



## The Role of Tourism Innovation in Selecting Potential Tourist Destinations: The Case of UAE

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### ABSTRACT

Innovation is a crucial matter for economic efficiency of any industry. Researchers have concentrated on exploring innovation and its impact on tourism sector especially during the current crisis of Covid-19. The efficiency of tourism industry is dependent on its proficiency to renovate service supply to be an innovative process of tourists' satisfaction of their needs and requirements. Innovation as the source of operative value in tourism has accomplished the presence of creative tourism types that praise unique programs.

“Over the past few decades, the UAE’s efforts have culminated in its ranking first among the Middle East and North African countries and 36th globally among 143 countries in terms of performance in the 2014 Global Innovation Index.

The aim of this paper is to reveal and tackle the numerous innovative endeavors that the UAE tourism sector is exerting to make itself an innovative destination. By means of a questionnaire, the study investigates the UAE tourism attempts to be a “global tourism hub” compared to its main competitors whether in the region or internationally. The study inspects the innovative tourism projects that made the UAE a major global player and encouraged other destinations to develop their products in a creative way.

The study adopts the quantitative method based on e-survey to collect data from respondents in the UAE. The sample framework of the study is the population of UAE. The study used convenient sample to collect data due to effects of COVID-19.

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## **1. Introduction**

In late December 2019, the COVID-19 outbreak was initially identified in Wuhan, located in the Hubei Innovation is defined as “the introduction of a new or significantly improved product, process, or method.” Innovation comprises a broad range of achievements that is pioneer to the industry, to the demand, or to the supply. It is implementing a technique or professional way that is enhanced by diverse production or exceptional establishments, by being the inventor and who introduce creative inventions to the marketplace. Innovation is a method by which a renewed idea or experience becomes appreciated. Innovations are novel procedures to achieve various assignments (OECD, 2005).

There is confusion between use of creativity and of innovation as they are sometimes used alternatively but creativity maybe understood as utilizing actual suggestions to generate exclusive facts, while innovation might be defined as making an inventive privilege or different conceptions predominant and implementing them in practice. This paper aims to tackle the various innovative endeavors that the UAE tourism sector has to gain competitiveness as an innovative destination.

## **2. Review of literature**

### **2.1. Definition of Innovation**

“Innovation” is derived from the Latin “innovare” meaning creation. Thus, it is the finding of novel ideas to improve a business or an area or a destination to produce a revolution in the existing situation and help in the improvement of an experience. It includes methods for improving products, administration, invention, creation, responding, application, and forecasting of novel products and services. Effective innovation is by processing uniqueness in presenting unusual facilities to the market due to the adoption of new technologies. (AbuElEnain' 2017) Innovation is so much related to all aspects of life including commercial, public, psychological and traditional life to enhance the production process and technology improvement including service industry. Tourism innovation is a distinguished kind of solution to complications related to the economy including know-how, logistics, and ecosystem (Zbigniew, 2015)

Innovation is a vital factor for tourism marketing through adapting program planning to the fluctuating climate and hiring enthused staff. Merging and acquisition among tourism companies and destinations can enhance the sector’s innovation over assets and data interchange. Tourism innovation can also boost the market status by encouraging more tourist expenditure and revenue (Bodolica, et al., 2020). Innovation is essential for supporting managerial efficiency and competitiveness. Thus, constant development and creative competition methods are significant for business success. Innovation is one of the priorities to keep the sustainable financial benefits and secure competitive advantages. It is important to facilitate an innovational climate to motivate staff to be more creative and create unique services to improve the company’s performance (Hoang, et al., 2019).

Innovation is a vital factor for tourism marketing through adapting program planning to the fluctuating climate and hiring enthused staff. Merging and acquisition among tourism companies and destinations can enhance the sector’s innovation over assets and data interchange. Tourism innovation can also boost the market status by encouraging more tourist expenditure and revenue. Innovation acts as an engine for the economy to boost effectiveness and invite more tourists who have a changing needs and requirements and ask for unique and exceptional experience. Tourism services must be adjusted to those changes as well as the variant potentialities by applying appropriate plans to coup up with the outcomes of innovation. (Bodolica, et al., 2020)

Innovation is composed of three interconnected concepts: knowledge creation, unconventional awareness methods, and knowledge apprehension. These theories are connected to new techniques pursuing and production, innovative notions provision, and creativity renovation. There are two categories for innovation: managerial, fundamental, experimental, and/or service innovation. Innovation and creativity are alternatively used as they are so interconnected but distinguished aspects. Creativity is usually used to

describe unique notions creation and authentic problem resolving. On the other hand, innovation means the invention of distinguished and pioneer ideas (Hoang, et al., 2019).

