, rooms and flats in these establishments from 70955 in 2010 to 74843 in 2011 in order to accommodate the increasing number of guests with every passing year (DTCM, 2012).

The significant growth in the tourism sector due to the events has also contributed towards the growth in GDP (gross domestic product) and investment attracted by emirate from foreign investors. The GDP rate grew by 2.8 percent based on the constant rate in 2010 over 2009 whereas on current prices the growth was 2.6 percent over the previous year. The GDP

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contribution by restaurants and hotel sector at current prices was observed to grow 4.4 percent in 2010 over the previous year whereas at constant prices it grew by 6.3 percent (DSC, 2011).

Percentage contribution of certain economic activities in the Foreign Direct Investment dimension illustrated a growth in 2010 over 2009. Contribution of the financial sector grew by 29 percent, real estate and business sector by 31.8 percent, transport, storage and communication by 7 percent and the social and personal services activity grew by 14 percent (DSC, 2011). Even though the inflation rate in the sectors comprising of transportation, restaurants and hotels, and food and non-alcoholic beverages were quite noteworthy yet the overall inflation remained low for the years 2010 and 2011 (DSC, 2012).

According to the foreign investment survey undertaken by the Dubai Statistics Centre in 2011, the FDI balance in 2010 grew by 15.1 percent over 2009 to reach at a level of AED 91.5 billion (DSC, 2012). The top ten countries that accounts for the significant FDI inflow in Dubai encompasses the United Kingdom in the first place followed by Japan, Hong Kong, Switzerland, USA, Kuwait, Qatar, India, China and South Korea (DSC, 2011).

The appendix provides evidence for each of the information provided in this section.

Analysis summary

The interpretation and analysis of the responses or data collected from each source have been provided above. The data collected by administering the primary research (comprising of qualitative and quantitative methodology) and the secondary research complements each other and facilitates in reaching the research findings. In the above discussion of the responses gathered through qualitative research, it has been denoted that the economic benefits obtained in the events in terms of employment and business opportunities and revenues outweighs the costs associated with hosting the events and preparing the destination prior to the events. The primary

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as well as secondary research shows the positive attitude towards the events due to the increasing benefits in terms of tourist arrivals, tourist spending, enhanced average length of stay, escalation of the GDP and more FDI inflow.

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Chapter 5: Conclusion

This chapter of the report concludes the research by providing a summary of the study objectives, the key findings and recommendations, the assumptions and limitations considered in the research study and the areas of extended research.

Review of the research objectives

The research study aimed at determining the extent economic and financial impacts posed by the events hosted by the government of Dubai on the city of Dubai. The study was built on analyzing the growth and development of not only the tourism sector in Dubai but also the economy as a whole. The researchers initiated this research with the objective of finding out the strategic objective behind hosting of the events, whether the Dubai tourism industry has been boosted enough by hosting the events, whether there has been an increase in the economic activities and financial investments due to the events and to what extent the Dubai government has realized the economic growth and development.

Key Findings and Recommendations

The findings obtained as a result of the mixed research methodology administered in the paper have been successful to meet the objectives of the research. The key findings can be summarized as follows:

- The strategic objective behind the urge of hosting a wide array of events in Dubai has been the expectation of economic and financial benefits by highlighting and showcasing the destination in a positive way in the global economy.

- The tourist industry in Dubai has benefitted to a high extent in terms of revenue and growth. Number of tourists has increased considerably with generation of high revenues over the years.
- These events have resulted in escalating the level of economic and financial activities in Dubai. Not only the business sector has been enhanced but also the investments from foreign investors have been increased drastically over the years. In the present day, Dubai is hence, regarded as tourism destination and its non-oil sectors also have been booming.
- Dubai has been able to achieve economic growth and development with the initiative of hosting the events. The growth in the tourism and financial sectors has significantly contributed towards the gross domestic product of the region.

As per the analysis undertaken in the paper no such adverse economic and financial impact is posed by the events in the city of Dubai. The responses of the residents in the quantitative research denoted an increase in the tax liability as a result of the events being hosted. Hence, the Dubai government needs to consider the issue of reducing the tax liability so that more support from the residents are obtained for hosting events effectively and efficiently in the city.

Even though the responses of the residents was not helpful in determining whether the events leads to increase in the inflation rate, the secondary research data pointed out that inflation in tourism related sectors have been high. On the other hand, the overall inflation rate of Dubai's economy has been noted to be standing low. This requires to be taken care of by the government of Dubai as neither high nor low inflation rate is good for the economic conditions of a region. The Government of Dubai needs to stabilize the economic condition so as to maintain a standard inflation of 2-3% in every economic sector as well as the economy as a whole.

