Tourism Industry in Rural and Urban Areas Slovakia and United Arab Emirates Examples

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Abstract.

Tourism, a critical contributor for many countries around the world, encourages growth and development. The objective of the submitted research study is to examine theoretical concepts for rural and urban industry, to compile fundamentals for urban and rural tourism in the environment supporting sustainability and then the obtained knowledge is systemised and factors important for development of tourism industry are emphasised and discussed. Considering the importance and value that tourism contributes to a country and economy, the relationships, and important traits that constitute Travel & Tourism Competitiveness Index are examined in this study for selected countries from the Central and Eastern European and Middle East region, and comparisons are included in the study. The research object is tourism industry and opportunities of tourism industry in rural Slovakia in contradiction in urban tourism example of Dubai (UAE). Selected statistic data are compared for these countries and evaluated. At last recommended strategies for tourism are highlighted to encourage growth in these economies, as well as for use in other economies.

Keywords: tourism, rural industry, urban industry, T&TCI

1 Introduction

Tourism politics is an integral part of the economic policy that is conducted on the multinational, national and regional level. Tourism sector in Slovakia has been developing respecting the law and objectives of the European Union and in consistency with the rules of the World Tourism Organisation (further abbreviated as UNWTO), that emphasizes liberalisation of the services, simplifying procedures in the international tourism, increasing protection and security of the tourists, defining standards, implementation of satellite national accounts, sustainable development. The World Tourism Organization is the United Nations agency (UN WTOA) in charge of promoting responsible, sustainable and universally accessible tourism. The specific feature of this specialised organisation in the system of the United Nations Organisation is its uniqueness to connect interests of governments and the tourism sector, as it is the only international, intergovernmental organisation which enables all UNWTOA's members that are not only sovereign states, but also regional governments, municipalities and private sector to interlink and collaborate. The membership of Slovakia in the UNWTO plays a role in the propagation of Slovakia abroad and in the strengthening its position in the international tourism market. Tourism as a cross-sectional type of the industry belongs to the tertiary sector or service sector as the third of the three economic sectors of the three-sector theory. Because of its significance it is also the industry of public interest. The entire problematics of tourism comprises broad scale of activities.

The focus of our scientific study is on urban and rural tourism. The economic theory of a well-functioning market rejects state intervention in the market economy, but the tourism is the sector subsidised from the public resources in all EU member states. There are diverse forms of financing –

direct (direct financial resource providing) and indirect ones (tax benefits). Slovak tourism also benefits from the state aid coming from the public resources complying the Article 107 of the Treaty on the Functioning of the European Union (TFEU) and in consistency with the secondary legislation of the EU. The objective of the submitted research study is to examine theoretical concepts for rural and urban industry, to compile fundamentals for urban and rural tourism in the environment supporting sustainability and then the obtained knowledge is systemised and factors important for development of tourism industry are emphasised and discussed. Primary methods of deduction, analysis and synthesis, and critical analysis and comparison are utilised. The secondary data are obtained from the World Economic Forum or Ministry of Transport and Construction of Slovak republic and evaluated for selected countries from the Central and Eastern European and Middle East region, tourism industry in rural Slovakia in contradiction in urban tourism example of Dubai (UAE). At last recommended strategies for tourism are highlighted to encourage growth in these economies, so do in other economies.

2 Tourism and economic development theories

In 1992 the Earth Summit, held in Rio de Janeiro, accepted a broad action strategy, the so-called Agenda 21 anchoring sustainability concept. Global economic crisis commencing in 2008 unfortunately pushed to the front only economic priorities as more urgent than sustainability matters according to the researchers Fletcher, Fyal, Gilbert & Wanhill (2013). The Brundtland Report (2012) presented the definition of sustainability as “meeting the needs of the present generation without compromising the ability of future generations to meet their own needs”. There are basic sustainability principles identified: a) holistic approach to planning and strategy; b) protection of the environment (biodiversity) and man-made heritage; c) preservation of the essential ecological processes; d) facilitation and engagement of public participation; e) guarantee ability of productivity to be sustained into the long-term future; f) requirement for a better level of fairness and opportunity between different countries. (Fletcher & et al., 2013). Choucri (1997) defined the sustainability as the process of managing social demands without eroding life support properties or mechanisms of social cohesion or resilience. The concept of sustainable development can be conveyed as wise utilization, sound planning and budgeting or responsible evolution/progress. Responsible business conduct is based on the premises that all businesses should always make a positive contribution to the economic, environmental and social progress of the countries where the businesses function (Wils, Kamiya, & Choucri, 1998). The big danger for sustainability issues is a dramatic increase in demand for natural resources, such as fossil fuel, land and minerals not only in emerging BRIC (Brasil, Russia, India and China) economies. Governments should take initiative in promoting the responsible business conduct in coordination and cooperating with enterprises, general public, trade unions, civil society and other official governmental departments motivating and encouraging for best practice.