## **2.2. Innovation Theory**

Innovation theory started and is determined as part of the theory of economic development. This theory includes five concepts: introducing new products; introducing new production techniques; initiating new demand; innovating new supply resources; and running new business. The principle of tourism innovation is improving tourist services frequently and providing tourists with ultimate attractions. Innovation is fundamental for improving travel agents and tourism destinations. Creativity is essential for innovation especially in cultural and legal climate, packages, demand, procedure, and organization. Tourism creativity is inescapable way for overcoming obstacles preventing tourism transformation (Luo, 2016).

## **2.3 Innovative Factors**

There are many drivers for innovation including the need for change, stimulating market, and unique services and activities and methods of supply. Additionally, creativity, renovation, ICT, and awareness are essential dynamics for innovation. On another hand, the well trained human factor is a vital element especially in tourism innovation. They need to consider, maintain and be involved in innovative creative services. Well-organized marketing campaigns support the effective innovative efforts of hospitality and tourism business through positive procedures of human resources' administration and staff training. Knowledge, "creative thinking" and incentives are essential features organizational innovation which could be gained from learning, experience, training and motivation. These could be fulfilled by means of appreciation, cooperation, engagement and interaction. This is the most suitable environment for innovation that leads to the acceptance of transformation, facing opposition, overcoming disappointment, appreciating struggles, and ensuring achievements (Zbigniew, 2015).

Collaboration and innovation are essential for tourism hard competition especially when tourism experience and "inter-organization" are important for data transfer. Tourists, residents, and travel agents integration is significant for introducing diversified unique services. There is also a vital role of private and public sectors, governments, universities, in the process boosting collaboration for the sake of innovation due to the climate of tourism experience as an interrelated industry. (Marasco, et al., 2018)

Tourism services and information innovation can be expanded by networks that afford the context for communications, teamwork and data sharing. Service industry introduces "technological and non-technological" innovation that encourages obtaining data from many travel agents and tourists. An innovation network is so related to innovation system and both terms could be used interchangeable. National innovation system is a combination of "economic, political, organizational, social, and institutional" elements affecting the procedure of innovation as a network of public and private organizations cooperating to improve the new technologies. Sectorial innovation is a significant factor to tourism innovation (Stare & Križaj, 2018).

One of the aspects that influence business innovation know-how is leadership. Leadership has a significant impact on staff creativeness and devotion. Some leadership skills may affect innovation like renovation, occupational, and realistic leadership. Leadership starts with the workers' awareness of the importance of their innovative performance in improving the business assets. Innovation and leadership are interrelated as both need the same environment of creativity unless that environment was controlled. To overcome this adverse impact, innovation requires a positive environment to create novel leadership services. Innovative leadership has two factors, empowering and liability. Empowering leaders improves innovation by generating a suitable environment that has a solid encouraging association with innovation. This environment encourages leaders to initiate unique ideas and invent original problem solving methods by practicing brain storming, independent thinking, risk-seeking, and confidence (Hoang, et al., 2019).

## **2.4 Services Innovation**

Service innovation contains new service perceptions, new customer features and new service distribution organizations that use technology in a unique way. It needs to use more advanced technologies and generate networks to face the hard competition and apply pioneer innovation techniques. This will require more networks of inter-managerial affiliations, sustainable social development, and accurate admission to information and resources similar to the procedures applied to manufacturing industries. Innovation affects tourism services by amending the relationship between supply and demand sustained by the use of “information-communication technologies (ICTs)”. ICTs support the creation of new digital hotel booking service and online applications to enrich the tourists’ experience by having easy access to tours information through social media networks. They can share their experience, be part of the marketing networks and inspire more creativity in tourist services. Tourism service benefits from technology by generating niche services, such as digital booking, web platforms, and mobile apps, that are provided for both suppliers and tourists to provide them with better and easier experience. (Stare & Križaj, 2018)

## **2.5 Tourism Innovation**

Tourism innovation has its own features for creating a unique definition. There are various factors for the tourism innovation interpretation. Tourism service innovation add a great value to the tourist experience, make service providers more distinguished, and create more attractive destinations. Tourism demand is the main motivator for innovation including tourists’ experience, way of life, and tourism type. Travel agents should adjust their programs to the changing demand by innovating their tours and services to fulfill the aim of being a competitive destination. The application of innovation in tourism comprises couple of elements to be more effective in attracting tourists to the destination. Introducing unique products or services is one of these factors that appeal to tourists to the extent that they may select the whole program for the sake of this service. The second innovative component is using technology in the process of program management in addition to encouraging, compensating, and satisfying staff. Exceptional marketing techniques such as loyalty cards, points gaining, and free offers, are other tourism innovative types. All these factors are interrelated and it is hard to separate them. It is difficult to innovate in marketing without adding distinctive features to the program and gratify the staff especially in a fragile industry like tourism (Gomezelj, 2016).