Assumptions and Limitations

Assumptions

Assumptions are the propositions or aspects which are considered as truth on the basis of presupposition and without any predominance of facts. While conducting a research study, it is the circumstance which compels the researchers to take up some assumptions as every variable required for the research are not available. In this context, the assumptions which are taken into consideration based on the past and present trends of variable prevailing in the destination in question comprises of:

- The respondents chosen for the qualitative research are well informed about the economic and financial implications of the event.
- The responses provided by the respondents are genuine and factual.
- The respondents are likely to have diverse attitude and opinion regarding the economic impacts of the event enabling the researchers to obtain an overall view.

Limitations

Even after taking care of the minute details and reliability of each and every process undertaken in a research study, there are certain uncontrollable aspects that threaten the success of a research. These are shortcomings of a research study which reduces the validity and reliability of the findings inferred. The limitations of this research study comprises of the following:

- The time and cost constraints are the most significant limitations in any research paper. In this study as well time became a constraint and hence the research findings may have been affected being conducted within a shorter time period.

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- The tendency of respondents to provide with manipulative responses in order to escalate their social and economic standing in the society.
- Unwillingness of the respondents to participate in the research
- The difference in the gender composition may also impact the findings reached in the research study
- Occupation of the respondents may also act as a limitation as their responses are driven by the association with the events and tourism industry.

Areas of extended research

The research study has been conducted in a strict boundary of limited time and the limited sample size. Generalization of the findings obtained in this research cannot be considered for any other area. The people who are well accustomed with computers and internet are mainly included in the research. Hence, researches on the same aspect can be conducted by approaching the respondents in person so that more of aged people and Emirati women also participate in it. Moreover, when events are hosted by the government of Dubai, it is not only Dubai but the whole of UAE which gets impacted by the outcome of the events. Therefore, researches can be undertaken for determining the economic and financial impact of events held by Dubai on UAE as a whole.

Appendices

Appendix 1: Personal interview questions

- What has been the strategic objective of the government of Dubai to host an array of events?
- Has the events been successful to attract more tourists and business to Dubai?
- Are the economic and financial benefits achieved by Dubai positive or adverse?
- Can you state whether the revenue generated by the events undermines the cost of hosting the events?
- Are the events an effective way to create an inflow of foreign investments in Dubai?
- Is Dubai government resorting to event tourism as the main source of revenue for the city?

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Appendix 2: Survey Questionnaire

Section A

Please tell us about some general information.

1. What is your gender?

Male	Female
------	--------

2. What is your age category?

18-20	21-30	31-40	41-50
51-60	61-70	(>) 70	

3. How many years have you lived in Dubai?

(1) 1-5 years	(2) 6-10 years
(3) 11-15 years	(4) (>) 15 years

4. What is your occupation?

- (1) Entrepreneur
- (2) Service professional
- (3) Employee
- (4) Government official
- (5) Others

5. Which part of Dubai do you reside?

- (1) Shindagha

- (2) Bur Dubai
- (3) Deira
- (4) Golden sands

Section B

The following section includes questions about your opinion on events hosted in Dubai.

1. Please rate your interest in the events hosted in Dubai.

Low interest

Highly interested

1	2	3	4	5
---	---	---	---	---

2. Did you visit any of the events hosted in Dubai?

Yes	No
-----	----

3. In the past five years how many events have you visited?

0	1-5	6-10	11-15	(>)15
---	-----	------	-------	-------

4. Did you support Dubai hosting the events?

Yes	No	No opinion
-----	----	------------

Section C

Please share your opinion about the events in Dubai and its impacts on your daily life.

1. The following section includes statements concerning the economic and financial impacts resulting from hosting of events in Dubai.

Please tick in the boxes for each question.