From the past the process of economic development was analysed by a number of theories, among which there were a few more influential economic development theories available and applied:

- The English classical theory of economic stagnation
- Marx’s historical approach
- Rostow identification of stages of economic growth
- Vicious cycles of demand/supply and investment
- Balance and unbalanced growth theories
- Theories of dependence [Nafzieger 1997].

Many researchers were studying whether theories for economic development may be applied also for tourism development. Each of these theories has its strong or weak points Fletcher et al. (2013) stated that since the 1970’s there had been a tendency to move away from the grand theoretical notions of economic development and instead use a more specific, case-by-case, approach. Characteristics of tourism development which can affect general economic development are worthwhile to be examined.

Classical economists believed that the operation of their classical economic theory can best be demonstrated by emphasizing just two of several assumptions, which were that in the event of no technological progress, output was constrained by the scarcity of land, and the law of diminishing returns. Therefore, they did not see any role for tourism within classical theory of development, since the theory of development stands on the availability of land, which is a scarce resource and therefore the development of tourism is restricted to the land availability. Tourism development is a form of real estate development and therefore it cannot exist without using the land. The basis of Marx's theory of development was built on the principles of a dynamic world rather than being based on a static scenario used by the classical economists.

Table 1: Factors of the economic development

DYNAMIC VIEW OF DEVELOPMENT					
1.		2.		3.	
Changing technology		Enhanced organisation of production		Development of human skills	→ Engine of the change
THREE FACTORS IN MUTUAL COOPERATION REPRESENT THE LUBRICANT					FOR A CHANGE

Source: Elaborated by authors

“As tourism can speed up the process of change because it has product characteristics that enable to develop quickly. Overall, tourism can be seen as an excellent driving force for economic, social and political change” (Fletcher et al., 2018).

Respecting Rostow's stages of economic development, tourism will play a strong role in the economic development, because tourism supports the development of the transport and infrastructure. In addition, the import of capital, that is perceived as a precondition for take-off, are fundamental factors of most tourism development. “Thus, tourism can be used as a catalyst to overcome the inertia of developing countries”. (Nafzieger, 2003; Fletcher et al., 2018) The aim of the managing agricultural production is set to achieve profitability in highly competitive environment of agricultural sector providing sufficient supply of agricultural products in the market. The demand for agricultural products might be increased if the tourism grew, it is a consequence of more people coming to the country or requiring the augmentation of restaurant services variety, thus the state or entrepreneurial activities should ignite certain initiatives encouraging the additional demand caused by tourism development.

Table 2: Rostow's theory of economic development

Tourism ignition	→	Expanding economy	Because of increased demand for products that encourages supply increase
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Source: Elaborated by author

“Tourism could play a significant role within the vicious circle theory of development simply by either injecting additional demand into an economy or providing a stimulus to investment.” (Fletcher et al., 2013). In either the balanced or unbalanced growth theory¹ approaches there is a clear role for tourism

¹ **Balance and unbalanced growth approach** -These theories are variants of a theme and relate to whether developments occur across all sectors or whether there is development in a few leading sectors that will act as a catalytic for development across the entire economy. The balance growth theory suggests that it is not possible to overcome the natural inertia in a stagnant economy by investing in and developing only a few export sectors. There is indivisibility in infrastructure that requires a broader development platform if it is to be successful and investment decisions often have linkages with other investment decisions without which they would not be viable. As an alternative there is a suggestion that unbalanced growth, where investment occurs in just a few leading sectors, is far more archivable with resources of developing countries and that these leading sectors will drag the other sectors up in their wake. (Fletcher et al., 2013).

within the theories, either as part of the overall broad balanced approach to development or as one of the leading sectors in an unbalanced approach. Tourism is interlinked with other industries within an economy therefore it is selected as a leading sector within the unbalanced approach to development. These industries (e.g. transport, hoteliers' network, telecommunications, etc.) are widely spread and very significant, much more than the ones traditionally connected with primary goods market such as agriculture and fishing.

There are often fears about dependency on tourism as an industry and as a dependency upon foreign suppliers (particularly tour operators and transport companies) as they are the lifeline of tourism development. As such the dependency theory is more an explanation of underdevelopment rather than one that tries to explain development. Although looking back to the history we may be offered these negative arguments, on the other hand e.g. countries of Central and Eastern Europe due to the foreign investments are economically growing albeit they are dependent on the success of the investors as well (Slovakia and Germany example), as majority of products are exported to the investing countries' markets. This means provided that e.g. investors are economically successful and strong it pushes up performance of the countries economically weaker into which investors had invested, which contradicts dependency theory of development². Of course, it is also enabled by the EU existence. As a consequence, people's level of living of these countries has improved and they themselves invest into tourism as well or are becoming tourists earning more. A role for tourism can be either stimulating or inhibiting development that is dependent on ownership of the tourism establishment. Thus, we may observe to relate modern-day tourism traits to the dependency theory of development.