Tourism innovation will improve the quality of tourist experience that includes unique and creative products and services. It is also known as the promoter of the economy, the technology and business development. (Maravic, et al., 2015) Tourism innovation was enhanced in the whole world due to the fluctuating tourist behaviors, destination organization, data transfer, use of technology, fierce competition, and sustainability movement (TradeArabia, 2016).

Tourism innovation has started by Thomas Cook’s unique idea through introducing the well-organized package tours for the first time. He managed to figure out the proper tours’ rates including entertainment and he was pioneer in segmenting the market. Disney took another step towards tourism innovation by presenting theme parks and involving film and media into tourism activities (Maravic, et al., 2015).

## **2.6 Cultural Tourism Innovation**

Cultural tourism depends on the outcome of cultural and creative industries such as information and destination assets to guarantee enhanced marketing for the creative cultural capabilities. Tourism innovation is enabled though “leisure, education, the Internet, digital technology, diverse information sources and traffic accessibility” that provides economic development opportunities. Cultural creativity is an essential factor for tourism particularly in regard to cultural tourism and its related types including creative lifestyle and management. Tourism cultural innovation is significant to enhance the “cultural

identity” and afford for a prospect to improve creativity at the same time. The European Capital of Cultural program, which has been running since 1983, has supported the improvement of cultural tourism and has guaranteed assets for the development of tourism and economic restoration and divergence through job generation and community creativity. Tourism innovation is guaranteed by cultural and creative industries, tourism suppliers, residents, attractions, and travel agents which will improve the quality of life and ratify the continuous social growth (Stipanović, et al, 2019)

## **2.7 Innovation Challenges**

A tourism innovation is so much dissimilar to that of industrial inventiveness. Tourism services are so much related to a variety of interconnected industries that needs to take the lead for innovation as well. They are “intangible”, fragile, data intensive and human oriented. Non-technical innovation, such as qualifying and motivating staff, is essential in such a service industry like tourism. Thus, it is a challenging industry for innovation as it is hard to put a standard for the service as the creation and depletion are instantaneous. Moreover, it is challenging to evaluate tourism innovation as it is hard to differentiate between the tourism service and its practice. Innovation in tourism is not yet satisfactory to the prospective of that sector. Consequently, tourism seems to be not as much innovative than other industries. Thus, innovation can support travel agents to take decisions to be more competitive and improve product quality. Network improvement, awareness, ICT, training, and use of social media are crucial dynamics that sustain proficiency and effectiveness in tourism innovation (Gomezelj, 2016)

Tourism innovation is actually influenced by couple of factors. Technological developments, which could be very useful for both tourists and travel agents by offering them valuable experience, can have a negative impact on by causing security issues, fraud, hacking, data excess, and/or social detachment. Tourists also may have some resistance to the use of technology or at least have a cognitive bias approval. Thus, these challenges should be studied carefully while planning for the innovation of a tourist service. Innovation could have positive and negative impacts on tourist experience especially with the use of technology and the digitalization of tourist services. Tourism innovation can enhance the tourist experience by providing well-tailored itinerary, environment knowledge, and simultaneous observation through the use of individual know-hows, big data, and online facilities (Onuiké, 2021).

Service innovation requires tight relation between invention and experience. However, this can cause some complications especially with fragile, vague, inflexible, and highly threatened features of most of the elements of the service industries. Moreover, emphasis on human resources, service procedure, innovative productions, know-hows, and consumer contribution accumulate to the obstacles on the way of service innovation (Gomezelj, 2016)

Innovation is a data creation method for finding feasible explanations and a methodical movement to boost traditional missions through academic applications. In order to facilitate tourism and hospitality innovation, education comes as one of the priorities. Hospitality managers should be involved in the process of education development. They need to be engaged in the formulation of curriculum as they can provide live examples of their expertise to foster an “innovation-driven mind-set” amid registered students. They can also participate in training the trainers who would be responsible for transferring that knowledge to the trainees. They can also share in redesigning the content of the courses provided to tourism and hospitality students to fulfill the objectives of the “UAE’s National Innovation Strategy” (Nadkarni & Morris, 2019)

Recent types of tourism such as “community-based tourism, ecotourism, ethical tourism” provide innovative tourism services that support the “local economy, local culture and heritage, and nature and the environment” and are denoted as 'responsible' tourists (D'Arcy & Omar, 2015).

Innovation plays an important role in business success and competitiveness by improving the services and products provided and through its social involvement and economic sustainability. (Hoang, et al., 2019)

It is essential to study the ways to enhance innovation performance. Tourism is a fragile industry including distinctive and common experience (Brandão, et al., 2018).