Rating Scale:

Strongly Disagree	Disagree	No Opinion	Agree	Strongly Agree
1	2	3	4	5

Statements	1	2	3	4	5
------------	---	---	---	---	---

The events are leading to increase in the employment opportunities in Dubai					
The events effectively increases the business opportunities in Dubai					
Events are helpful in attracting more business					
Tourists arrival in Dubai have increased highly due to the events					
Per capita income of the residents increased with high spending from tourists					
Events have contributed towards growth in the purchasing power of the residents					
Events enable widening of markets by developing connections with other markets					
The overall economic benefit outweighs the total cost of hosting the events					
These events are leading to attraction of huge investments from foreign investors					
Significant investments are observed in hotels, restaurants, hotel apartments, recreational centres and clubs					
It leads to destruction of natural culture and heritage decaying the future revenue					
Event tourism escalates the costs associated with land, housing, food and services resulting in inflation					
Escalation of tax liability is a significant negative impact that events have on Dubai					

2. Do you think that you personally benefitted from the events in Dubai?

Yes	No	No opinion
-----	----	------------

3. The benefit was one of the following.

Short term	Medium term
Long Term	Not sure

Appendix 3: Opinion about the events in Dubai and its impacts

Statements	Responses on 5-point rating scale				
	1	2	3	4	5
<i>Increase in the employment opportunities</i>					
Shindagha	6	19	32	28	5
Bur Dubai	11	16	30	31	27
Deira	14	18	23	25	20
Golden sands	9	14	18	19	15
<i>Increases the business opportunities</i>					
Shindagha	12	14	25	22	17
Bur Dubai	13	18	33	27	24
Deira	8	12	22	30	28
Golden sands	6	15	14	28	12
<i>Tourists arrival in Dubai have increased highly due to the events</i>					
Shindagha	9	12	29	22	18
Bur Dubai	5	16	20	41	33
Deira	10	14	21	38	17
Golden sands	4	9	19	23	20
<i>Events attracts more business in Dubai</i>					
Shindagha	12	13	24	23	18
Bur Dubai	19	15	36	24	21
Deira	10	21	23	18	28
Golden sands	6	18	20	19	12
<i>Per capita income of the residents increased with high spending from tourists</i>					
Shindagha	13	19	23	20	15
Bur Dubai	12	15	34	31	23
Deira	11	14	20	26	29
Golden sands	8	13	18	15	21
<i>Growth in the purchasing power</i>					
Shindagha	8	18	31	26	7
Bur Dubai	10	17	29	31	28
Deira	12	18	25	24	21
Golden sands	7	14	18	20	16
<i>Widening of markets by developing connections with other markets</i>					
Shindagha	9	19	25	23	14
Bur Dubai	14	15	29	33	24
Deira	8	14	23	26	29

Golden sands	6	13	15	16	25
<i>Economic benefit outweighs the total cost of hosting the events</i>					
Shindagha	14	14	31	15	16
Bur Dubai	12	17	30	34	22
Deira	15	12	28	21	14
Golden sands	7	13	20	19	16
<i>Attraction of huge investments from foreign investors</i>					
Shindagha	8	15	31	22	14
Bur Dubai	13	14	42	22	24
Deira	11	12	27	24	26
Golden sands	9	14	17	13	22
<i>Significant investments in hotels, restaurants, recreational centres and clubs</i>					
Shindagha	14	15	25	22	14
Bur Dubai	9	14	27	41	24
Deira	12	11	26	27	24
Golden sands	10	15	20	13	17
<i>Destruction of natural culture and heritage decaying the future revenue</i>					
Shindagha	20	21	25	12	12
Bur Dubai	24	28	32	17	14
Deira	18	29	25	15	13
Golden sands	21	15	22	10	7
<i>Result in inflation</i>					
Shindagha	15	16	23	24	12
Bur Dubai	21	25	26	27	16
Deira	20	17	24	21	18
Golden sands	11	13	21	10	20
<i>Escalation of tax liability</i>					
Shindagha	14	14	31	15	16
Bur Dubai	19	21	28	26	21
Deira	17	14	33	20	16
Golden sands	11	16	19	15	14

Appendix 4: Tourism statistics

Dubai Hotels & Hotel Apartments Revenue

Establishments	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Hotel Revenues	3,409,726	4,016,075	5,597,588	7,912,492	9,668,354	11,696,765	13,241,480	10,566,320	11,284,305	13,666,731
Hotel Apartments Revenues	418,995	512,856	608,161	914,196	1,167,109	1,565,982	2,027,065	1,895,697	1,988,025	2,298,280
TOTAL	3,828,721	4,528,931	6,205,749	8,826,688	10,835,463	13,262,747	15,268,545	12,462,017	13,272,330	15,965,011
% Change	-	18%	37%	42%	23%	22%	15%	-18%	7%	20%

* Data in '000 AED

Dubai Hotels & Hotel Apartments, Rooms & Flats

Establishments	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Hotels	272	271	276	300	306	319	351	352	382	387
Hotel Apartments	128	100	95	107	117	125	168	188	191	188
TOTAL	400	371	371	407	423	444	519	540	573	575
Hotel Rooms	23,170	25,571	26,155	29,834	31,645	32,617	40,981	43,419	51,115	53,828
Hotel Apartment Flats	8,185	7,509	7,278	8,395	9,217	10,190	15,618	18,068	19,840	21,015
TOTAL	31,355	33,080	33,433	38,229	40,862	42,807	56,599	61,487	70,955	74,843