In summary, of the major theories tourism plays a major role in the economic development of countries, apart from the case of the English classical theory. Tourism is a powerful engine of the global economy development as its successful results may be observed within two first decades of the twenty-first century. Its growing performance continues following astonishing period of the last half of the twentieth century. The result of this is that the tourism is a development option than most government support and create conditions in some cases to boost and augment its performance.

3 Integrated planning and development

Tourism as an industry is also to be planned to be developed. Planners and policy makers are in charge of developing strategies to secure the desired development path. Basic requirement of this planning process is deep and complex understanding of the local economy and its structure, limitations and strengths. Moreover, it is necessary to predict probable external effects on the local development process and their form. Another alternative enables adopting the chaos theory and its reactive stance. In planning process there are many internal and external variables that must be considered, in addition, they are not controllable and difficult to be forecast with sufficient levels of accuracy. In tourism development planning it is recommended preparing for possible scenarios, developing reactive schemes how to deal with unexpected rather than attempting a proactive but indeterminable development path. Both approaches should be utilised in balance as relying purely on reactive policy solutions could lead to forsaking the optimistic prospect of tourism development.

² **Dependency theory of development** - the dependency theory of economic development suggests that the ability of an economy to achieve autonomous development is determined by its dependency upon other developed countries. The greater the dependency upon other capitalist economies the lower the ability to achieve economic development. Proponents of this theory cite the colonial periods as evidence of foreign powers exploiting less developed countries in order to grow richer as a result of their relationship – even to the point of de-industrialising them. There are many instances where colonialism can be seen to have had such a negative impact on the colony's economic development, although it is often difficult to determine how much development would have taken place without colonialism. Furthermore, there are many countries that were never colonised and that have remained underdeveloped, such as Afghanistan and Ethiopia.

It is the academic debate on the notion of sustainable development including sustainable tourism development (its definitions have been presented) that has arisen since nineties of the 20th century and as Fletcher and his research team emphasise “development planning has always been concern with sustainability issues and it is only ‘bad’ planning that has given so much impetus to recent debates on sustainability. No doubts is it necessity of looking forward to future generations when planning to consume finite resources nowadays but such notions should also be transferred to all other production and consumption activities, not only into tourism industry.

3.1 Tourism and Development

A strategy on tourism development constructed on sound foundations is a solid base for incorporating tourism into a country’s development plan. The strategy must be well organised and elaborated considering several important aspects associated with tourism as a product: a) tourism related sectors and the degree of their development and coordination with tourism, b) the supply and demand for the tourism product, and c) advantages and disadvantages associated with choosing tourism that should trigger general development.

Uniqueness of tourism as a product for sale is perceived by the range and heterogeneity of activities encompassed and by being able to be consumed only within the geographical boundaries of the tourist destination in which it is offered. It may be offered in the central region of a country or in the rural areas. Tourism may comprise transport enterprises, hoteliers and other accommodation owners, tour operators, travel agents and information providers that operate in the countries outside of the destination. In the case of tourism any personal service provided, production and consumption occurring simultaneously provide products which creation directly or indirectly affects other sectors of the economy. The development of tourism should be regarded as a partnership between the private and public sectors. Prevailing economic, political and social policies of a country has a big influence, to what extent, the government will be involved in this partnership.

Table 3: Impact of the Public Sector

GOVERNMENT ACTIVITIES CAN INFLUENCE TOURISM THROUGH POLICY INSTRUMENTS TO MANAGE:	
DEMAND AND REVENUE MANAGEMENT	SUPPLY AND COST MANAGEMENT
Aim: to influence providers of tourist facilities and services through:	Aim: to guide the tourist’s choice, to control the costs of stay or regulate visitor numbers through:
Marketing and promotion	Land-use planning and environmental control
Information provision	Building regulations
Network development	Market regulation
Pricing	Market research and planning
Controlling access	Taxation
Security and safety	Ownership
	Education and training
	Investment incentives

Source: Processed by authors

Table 4: Investment incentives to developers provided by governments

REDUCTION OF CAPITAL COSTS	REDUCTION OF OPERATING COSTS	INVESTMENT SECURITY
preferential rates for loans	tax 'holidays' (5-10 years)	guarantees against nationalisation
interest rate relief	give a labour subsidy	loan guarantees
moratorium on loan repayments	give a training subsidy	free availability of foreign exchange
provision of land on concessional terms	offer tariff exemption on imported materials and supplies	repatriation of invested capital, profits, dividends and interest
provision of infrastructure	provide special depreciation allowances	provisions of work permit for 'key' personnel
equity participation		
tariff exemption on construction materials	Ensuring there is double taxation on unilateral relief	the availability of technical advice.

Source: processed by authors based on (Fletcher et al., 2013)

If the government is interested in speeding up the process of tourism growth their policies are directed in a way to intervene and support tourist development e.g. establishing a tourist development corporation (further TDC) that will be assigned the responsibility for building resorts or for advising, supporting or subsidizing family businesses, for instance, in agritourism sector. Tourism sector is very sensitive to the political environment and economic climate. In theory, after completing the construction of a resort, the development corporation's function ceases and the assets are sold to the private sector and the local authority, this is usually trend in the market-oriented economies. In countries where a strong degree of central planning prevails hotels and tours are frequently run and maintained by the TDC. Governments may subsidy or also establish a development bank with duties to provide special credit facilities for tourist projects and on-lend funds made available by multinational aid agencies, or government may accept the policy supporting tourism development by offering allowances to domestic families, or families with children if they buy certain trips at domestic tourist entities.