Competitiveness is one of the elements for advancing innovation. Tourism is depending nowadays on the technology which stimulated the innovation conception and proved that tourism is an innovative industry (Guisado-González, et al., 2014)

Tourism can affect the community through innovating tourism activities that could affect the ethics of the society either positively or negatively. There is also a significant impact of sustainable tourism on the economical level and on the social side. It might seem positive that the destinations would gain profits out of that trend. On another hand, tourists could be promoting for some essential morals that can leave a favorable impressions on the society while other implications could be negatively influencing the local community as they contradict the destinations ethics. These factors can affect both tourists' decision making and the society's way of living (Diaconescu, et al., 2016)

Innovation is vital for the sustainability of tourism. (D'Arcy & Omar, 2015) Consequently, tourism innovation can help in human welfare through sustainability as it supports endeavors for saving earth, encourages the preservation of natural resources and conserves the opportunities for better life (Diaconescu, et al., 2016)

With the rapid growth of both airline and cruise industries, innovation is required and should implemented. The use of "lighter materials" for aircraft, "noise reduction", "recycling" and desalination and drainage management systems are some of the innovative elements for these industries while more innovative efforts need to be implemented (D'Arcy & Omar, 2015)

## **2.8 Innovation in UAE**

Arts and Cultural and Creative Industries Council participants honored National Creative Relief Program for assessing inventive cultural development that strengthened the UAE's rank as a principal nation in creativity encouragement (UAE Government News, 2020). UAE Innovation Week intended to stimulate tourism innovation and creativity which was expedited by tourism specialists who have wide-ranging knowledge in innovation, their efforts aimed at confidently locating the UAE as a center for innovation and quality in the Middle East region and the whole world. UAE started long time ago with focusing on excellence, and then stimulated the "total quality movement; now its attention is on innovation due to the preceding determinations (TradeArabia, 2016).

Smart Dubai in cooperation with the Knowledge and Human Development Authority (KHDA) and IBM inaugurated UAE Innovation Month aiming to renovate Dubai to be the "happiest and smartest city" in the world. It has arranged for a sequence of occasions and tasks to engage innovation in creative know-hows to smooth public life and encourage happiness in terms of transportation, education and tourism improvements (UAE Government News, 2018). The Dubai Chamber of Commerce and Industry, as a unique Chamber in the world, adopted an approach to motivate innovation in the private sector comprising innovators, evaluation and compensation to encourage innovation by generating a favorable employment climate. A benchmarking was also conducted by the Chamber to study best practices, categorize prospects for perfection, and put plans for commercial, educational, and managerial progress (MENA, 2015).

The UAE is a pioneer destination in introducing innovative tourist attractions; it has recently become family tourism, arts, cultural international destination due to its socio-economic and geopolitical stability. UAE encompassed several innovative attractions that initiated a number of cultural landmarks (Bodolica, et al., 2020). Dubai tourism is a major sector of its economy and evolving as the center of attention to attract tourists from all over the world. Dubai has become the icon for regional and global tourism innovation being a pioneer destination for service industry including "shopping, leisure, sporting events, international conferences and media events". Dubai has strong tourism facilities, natural and cultural attractions, infrastructure in addition to industries associated with tourism (Haneef, et al., 2019).

Dubai astonishes you at every chance especially with its strategic location and coasts. (The Hindustan Times, 2021) Dubai is ranked as one of the top five tourist destination in the world after “London, Paris and Bangkok” in 2016 in addition to being ranked as the highest tourist per resident proportion and one of the top developing global tourist cities. (Haneef, et al., 2019) Dubai initiated a number of innovative entertainment projects to adapt with the recent competitive markets such as the “Dubai Mall and the Mall of the Emirates”. There is also the World Mall that is planned for inauguration in 2022. This extraordinary incorporated center includes “a 711-meter residential tower, a heritage village, an 8.2-km lagoon, the world’s largest dancing fountain, a 1-km ski slope, 580 retail outlets, 80 flagship luxury stores and a 21-screen cinema” (Bodolica, et al., 2020). Dubai’s Department of Tourism and Commerce Marketing (Dubai Tourism) has inaugurated the third edition of the “Futurism Program”, targeting generating innovative tourism experiences in association with chief experts in services industry, “Accenture (NYSE: ACN)”, that was reinforced by “Tajawal- Seera Group, Atlantis The Palm, Emaar Hospitality Group and the Emirates Group” (UAE Government News, 2019).

