IMPACT OF MODERN ARCHITECTURE ON TOURISM DEVELOPMENT CASE STUDY OF DUBAI – UAE

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Abstract- Tourism is increasingly viewed as an attractive development option for many parts of the developing world. The impact of modern architecture on tourism describe a wide field from the architectural infrastructure needed to transport and host tourists to architecture as tourism attraction. Nowadays, outstanding modern architecture exert the force of attraction and play an instrument to enhance new and existing tourism destinations and to create a new image of those places. Dubai is impressive and controversial example providing modern architecture for millions of tourists. The aim of this paper is to shed light on the interaction between modern architecture and tourism. Modern architecture becomes a powerful marketing tool in the tourism industry and plays a critical role in almost every area of tourism, providing infrastructure to enable tourists to reach the desired destination.

Keywords- Architecture, Tourism, Modernity, Development, Economic.

OBJECTIVES

1. Concerning the tourism product development, one has to identify trends and elaborate their profitability. The opportunity for competitive advantage through the implementation of the tourism strategies of Dubai.
2. Creative and innovative entrepreneurs must be supported and motivated to use “architecture and design” as an economic success tool.
3. In the long term, the objective is to bring about sustainable tourism development as well as in the international positioning through using modern architecture and design.
4. To develop and share a model to strengthen relations between the architecture and tourism sector and other tourism stakeholders by understanding joint projects.

RESULTS

1. Modern architecture has positive impacts on tourism development and plats a major role in the development and promotion of tourism.
2. Modern architecture is profitable and an essential and powerful marketing tool and factor in tourism industry.
3. First impression of guest and potential customers is mostly enmeshed in architecture.
4. Modern architecture is a means of expression for the cultural diversity and innovative potential of a region.
5. Dubai has the capacity to position itself internationally through the transfer of knowledge and experience in regards to planning and construction for tourism, The collaboration of experienced tourism professionals and a vital and creative architectural scene has shown internationally promising figures.
6. Modern architecture has positive impacts on sustainable tourism.

CONCLUSION

Modern architecture has achieved remarkable success in its practices in tourism industry and overall development in architecture for tourism. Dubai has achieved a unique success in its strategic vision as the leading tourism destination and commercial hub in the world. Its mission encompasses tourism sustainability and economic growth, industry, partnership, unique experiences for visitors and innovation in promotion.

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