4 Urban and rural tourism

UNWTO (2017) defined urban tourism as "a type of tourism activity which takes place in an urban space with its inherent attributes characterized by non-agricultural based economy such as administration, manufacturing, trade and services and by being nodal points of transport. Urban/city destinations offer a broad and heterogeneous range of cultural, architectural, technological, social and natural experiences and products for leisure and business". The United Nations, in 2015, informed 54% of the world's population lived in urban areas and, by 2030, this share is expected to reach 60%. Alike other key pillars, tourism constitutes a central component in the economy, social life and the geography of many cities in the world and is thus a key element in urban development policies (UN, 2016). Urban tourism is considered as a driving force in the development of many cities and countries contributing to the progress of the New Urban Agenda and the 17 Sustainable Development Goals, in particular, "Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable." Therefore, a tourism is a significant contributor of providing the environment in which better living conditions to its residents and visitors are created if the development process is well managed and supervised.

Figure 1: Urban tourism Source: processed by authors

Legenda: *Another examples of tourist activities: religion, business venues, participation in congresses, conferences, entertainment (events, clubs), trainings and transport.

Urban tourism is important motive for travelling. Growth of tourism is influenced by the following factors related to city's main attributes, such as: a) number and diversity of attractions, b) proximity to other attractions, c) level of transport, d) quality and size of accommodation, e) hygiene and health security and f) effectiveness of marketing and promotion.

The International Council for Monuments and Sites (ICOMOS), UNESCO advisor, and its members contribute to improving the preservation of heritage, standards and techniques for each type of cultural heritage property: buildings, historic cities, cultural landscapes and archaeological sites.

Rural Tourism - ICOMOS defines the rural landscape (countryside) as a water and land area which is created by interaction of a man with nature aiming at planting food and other natural, renewable sources through agriculture, breeding the animals i.e. animal husbandry, fisheries and aquaculture, forestry and forest management, harvesting natural fruits and harvesting other resources that can be used, natural resource mining e.g. salt mining. According to surveys, more than 20% of Europe's citizens want a more active health-oriented holiday. SPA health & SPA wellness brings employment in the region, revenue to the treasury and local government, is an element of improving the health of the population, encourages the arrival of tourists, increases the country's credit, is subject to globalization and therefore needs to follow trends and constantly adapt to new requirements clients. For the establishment and existence of spa villages / towns it is necessary to have: local natural healing source (healing water, healing peloids, healing gases, natural healing conditions of the sea, climatic conditions suitable for healing, recognized natural healing system, quality environment, specific and protected spa environment, medical facilities for rehabilitation and treatment (primary and secondary prevention), suitable equipment for wellness activities, a healthy climate, regular hygienic inspection of bathing water.

The rural landscape offers space for infrastructure needed for urban environment functioning. It serves as an open space for development and dissemination of the urban landscape and is the space in which a significant part of the inhabitants' consumption takes place, including activities associated with water and with participation aimed at augmenting health and movement for well-being and relax.

4.1 Tourism Development in Slovakia – results and discussion

Slovakia is a countryside state. The main forms or product groups of tourism in Slovakia that are available and offered to the target audience are:

- (1) winter tourism; versus (2) summer tourism;
- (3) spa tourism;
- (4) cultural and urban tourism; versus (5) rural tourism and agritourism;
- (6) congress tourism;
- (7) geoparks and geotourism.

Individual freedom of travel can be safeguarded if it is possible to develop on an environmental basis, i.e. green tourism as a new way of returning and discovering the landscape and the landscape with a harmonious combination of leisure and knowledge activities in nature and the natural wealth of the landscape. This concept should be addressed to municipalities - villages - and clearly also to towns in evaluating and implementing the concept of tourism development.

Natural conditions predetermine Slovakia, that part of the inhabitants will be bound to the rural environment. Slovakia has 2,927 settlements [including Bratislava (17) and Kosice (22)] has 2,787 villages, i.e. 95.2% and 140 towns, i.e. 4.8%. According to the OECD criteria of rural environment is the base: the density of the population – maximum 111 persons per 1 km²) - 48% of the Slovak population live in predominantly rural areas, 40% in transitional countries and 12% in urban areas.