## **2.9 Innovative Attractions in UAE**

The UAE is famous across the globe as a unique tourist country. It has encompassed the tallest tower in the world and a number of the finest seashores in the Middle East but the UAE offers even more. Dubai remains increasing its remarkable tourism collection that contains a number of the exceptional “theme parks and hotels”, the largest multi-themed leisure destination in the Middle East, Dubai Parks and Resorts, one of the most famous theme parks in the USA, 20th Century Fox World Theme Park, Ain Dubai, a record-breaking that can compete the well-known London Eye and the High Roller in Las Vegas.(Bodolica, et al., 2020) Ain Dubai, that has attracted the mind of the globe, has been inaugurated on 21 October 2021. Ain Dubai has 19 exclusive and adaptive experiments reflecting Dubai's dazzling horizon for incredible desert and beaches (News Bites - Private Companies, 2021).

Of the diverse attractions of Dubai is the “Burj Khalifa, an 830 m-tall tower”. “Burj Khalifa's, the world's tallest building, was the most visited tourist attraction in the emirate in 2013 with 1.87 million visitors - up 13 per cent from 2012 - travelled to the 124th-floor visitor deck” (7DAYS, 2014).

Dubai Police has initiated and operated “three-wheeled superbike” as part of its fleet, which includes “a Bugatti Veyron, an Aston Martin One-77, a Bentley Continental GT, a Ferrari FF and a Lamborghini Aventador Plus a power boat” (7DAYS, 2014). Another unique attraction is “Atlantis, the Palm, a resort with stunning marine-animal parks on man-made islands in addition to the 64 km-long coastline” that has numerous eminence resorts for cruising, “skiing, surfing, fishing, bird watching and golfing” (Haneef, et al., 2019).

Record-breaking architecture established beside historical residences. The Dubai Mall, with its “1,200-plus shops and 150 restaurants”, the place is hosting an “indoor theme park, an ice rink, a huge indoor waterfall and a multi-level cinema”. IMG, worlds of adventure, is the size of “28 football pitches with the latest and thrilling rides. VR PARK, located in “The Dubai Mall, Spanning 7,000sqm across two levels”, is the largest indoor VR Park in the world with more unbelievable practices. “IMG is the biggest outdoor park of its kind in the world, equipped with 22 rides and amusements in four themed worlds” (The Economic Times, 2019). Skydive in Dubai is the most prominent skydiving all over the world, providing a huge amount of facilities. Ski-Dubai is doing incredible activity which is “skiing in the desert”. It is considered as the most innovative tourist attraction in the Middle East. “Here, you can play with penguins, build a snowman, roll down the hills, ride the Twin Track Bobsled or explore a snow cavern” (PR Newswire, 2020)

The XLine is the longest zipline in the world. The XLine is one of the steepest and fastest ziplines around the globe and has multiple lines. (Government of Dubai, 2020) Dubai Frame is one of Dubai's latest innovatory that oversees 360 degrees views of both old and new Dubai. Legoland Dubai is the seventh Legoland Park in the world that covers “a total area of three million square feet and features over 40 interactive rides, shows, attractions and Lego building experiences”. It includes “six exceptional themed

lands". Jumble is the world's first indoor city labyrinth, lot of turns, and overwhelming contests (Zaki, 2018). Sega Republic is the first indoor theme park in the Middle East with five areas of amusement for kids including nine heart-stopping fascinations and 250 entertaining games (Diligent Media Corporation, 2011) The Palm Fountain at The Pointe has won the Guinness World Record for the World's Largest Fountain after a live streamed magnificent inauguration (WAM, 2020).

## **2.10 Expo 2020 – Dubai**

Dubai is a principal innovative destination in the region. Expo 2020 improved the implementation of the service sector, not only in Dubai, but on overall performance of the UAE in. Expo 2020 has a substantial continuing influence on Dubai and UAE even after its end. Dubai Expo 2020 is forecasted to invite about 25 million tourists from almost 180 countries during its duration of six months; around 71 per cent of them are probable to be created from outside the UAE. It will create actual employment vacancies. It is potentially introducing innovative tourist attractions and motivations for the tourism industry even for the whole region (Khan, 2020). Expo 2020 is a "once-in-a-lifetime" event that is covering 4.38 km<sup>2</sup> of land that is equivalent to 600 football arena. About 80 per cent of the constructions will continue to be the "District Smart City" which will be used by major international establishments to enhance the innovation in the region. The rest 20 per cent of the area will be leased to countries and institutions that plan to reuse it (Haneef, et al., 2019). The emirate of Abu Dhabi was stimulated by prosperous progresses in Dubai to enhance its tourism. Abu Dhabi represents a universal mixture of contemporary "arts and culture" by being the house of various cultural occasions like the "Arab World's first universal museum, the Louvre Abu Dhabi, the first ever Ferrari-branded theme park, Ferrari World, the extravagant Yas Waterworld, and the Yas Marina Circuit, hosting the thrilling Formula One Grand Prix race since 2009 (Bodolica, et al., 2020).