Number of Dubai Hotel & Hotel Apartment Guests & Guest Nights

Establishments	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Hotel Guests	4,107,236	4,342,341	4,724,543	5,294,485	5,473,509	5,863,509	6,273,291	6,105,813	6,561,999	7,262,730
Hotel Apartment Guests	649,044	637,887	696,181	865,518	968,161	1,088,289	1,258,008	1,477,266	1,732,133	1,832,840
TOTAL	4,756,280	4,980,228	5,420,724	6,160,003	6,441,670	6,951,798	7,531,299	7,583,079	8,294,132	9,095,570
% Change	-	5%	9%	14%	5%	8%	8%	1%	9%	10%
Hotel Guest Nights	8,937,758	10,290,710	12,302,165	13,375,784	14,020,495	15,865,557	16,653,704	16,698,406	19,027,498	23,266,875
Hotel Apartment Guest Nights	2,008,229	2,144,840	2,897,922	2,928,703	3,569,531	4,669,918	5,767,363	6,148,372	7,599,181	9,581,315
TOTAL	10,945,987	12,435,550	15,200,087	16,304,487	17,590,026	20,535,475	22,421,067	22,846,778	26,626,679	32,848,190
% Change	-	14%	22%	7%	8%	17%	9%	2%	17%	23%

Source: (DTCM, 2012)

Appendix 5: Economic statistics

Foreign Direct Investment By Top Ten Countries
2009 - 2010

Value in Million AED القيمة بالمليون درهم

Rank	2010				2009				الترتيب
	Country	نسبة المساهمة % Percentage Contribution %	القيمة Value	الدول	Country	نسبة المساهمة % Percentage Contribution %	القيمة Value	الدول	
1	United Kingdom	45.9	27,148	المملكة المتحدة	United Kingdom	50.0	26,558	المملكة المتحدة	1
2	Japan	17.8	10,520	اليابان	Japan	20.3	10,778	اليابان	2
3	HONG KONG	9.5	5,620	هونغ كونغ	KUWAIT	7.4	3,950	الكويت	3
4	Switzerland	6.2	3,667	سويسرا	United States of America	5.9	3,157	الولايات المتحدة الأمريكية	4
5	United States of America	6.1	3,602	الولايات المتحدة الأمريكية	Switzerland	5.7	3,030	سويسرا	5
6	KUWAIT	4.6	2,719	كويت	QATAR	3.4	1,826	قطر	6
7	QATAR	3.5	2,076	قطر	India	2.5	1,303	الهند	7
8	India	2.8	1,640	الهند	France	2.1	1,095	فرنسا	8
9	China	2.0	1,163	الصين	Netherlands	1.4	732	هولندا	9
10	South Korea	1.7	1,029	فرنسا	Korea	1.4	727	كوريا الجنوبية	10

Foreign Direct Investment By Economic Activity
2009 - 2010

Value in Million AED القيمة بالمليون درهم

Economic Activity	نسبة النمو Growth Rate %	2010		2009		النشاط الاقتصادي
		نسبة المساهمة % Percentage Contribution %	القيمة Value	نسبة المساهمة % Percentage Contribution %	القيمة Value	
Financial Sector	29	45.3	41,410	40.5	32,167	الخدمات المالية
Real Estate and Business Services	31.8	25.1	22,935	21.9	17,399	المطارات وخدمات الأعمال
Wholesale, Retail Trade	-13.3	13.7	12,495	18.1	14,414	تجارة الجملة و التجزئة
Construction	-14.0	7.9	7,236	10.6	8,414	الإنشاءات
Manufacturing	6.7	4.9	4,479	5.3	4,197	الصناعة التحويلية
Mining and Quarrying	0.0	1.4	1,275	1.6	1,275	الصناعات الاستخراجية
Restaurants and Hotels	0.0	1.1	1,029	1.3	1,029	المطاعم و الفنادق
Transports, Storage and communication	7.0	0.5	483	0.6	451	النقل و التخزين و الاتصالات
Social and Personal Services	14.0	0.2	138	0.2	121	الخدمات الاجتماعية و الشخصية
Total	15.1	100.0	91,479	100.0	79,467	المجموع

Source: (DSC, 2011)

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