One of the most popular Slovak forms of tourism is the spa tourism. It may be considered more rural tourism, as majority of the spas are in countryside. There are also spa resorts in smaller towns in Slovakia, e.g. Piestany, Bardejov. SPA health & SPA wellness - water for health and movement for well-being - is not only realized by the effect of curative natural resources, but it is positively influenced by all components of complex spa care, i.e. medical examinations, spa procedures, dietary system, etc. The fact that spa tourism is realized in the form of relaxation and healing stays with a health function is usually enshrined in the statute of spa towns. Importance of spa villages / towns in Slovakia- In the territory of Slovakia there are 40 thousand. ordinary water sources, 200 waterfalls, over 6200 caves including shorter overhanging caves with clear watercourses. 1782 mineral sources are registered, of which 122 sources are recognized as natural healing and natural mineral water and 45 sampling points for the public. According to the Public Health Authority of the Slovak Republic in the bathing season 2017, the properties of water were monitored in 189 thermal pools, 448 non-thermal pools and 80 natural water bodies in the process of identifying bathing water.

Table 5a: Significant regions with spa tourism in tourism

SPA health & wellness	Supply	Tourism regions	Target audience
Health Recovery cure Prevention Holiday Relax	Spas, spa towns and villages, Thermal and natural pools, wellness, Aquaparks, Travel agency package	Lower Vah (river) county, Middle Vah county, Turec region Upper Hron (river) county Hron region Tatras region Saris region	Slovakia Germany the Netherlands United Kingdom Russia Czech Republic Middle East

Source: (Ministry of Transport and Construction, of Slovak Republic, 2019)

Table 5b: Significant Spa Tourist Resorts

SPA TOWN/VILLAGE		
1. Trenčianske Teplice	9. Vysoké Tatry- Nový Smokovec	17. Štós
2. Bardejov Bardejovské kúpele	10. Vysoké Tatry- Horný Smokovec	18. Nimnica
3. Bojnice	11. Číž	19. Santovka
4. Dudince	12. Smrdáky	20. Sklené Teplice
5. Liptovský Ján	13. Kováčová	21. Rajecké Teplice
6. Lučivná	14. Sliač	22. Turčianske Teplice
7. Brusno	15. Lúčky	23. Pieniny
8. Piešťany	16. Červený Kláštor	24. Vyšné Ružbachy

Source: Processed by authors

The year 2018 was exceptionally good for Slovak countryside. Slovakia was visited by 5,6 million visitors (4.1% higher than in 2017), out of which there were 2.3 million foreign tourists, that represented 4.3% increase comparing to the year 2017. They spent in Slovakia 15.5 million nights (more by 3.9% than in 2017), the share of foreign tourists on spent nights was 5.7 million (increase by 4.9% comparing to 2017).

The most frequent foreign tourists in the first half of the 2019/2018 were: the Czechs (323,080/288,156 tourists-12.1% increase), Poles (116,851/111,831 tourists-4.5% increase), Germans 79,081/82,462 tourists – 4.1% decrease), Hungarians (62,939/54,317 tourists -15.9% increase), thus total foreign tourists: 1,088,427/998,850 tourists – 9% increase, the number of nights spent on average per person were 2.5 nights, the number of nights spent increased to 2,732,889 nights , that was increase by 9.5% comparing the same first half of the year 2018.

There were also increase in tourists from Saudi Arabia (596/373 tourists-59.8% increase), UAE (592/559 tourists -5.9% increase), Oman (159/43 tourists, 269.8% increase, Qatar (58/31 tourists-87,1% increase), that are especially interested in spa tourism. The following graph shows the number of the nights spent in Slovakia by foreign tourists.

Graph 1: Foreign customers' nights according to the months in the period 2012-2018.

Source: (Ministry of Transport and Construction, 2019)

Table 6 demonstrates the growing significance of Travel & Tourism industry in Slovakia, only two years 2019 and 2017 are compared and are showing the number of international tourist arrivals that increased by 12%, money spent by them increased by 24%, which made an average receipts per arrival to go up by 47%. The share of GDP coming from Travel & Tourism Industry went to 2.6% from 2.4% and the T&T's industry's share of employment increased by 0.2% to 2.7%, that means 68,500 jobs in T&T industry.

Table 6: Tourism and Transport in 2019 and 2017 and 2013's numbers

	International tourist arrivals	International tourism in-bound receipts [US \$]	Average receipts per arrival [US \$]	T&T industry GDP Share of GDP [US \$] [% of total]	T&T industry Share of employment [% of total employment]
2019	7,620,000	2,923.4 million	510.5	\$2,750.1 million / 2.6%	68,500 jobs / 2.7%
2017	6,816,000	2,363.0 million	346.7	2,034.6 million / 2.4%	58,876 jobs / 2.5%
2013	6,235,000	2,555.9 million	409.9	2,169.6 million / 2.3%	56,100 jobs / 2.4%

Source: (UNWTO, 2019, 2018)

Table 7 presents the results of overall performance in Travel & Tourism Competitiveness Index for Slovakia-59th position in ranking, out of 136 countries, with overall score 3.9 for the year 2017 and small improvement in 2019 -achieved 60th position, out of 140 countries with the score 4.0. The table also shows the ranking in the individual 14 pillars that constitute the overall score of T&TCI for the year, from which it implies that Health and hygiene, Environmental sustainability and ICT readiness are the strongest pillars and the worst pillars traditionally for Slovakia are Air transport infrastructure, Business environment and Prioritization of Travel & Tourism.

