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INTRODUCTION

At the present stage, international tourism is one of the promising areas, in particular the economic activity of many countries. It is known that the tourism business accounts for 7% of global exports of goods and services, second only to revenues from exports of oil, petroleum products and automotive.

Relevance of topic. Recently, Turkey, Egypt and UAE (United Arab Emirates) have become a major tourist centers, which are very popular with those who come here to spend their holidays. Those fabulous countries combine European lifestyle and oriental flavor. These countries have a rich centuries-old history, there are well-preserved architectural structures and entire cities of different historical periods. Holidays in Turkey, Egypt and UAE will give you a lot of unforgettable experiences, a high level of service will provide comfort from hotels to beaches and ski resorts. Holidays in Turkey, Egypt and UAE are warm and clean sea, beautiful beaches, as well as a large selection of entertainment: diving, rafting, sailing, jeep safaris, downhill skiing, water fun in the scuba and more. Turkey, Egypt and UAE are countries which produce diversity management of tourism, where a rich culture, strengthened by deep national traditions, hospitable and wise people are always ready to help and provide a good service.

The market of tourist services due to its complexity is very difficult to analyze and forecast, as its development depends on the state of functioning for all sectors of the national economy and international relations. The following outstanding scientists have made a significant contribution to the study of the problem of the tourism industry: O. Quarter, R. Barton, F. Kotler, M. Porter, N. Taylor, J. Holloway and others.

The purpose of the work is a comprehensive study of the tourism industry in Turkey and its impact on the country's economy at the present stage on example of the «Rixos Hotels Collaboration» enterprise (Turkey), the «Orascom Hotels» enterprise (Egypt), the «Burj Al Arab Hotels» enterprise (UAE).

The objectives of the work is a critical analysis of Turkey, Egypt and UAE's experience in organizing tourism activities and development of proposals to improve the management of market processes in tourism on example of the famous hotels collaborations of each country.

The object of the study is diversity tourism management in Turkey, Egypt and UAE on example of the Rixos Hotels collaborations, the «Orascom Hotels» enterprise (Egypt) and the «Burj Al Arab Hotels» enterprise (UAE).

The subject of the study is the tourism industry of Turkey, Egypt and UAE and its impact on the economy of cranes on example of of the Rixos Hotels collaborations, the «Orascom Hotels» enterprise (Egypt) and the «Burj Al Arab Hotels» enterprise (UAE).

Overview of the problem. Today, Turkey, Egypt and UAE occupy a leading position in the world market of tourist services, which is the result of effective tourism policy of the states and, as a consequence, the functioning of the established national market of tourist services. For the purpose of detailed analysis the model of the organization of tourist activity in these countries was constructed – with allocation of the corresponding subsystems (institutional environment; destination; tourist flow; region generating tourist activity; logistic circle of tourism) on the basis of which offers on improvement of the organization of tourist activity were formulated.

To achieve this goal, the following issues that need to be addressed:

- to characterize the impact of tourism on the country's economy;
- to characterize the diversity tourism management in Islamic countries;
- to determine the diversity management in tourism sector;
- to reveal the potential of tourist resources of Turkey, Egypt and UAE on example of the famous hotel collaborations;
- to analyze the current state of development of the tourism industry in Turkey, Egypt and UAE;
- to analyze the diversity tourism management in Turkey, Egypt and UAE;
- to determine the impact of the tourism industry on the countries' economy;

- to consider the general prospects for the development of the tourism industry in Turkey, Egypt and UAE on example of the hotels collaborations.

Research methodology. Abstraction, formalization, analysis and synthesis, induction and deduction, generalizations, etc. At the theoretical level, we conducted a logical study of the collected facts, drew conclusions and offered our own recommendations.

The following **sources of information** were used in writing the work:

- scientific journals;
- guides;
- electronic resources
- web pages of hotels.

The work consists of an introduction, three sections and conclusions to them, one of which is theoretical and two – practical. The work ends with general conclusions, a list of used sources used and annexes.

SELECTION 1. THEORETICAL ASPECTS OF CULTURAL DIVERSITY MANAGEMENT IN TOURISM

1.1 Essence of cultural diversity management

Diversity or cross-cultural management is an integral part of the human resource management system, which provides the development of technologies for teaching effective business in a multicultural environment in order to prevent intercultural conflicts. Doing business in a variety of cultures, languages, especially to implement large projects – is not only time consuming, but also quite difficult in terms of cross-cultural management. For example, the construction of nuclear power plants, factories and other facilities in foreign countries requires a good knowledge of not only the language but also the national customs and culture of the host country.

Over time, the diversity of cultures, practices of international projects is increasing, however, the need for diversity management as a tool for effective decision-making in terms of cultural and linguistic differences and features. The influence of cross-cultural management on the use of human resources intensified in the late twentieth century in connection with the acceleration of business globalization and integration of tourism.