## **3. Research Methodology**

The Present Study adopts the quantitative method based on e-survey to collect data from respondents in the UAE. The sample framework of the study is the population of UAE. The study used convenient sample to collect data due to effects of COVID-19. The survey was prepared in English and Arabic and was sent to respondents using emails and social media to reach a wide range of population. Data were collected between April 2021 and May 2021. Regression model was utilized to test research hypotheses. The study has three main hypotheses. The hypotheses measure the destination selection (dependent variable) is affected by the role of creativity and innovation in developing the tourism products and services (H1), the tourism creativity and innovation contribution to the destination competitiveness (H2), and the impact of creativity and innovation of destination performance on tourism destination selection (H3). A total of 308 forms were collected from the UAE.

The questionnaire form included demographic data of respondents (gender, age and qualification). Thirteen statements were developed based on literature studies to measure the main four constructs of the research model using the five-point Likert scale (agree-disagree). Three statements were used to measure the Role of Tourism Creativity and Innovation in developing tourism products/ services; three statements were used to measure the role of tourism creativity and innovation in the competitiveness of a destination; three statements were employed to measure the impact of creativity and innovation on tourism destination; four statements were adapted to measure the impact of tourism creativity and innovation on the decision to choose a tourist destination. Data analyses were limited to respondents who travel regularly for tourism. Profile of respondents, mean values of respondents' perceptions, and measurement models' reliability are presented on table 5-7.



#### 4. Results and discussion

Table (2) shows that females are the dominant respondents (98.7%) versus 1.3% of males. This could provide evidence that women are more likely to travel to the UAE for the destination image as a shopping hub in the area.

**Table 1. Nationality of Respondents**

Nationality	Frequency	%
Uzbek	1	.3
Jordan	2	.6
UAE	267	86.7
KSA	1	.3
Sudan	1	.3
Iraq	3	1.0
Yemen	3	1.0
<b>Comoros</b>	2	.6
Syria	2	.6
Oman	2	.6
Palestine	5	1.6
Egypt	16	5.2
Mauritania	3	1.0
Total	308	100.0

**Table 2. Gender of Respondents**

	Frequency	Percent
Male	4	1.3
Female	304	98.7
Total	308	100.0

**Table 3. Academic Qualification of Respondents**

	Frequency	Percent
Secondary	73	23.7
University	217	70.5
Postgraduate	18	5.8
Total	308	100.0

Table (3) depicts that 70.5% of respondents has university education, 23.7% secondary education and 5.8% postgraduates.

#### **Table 4. The Role of Tourism Service Creativity and Innovation in Creating Potential Tourist Destinations**

Items	Mean	Std. Deviation	Attitude	Cronbach's alpha
Tourism creativity and innovation are among the most important factors that help in developing existing tourism products and services	4.29	.797	Agree	0.942
Creativity and innovation help to provide new tourist products and services	4.26	.826	Agree	
Tourism creativity and innovation increase the attractiveness of destination's tourist products and services	4.18	.855	Agree	

From table (4), it is found that respondents agree with the role of innovation in creating tourist products/ services. They agree that tourism creativity and innovation are among the most important factors that help in developing existing tourism products and services (mean=4.29), creativity and innovation help to provide new tourist products and services (mean=4.26), and tourism creativity and innovation increase the attractiveness of destination's tourist products and services (mean=4.18). All the standard deviation values are with the normal limits and do not affect results credibility. Cronbach's alpha value refers to scale reliability.

**Table 5. The tourism creativity and innovation contribution to destination competitiveness**

Items	Mean	Std. Deviation	Attitude	Cronbach's alpha
The tourist is attracted to the sightseeing whenever they are innovative and enjoyable.	4.21	.869	Agree	0.937
The concept of tourism creativity and innovation contributes to the tourist obtaining a multi-sensory experience	4.20	.815	Agree	
Creativity and innovation in tourism products and services increases the competitiveness of a destination	4.19	.839	Agree	

From table (5), it is found that respondents agree that tourist is attracted to the sightseeing whenever they are innovative and enjoyable (mean=4.21), concept of tourism creativity and innovation contributes to the tourist obtaining a multi-sensory experience (mean=4.20), and Creativity and innovation in tourism products and services increases the competitiveness of a destination (mean=4.19). All the standard deviation values are with the normal limits and do not affect results credibility. Cronbach's alpha value refers to scale reliability.