Table 7: T&TCI: Overall performance for Slovakia in years 2017 and 2019

Slovakia's Performance Overview (Pillar rank):		overall 2017: 59th/out of 136 countries evaluated with score: 3.9				overall 2019: 60th/out of 140 countries evaluated with score: 4.0	
Individual pillars 2017/2019	2017 /2019	International Openness	46/47	Tourist service infrastructure		63/61	
Health and hygiene	15/29	Safety and security	54/57	Cultural resources and business travel		84/73	
Environmental sustainability	16/30	Human Resources and labour market	56/55	Prioritization of Travel & Tourism		98/95	
ICT readiness	36/33	Natural resources	56/48	Business environment		115/105	
Ground and port infrastructure	38/40	Price competitiveness	62/71	Air transport infrastructure		124/113	

Source: processed by authors

4.2 Tourism Development in Dubai, UAE – Dubai as an Urban Paradise

The city of Dubai has been given a central role in the UAE government's push to make the country into one of the premier tourist destinations in the world. Dubai has already become one of the leading tourist destinations in the world, ranked among the top 10 most visited cities worldwide.

In 2018 Dubai had more than 16.66 million visitors from around the world. The Dubai in United Arab Emirates has more than 717 hotels, offering a total of 118,039 rooms with price ranges available from the luxury tourist to the budget traveller. The average daily rate for rooms in Dubai is 493 AED = 120.68 EUR. During the first 6 months of 2019 (Jan-Jun) the number of international visitors achieved the level of 8.36 million.

The city has very good geographical position and due to this attractive, central location Dubai has become an important hub for travellers from Asia travelling to Europe and North America. In 2018, Dubai International Airport welcomed 89.1 million travellers, making it the 3rd most popular airport in the world following Airport in Atlanta with 107 million travellers and Beijing with 100 million travellers. During the first half of 2019, Dubai International Airport has already seen 41.28 million visitors. (Dubai Statistics, 2019)

In the first half of the year 2019 the city Dubai was visited the most by Indians (997,000 people), Saudi Arabians (756,000), British (586,000), Chinese (501,000), then the visitors from Oman, Russia, USA, Germany, Pakistan and the Philippines -all accounted for over 200,000 visitors.

The UAE government enables to arrange visa-on-arrival for tourists for increasing number of countries as they expand capacity for city tourism. Many new tourist attractions are being in construction, for instance, the Museum of the Future, Jewel of the Creek, Dubai Water Canal Project and several more, the government is prioritizing tourism and creates excellent conditions to attract visitors from worldwide. The city will also host its first World Expo in 2020.

Table 8: Dubai Visitors in the period of 2013-2019

VISITORS	2013	2014	2015	2016	2017	2018	2019/6months
million	12.19	13.21	14.20	14.87	15.80	16.66	8.36
Yearly Increase		8%	7%	5%	6%	5%	

Source: (Dubai, Statistics, 2019)

The table 8 shows gradually growing number of visitors from 2013 to 2018 from 12,19 million to 16,66 million in 2018, but the first year of the year 2019 already achieved the level of 8.36 million visitors, so

there is high probability that 2018's number will be overcome. Total number of visitors since 2013 represents 37%-growth.

Table 9: Tourism and Transport in 2017 and 2013's numbers for UAE

T&T Selected numbers	International tourist arrivals	International tourism in-bound receipts [US \$]	Average receipts per arrival [US \$]	T&T industry GDP Share of GDP [US \$] [% of total]	T&T industry Share of employment [% of total employment]
2017	14,200,000	16,038.1 million	1,129.4	17,661.5 million / 4.2%	329,772 jobs / 5.7%
2013	9,990,000	\$11,563.3 million	\$1,157.6	\$15,378.7 million / 4.0%	291,300 jobs / 5.3%

Source: (WEF, 2017, 2015)

T&TCI results in 2013, 2015, 2017 and 2019 for the countries from Central Europe (Slovakia, Czech republic, Poland and Hungary) and Middle East (UAE, Saudia Arabia (KSA), Qatar and Jordan) are shown in table 9, in addition, table 9 shows the best three countries with the highest scores which are since 2018 Spain, France and Germany.

Table 10: T&TCI of the selected countries of the CEE and Middle East.

Year/total of the countries	2013/140 T&TCI	2015/141 T&TCI	2017/136 T&TCI	2019/140 T&TCI
Spain	¹ Switzerland/5.66	1/5.30	1/5.4	1/5.4
France	³ Austria/5.39	2/5.20	2/5.3	2/5.4
Germany	2/5.39	3/5.20	3/5.3	3/5.4
UAE	28/4.86	24/4.43	29/4.5	33/4.4
Czech republic	31/4.78	37/4.22	39/4.2	38/4.3
Hungary	39/4.51	41/4.10	49/4.1	48/4.2
Qatar	41/4.50	43/4.10	47/4.1	51/4.1
Poland	42/4.47	47/4.10	46/4.1	42/4.2
Slovakia	54/4.32	61/3.80	59/3.9	60/4.0
Saudi Arabia	62/4.17	64/3.80	63/3.8	69/3.4
Jordan	60/4.18	77/3.60	75/3.6	84/3.6

Source: (UNWTO, 2019)

5 Discussion and comparisons of the studied rural and urban regions

The number of tourists in Slovakia is growing in a very slow pace. The improvement brought the years 2017 and 2018 and promising results are observed in the first half of the year 2019. All in all there is steadily growing trend in visitors number arriving to Slovakia since 2013. (See Graph 1). It was affected by certain government tourist packages in Slovakia that are determined for the families. (Skiing trips for the children are compulsory, families which are economically weaker receive allowance to pay the trip for a child, each employee can receive the contribution 250 Eur from his/her employer for the holiday spent in Slovak touristic resorts.) (Wefersova et al, 2016; 2017). There was a capital available for projects aimed at developing sustainable tourism policies, especially agritourism and spa tourism development.

The region of Dubai is growing much faster due to its excellent location, but also owing to a high capital investment into the region, that enabled to improve facilities for tourism, from all aspects of services that may be provided for tourists. When we compare the Travel and Tourism Competitiveness Index Countries, the region of CEE and Balkan countries overperformed Middle East countries 8 times, twice achieved the same results and 4 times the Middle East performed CEE and Balkan states. Middle East

region creates more jobs in the region than Slovakia. GDP created by Slovakia is 2.5% share of total GDP and the UAE contribute to the total GDP by 4-4.2%. (See tables 6 and 9, and Appendix 1).

To manage flows of the tourist visitors in urban destinations it is required to support the following strategies:

Avoid of high concentration of tourists is desirable
Promote the dispersal of visitors within and out of the city
Avoid overloading of accommodation capacities and transport in community
Promote time-based dispersal of visitors
Innovation of activities, tourist products
Stimulate new itineraries and attractions
Review regularly new legislation and adapt legislation needed
Enhance visitors' segmentation
Avoid the situation when locals fight for limitation of construction facilities
Ensure local communities' benefit from tourism
Create city experiences for both residents and visitors
Improve city infrastructure and facilities
Communicate with and engage local stakeholders
Communicate with and engage visitors
Set monitoring and collect measures for regular evaluation

Source: (Duignan, 2019)

These theoretical thresholds and suggested strategies will be examined more in details considering the impact on economy in the future research.

Conclusion

The success of one or the other destination depends, to a large extent, on a number of factors, but above all, there are essential: 1. the high- quality management of the tourist destination and the degree of tourism development in it, 2. the effectiveness of coordination and alignment of interactions among numbers of relevant entities, including municipal government, business and non-business entities, 3. creation of attractive innovative products for tourism sector (for example: typical urban tourism attractions that represent places of interest such as historical monuments, ancient statues, unique street patterns, museums, art galleries etc). 4. maintaining high-quality standards of provided services, 5. profiled destination marketing, and so on. Economic benefits obtained by eligible entities owing to subsidised public funds play a significant role in development process. Effect of urban tourism is evident. Dynamic development of urban tourism is source of employment and growing incomes in the urban areas as well as cause of cultural and social growth (increased quality of life, income redistribution). However it brings also negative effects such as air pollution, noise and decreased availability of the city centre and attractions important to local inhabitants (parks, cultural and recreational areas) and therefore these issues must be addressed without any postponement. The role of careful governments worldwide could be to encourage their businesses to obtain an eco-certificate and managers should be motivated getting an eco-certification, indicating a mark of high quality, environmentally, economically and socially sound products (Haaland and Aas, 2010) for the sustainable success of its enterprise. (Dash, Singh, and Vashko, 2016) have proposed a framework for obtaining an eco-certification and using it as a strategic tool to position products for a range of tourists.

Fulfilling tourism's potential as a tool of sustainable and inclusive growth for cities requires a multi-stakeholder and multilevel approach based on close cooperation among tourism and non-tourism administrations at different levels, private sector, local communities and tourists themselves. Likewise, the sustainable development and management of tourism in cities needs to be integrated into the wider

urban agenda. As Singh (2016) states “the specific experience, location, and activities can have a positive impact on the tourist’s perception especially during an unfavourable season when the demand for the resort is not as high as during the favourable season.” It will contribute to better making use of natural and cultural resources of the individual regions.

Providing any support to economic entities has a direct consequence for the state budget. Not all competitors in the market are recipients of public funds, it is disadvantageous for them compared to the beneficiaries who may achieve better market position. However, such a form of competitive advantage is not prohibited, it is legal and legitimate if it is compatible with the common market and does not distort competition. State aid under Slovak law is not a legal claim.

The improvement of the professional skills of workers in the sector, with a particular view to facilitating their adaptation to new technologies and new market expectations. The traveling public is becoming more and more demanding and chooses from higher- quality and more price-friendly tourism services, which is why we believe that the quality of services and the protection of consumer rights are part of the competition for the conditions of the tourism industry. We are convinced that the development of tourism would benefit from the introduction of measures to support the development of rural tourism, the development and promotion of agro-tourism.