**Table 6. The creativity and innovation contribution to tourism destination performance**

Items	Mean	Std. Deviation	Attitude	Cronbach's alpha
Creativity and innovation in tourism products and services helps increase the market share of the tourist	4.15	.813	Agree	0.923

destination				
Creativity and innovation in tourism products and services is a source of high spending in tourism	4.14	.786	Agree	
Creativity and innovation in tourism products and services increases the attractiveness of tourism investments to the destination	4.15	.854	Agree	

From table (6), it is found that respondents agree that Creativity and innovation in tourism products and services helps increase the market share of the tourist destination (mean=4.15), Creativity and innovation in tourism products and services increases the attractiveness of tourism investments to the destination (mean=4.15), and Creativity and innovation in tourism products and services is a source of high spending in tourism (mean=4.14). All the standard deviation values are within the normal limits and do not affect results credibility. Cronbach’s alpha value refers to scale reliability.

**Table 7. The tourism creativity and innovation effect on the decision to choose a tourist destination**

Items	Mean	Std. Deviation	Attitude	Cronbach’s alpha
The tourist is attracted to visit the Emirati tourist destination to obtain a unique experience because of highly innovative and creative tourism products and services	4.15	.817	Agree	0.930
The diversity of innovative tourism products and services helps distinguish the identity of the Emirati tourist destination	4.15	.869	Agree	
Creativity and innovation in tourism products and services helps increase tourists' loyalty to the Emirati tourist destination	4.12	.874	Agree	
Creativity and innovation contribute to avoiding the US tourist destination for crises	4.07	.851	Agree	

From table (7), it is found that respondents agree that The tourist is attracted to visit the Emirati tourist destination to obtain a unique experience because of highly innovative and creative tourism products and services (mean=4.15), The diversity of innovative tourism products and services helps distinguish the identity of the Emirati tourist destination (mean=4.15), Creativity and innovation in tourism products and services helps increase tourists' loyalty to the Emirati tourist destination (mean=4.12), and Creativity and innovation contribute to avoiding the US tourist destination for crises (mean=4.07). All the standard deviation values are within the normal limits and do not affect results credibility. Cronbach’s alpha value refers to scale reliability.

#### 4.1 Hypotheses testing

Table (8) shows that there is a significant correlation between the research variables (R=.900). The coefficient of determination (.811) shows the impact of the three factors represented in developing an innovative tourism product, the role of innovation in the competitiveness of the tourist destination and the creativity and tourism innovation contribution to destination performance on tourist destination selection. These factors explain 81.1% of the change in the decisions of tourists to select destinations.

**Table 8. Correlation and coefficient of determination**

R	R square
.900	.811

Table (9) shows the significance of the effect on the decision to choose the tourist destination explained un table (8), where the value of F = 434.3, with a level of significance less than 1%.

**Table 9. Significance of regression**

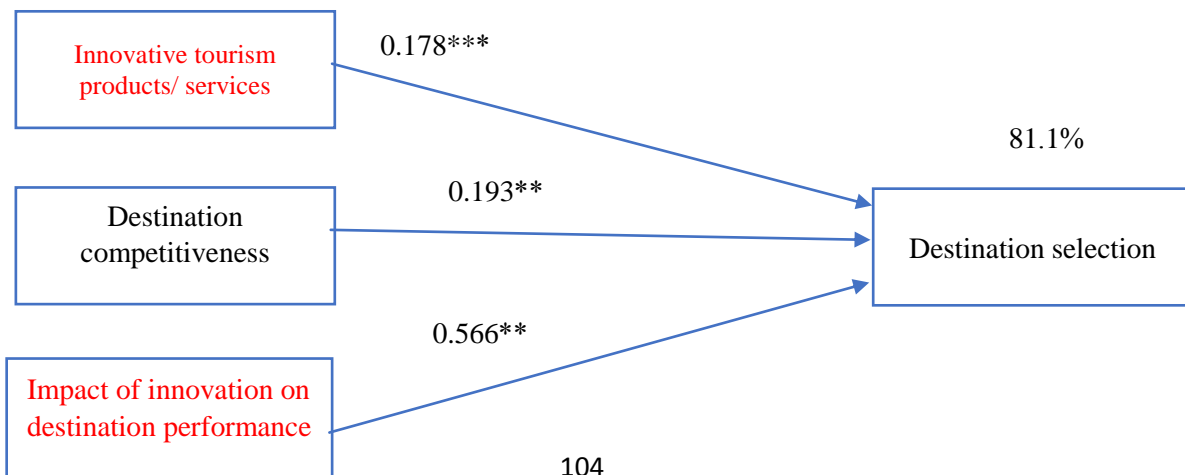
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	153.602	3	51.201	434.356	.000
Residual	35.835	304	.118		
Total	189.437	307			

**Table 10. Regression weights**

Constant	B	Std. Error	T	Sig.
	.221	.111	1.99	.048
The role of creativity and innovation in developing the tourism products	.178	.049	3.62	.000
The tourism creativity and innovation contribution to competitiveness of the destination	.193	.053	3.64	.000
The creativity and innovation contribution to tourism destination performance	.566	.056	10.03	.000