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Appendix 1 : T&TCI 2019 for Middle East and Eastern Europe and Balkan countries.

	Global Rank	Business Environment	Safety & Security	Health & Hygiene	Human Resources & Labor Market	ICT Readiness	Prioritization of T&T	Int'l. Openness	Price Competitiveness	Environ. Sustainability	Air Transport Infrastructure	Ground & Port Infrastructure	Tourist Service Infrastructure	Natural Resources	Cultural Res. & Business Travel
United Arab Emirates	33	5.6	6.3	5.4	5.1	6.4	4.7	3.0	5.5	4.5	5.7	4.5	5.6	2.4	2.2
Qatar	51	5.6	6.3	5.3	5.1	5.6	4.4	3.5	5.9	4.4	4.5	4.7	5.0	1.8	1.4
Israel	57	5.1	5.5	6.0	5.3	5.9	5.0	2.5	3.0	4.3	3.6	4.4	5.4	2.3	1.7
Oman	58	5.3	6.5	5.3	4.6	5.3	4.7	2.8	5.7	4.4	3.4	4.4	4.1	2.3	2.0
Bahrain	64	5.4	5.9	5.2	4.9	5.6	4.5	2.9	5.8	4.1	3.5	5.2	4.6	1.6	1.2
Saudi Arabia	69	5.2	6.0	5.7	4.6	5.2	4.6	1.6	5.0	4.0	4.1	3.5	5.1	1.9	1.9
Jordan	84	4.6	5.7	5.4	4.0	4.8	5.1	3.3	5.3	4.3	2.7	2.9	3.8	2.2	1.3
Iran, Islamic Rep.	89	3.9	5.4	5.0	4.1	4.5	3.7	2.4	6.7	3.9	2.5	3.1	2.8	2.4	2.8
Kuwait	96	4.7	5.8	5.6	4.3	5.5	3.6	1.9	5.6	4.0	2.6	3.3	3.9	1.8	1.1
Lebanon	100	4.0	4.8	5.6	3.9	4.1	5.0	2.5	5.5	4.1	2.5	2.8	4.0	2.0	1.4
Yemen	140	3.5	3.2	4.1	3.0	2.4	2.1	1.3	6.0	3.4	1.2	2.0	1.9	1.8	1.3
Middle East Average		4.8	5.6	5.3	4.5	5.1	4.3	2.5	5.6	4.1	3.3	3.7	4.2	2.1	1.7
Slovenia	36	4.3	6.1	6.2	4.9	5.5	5.1	3.7	6.1	5.4	2.6	4.8	5.4	4.1	1.7
Poland	42	4.3	5.6	6.3	4.8	5.5	4.2	4.1	5.7	4.2	3.2	4.3	4.5	3.2	3.0
Bulgaria	45	4.4	6.2	6.7	4.6	5.2	4.7	3.9	5.7	4.8	2.7	3.2	6.0	3.7	2.1
Hungary	48	4.3	5.8	6.6	4.6	5.3	5.1	3.2	5.3	4.8	3.4	4.2	4.8	2.7	2.3
Romania	56	4.4	6.0	6.1	4.5	5.2	4.1	3.9	5.6	4.4	2.7	3.1	4.6	3.2	2.3
Slovak Republic	60	4.1	5.6	6.2	4.7	5.7	4.3	3.9	5.4	4.7	2.0	4.2	4.4	3.4	1.6
Montenegro	67	4.6	5.6	5.8	4.8	5.2	6.0	2.4	5.6	4.7	3.2	3.3	5.5	2.7	1.1
Serbia	83	4.4	5.5	6.3	4.7	5.1	3.9	3.2	5.5	4.5	2.6	3.0	3.9	2.1	1.7
Albania	86	4.0	5.8	5.3	5.1	4.7	5.0	2.4	6.3	4.3	2.1	3.1	4.0	2.9	1.2
North Macedonia	101	4.3	6.2	6.0	4.1	4.7	3.7	2.3	5.3	3.6	2.4	2.6	3.9	2.2	1.4
Moldova	103	4.0	5.5	6.1	4.4	4.6	3.7	3.1	6.0	4.3	2.1	2.6	2.9	1.7	1.2
Bosnia and Herzegovina	105	3.4	5.4	5.6	4.1	4.5	4.1	2.4	5.5	4.3	2.0	2.4	3.9	1.9	1.6
Balkans & Eastern Europe Average		4.2	5.6	6.1	4.6	5.1	4.4	3.3	5.5	4.5	2.6	3.4	4.5	2.8	1.8

x = o o = o o x o x x o o o

Legend: x means Eastern European and Balkan Countries: worse results than Middle East countries (4x)
o means Eastern European and Balkan Countries: better results than Middle East countries (8x)
= means Eastern European and Balkan Countries: equal results than Middle East countries (2x)