As for Table (10), it shows the role of innovation in developing tourism products and its impact on the tourist’s decision to choose the tourist destination, where the value of  $\beta = .178$  and  $p < 1\%$  and the first hypothesis is supported. Furthermore, tourist’s decision to select destination is positively affected by the role of innovation in increasing destination competitiveness where the values of  $\beta = .193$  and  $p < 1\%$ , which proves the validity of the second hypothesis, meanwhile the contribution of innovation to destination performance is significantly influencing the tourists’ choice of destination with the value of  $\beta = .566$  and  $p < 1\%$  and this proves the validity of the third hypothesis of the study. The three variables explain 81.1% of the variance in tourist’s selection of destinations. Figure (1) shows the research model of the study after testing the hypotheses.

**Figure 1. research model and hypotheses testing**



## **5. Conclusion**

To conclude this paper, innovation has positively perfected through various businesses such as trading, organizations, and tourism by enabling local and international development. It is definitely affecting the economy by the generation of employment opportunities. There are various potential prospects that innovation may provide to various sponsors in tourism sector. We should not misjudge the expected welfares subsequent from innovation as service innovation is a vital engine for tourism development.

UAE, being an international tourism hub, must implement inventive policies to attract to different tourists from various markets by providing varied innovative experiences. Travel agents may apply merging and acquisition with international major allies, institutes and universities to create innovative concepts. Tourism innovation depends nowadays on novel trends such as virtual tours and museums that can reflect the UAE's culture.

Thus, the aims of the study were met as it was proved that innovation and creativity in tourism could be a vital factor in creating potential destinations which were not on the tourism map regardless of having deep in history attractions. The UAE is a pioneer example of that phenomenon.

## **6. Research Main Findings**

1. There are many drivers for innovation including the need for change, stimulating market, and unique services and activities and methods of supply.
2. Collaboration and innovation are essential for tourism hard competition.
3. Tourism services and information innovation can be expanded by networks that afford the context for communications, teamwork and data sharing.
4. Leadership has a significant impact on staff creativeness as some leadership skills may affect innovation such as renovation, occupational, and realistic leadership.
5. Service innovation covers new service perceptions, new customer features and new service distribution organizations that use technology in a unique way.
6. Tourism service innovation add a great value to the tourist experience, make service providers more distinguished, and create more attractive destinations.
7. In order to facilitate tourism and hospitality innovation, education comes as one of the priorities.
8. Hospitality managers should be involved in the process of education development.
9. Innovation is a vital factor for tourism marketing through adapting program planning to the fluctuating climate and hiring enthused staff.
10. Cultural creativity is an essential factor for tourism particularly in regard to cultural tourism and its related types including creative lifestyle and management.
11. Recent types of tourism provide innovative tourism services that encourage responsible tourism.
12. Competitiveness is one of the elements for advancing innovation.
13. Challenges could make obstacles on the process of planning for tourism innovation.
14. Negative social impacts on tourism can affect both tourists' decision making and the society's way of living.
15. Innovation is required and should implemented on both airline and cruise industries,.
16. The UAE is a pioneer destination in introducing innovative tourist attractions
17. Dubai initiated a number of innovative entertainment projects that adapt with the recent competitive markets
18. Travel agents are under strong pressure and look for progressively higher standards of innovation for their services due to market competition.
19. It is essential to create a unique tourist experience by innovating programs and tours.
20. The application of virtual reality in the tourism industry will enhance the process of innovation in the industry.

21. UAE introduced a “National Innovation Strategy” aiming of make the country a Smart Innovative Hub.

## 7. Recommendations

1. It is essential to emphasis on innovation as a unique incentive for tourism development planning.
2. Tourism education institutions should be involved in the innovation process and they are recommended to benefit from tourism experts.
3. Tourism managers should be involved in the process of education development; they need to be engaged in the formulation of curriculum as they can provide live examples of their expertise.
4. Tourism employees’ innovative ideas and their contribution in decision-making should be put into consideration when planning for innovative business climate.
5. Diversity of tourism types is a must for innovative tourism to attract a variety of tourists’ segments.
6. It is necessary to encourage innovative tourism marketing to subsidize the competitive efforts and to adapt to the fluctuating environment.
7. The tourism related institutions should sustain small travel agencies to create an environment of innovation.
8. Destinations must value Cultural creativity as an essential factor for tourism particularly in regard to cultural tourism and its related types including creative lifestyle and management.
9. Destinations should benefit from Tourists’ favorable impressions on the society by promoting for some essential morals and should avoid other implications that could be negatively influencing the local community as they contradict the destinations ethics.
10. Innovation is required and should be implemented in airlines and cruise sectors.
11. Tourist destinations should provide unique services to adapt with the recent competitive markets.

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