There are three main stages in the development of diversity management.

The first of them is characterized by studies of problems at the global, transnational level in connection with the increased penetration of large national companies in the markets of other countries. At the first stage, the main object of study were the models of cultures of individual countries, developed by many generations. These value systems cannot be changed without harming the culture of the nation. Therefore, research was aimed at developing technologies for "smoothing" cultural features.

The second stage of the study of diversity management is characterized by the development of theories and typologies of corporate cultures related to the process of

international division of labor. As a result of research of this period, a significant influence of national cultures on the forms of management and types of organizational behavior was revealed. In this regard, it became obvious that the change of corporate cultures in order to increase economic efficiency can be associated only with the study taking into account the peculiarities of the national mentality of people, language, culture, customs.

At the third stage of development of diversity management the central place was taken by research of diversity of cultural features and interaction of cultures, transformation of traditional concepts of personnel management into qualitatively new conceptual approaches to human resources management taking into account international differences.

Modern international management of tourism considers culture as an organizational resource, and cultural differences, as a form of organizational knowledge, encourages the solution of international cultural problems. Thus, in the system of human resources management, the cultural characteristics of a nation become one of the reserves of development of the organization, which objectively causes the need to consider this range of problems not only at the applied but also at the theoretical level.

There are two groups of problems. The first is the difficulties of workers who have been abroad for a long time on business trips, working abroad under employment contracts, and others. Such difficulties may include language barriers, misunderstandings at the level of principles and standards of behavior of the problem of adaptation to life in another country, and others. The second set of problems is related to the strategies of companies that open branches in other countries (with a different culture) and do not take into account these national characteristics, which ultimately leads to significant economic losses.

Diversity tourism management as an important area of science of human resource management solves these problems at the macro and micro level by:

- management of cultural diversity - differences in business cultures and their value systems;
- determining the causes of intercultural conflicts, their prevention or neutralization;
- development of methods of tourism management at the junction of cultures, as well as teams of employees of different cultures;
- development of cross-cultural technologies;
- formation and development of intercultural competencies of managers in order to increase the efficiency of the organization in the context of tourism globalization, etc.

Currently used methods of teaching diversity or cross-cultural management include education, orientation and training. Cross-cultural education is the acquisition of knowledge by studying literature, watching movies, listening to lectures. To some extent, this method of acquaintance with the problem can mitigate the culture shock in real conditions, but it does not solve the problem in general. Cross-cultural orientation is the use of cultural assimilators - prepared patterns of behavior that consist of describing situations in which characters from different cultures interact. Each situation has interpretations from which to choose the most correct. Cross-cultural training is a method of active developmental learning, well adapted to the goals of real business. It allows you to develop practical skills of intercultural interaction, prepare and overcome the negative effects of culture shock.

The applied nature of these methods does not reduce their value, although it is obvious that they require theoretical and methodological support.

The internationalization of business and the economy, despite all the existing advantages, has become a global problem. Enterprises are becoming more international, and business schools are increasingly emphasizing the need to internationalize the views of managers. In relation to existing organizations, this means the need to take greater account of differences in national cultures.

Tourism Entrepreneurship goes far beyond the national framework, attracting more and more people with different cultural horizons. As a result, cultural differences are beginning to play a growing role in organizations and have a stronger impact on business efficiency. Hence the cross-cultural problems in international business of tourism – the contradictions in working in new social and cultural conditions, due to differences in stereotypes of thinking between certain groups of people.

The formation of human thinking occurs under the influence of knowledge, faith, art, morality, laws, customs and any other abilities and habits acquired by society in the process of its development. You can feel these differences only when merging with a new society –the bearer of another culture.

In international business of tourism, the factors of the cultural environment create the greatest difficulties. That is why the correct assessment of differences in national cultures and their adequate consideration are becoming increasingly important. The complex and multilevel structure of culture, which determines the diversity of its functions in the life of each society, also forces us to pay attention to the factors of the cultural environment.

The national business culture significantly affects various aspects of the organization's life – approaches to leadership and attitude to power, style of negotiation, perception and implementation of laws, planning, forms and methods of control, personal and group relations of people, etc. The large number of existing national business cultures in different countries, the growing openness of markets, globalization trends in the world economy necessitate multifaceted research and consideration in practice of cross-cultural specifics of doing business.

Knowledge of value systems, behavioral patterns and stereotypes, understanding of national and international characteristics of people's behavior in different countries significantly increase the effectiveness of management, enable mutual understanding during business meetings and negotiations, resolve conflicts and prevent new ones. That is why the management of the firm, which takes place on the border of two or more different cultures, is of great interest to both scholars and practitioners and today

stands out in a separate branch of international management - cross-cultural management.

Diversity management of tourism is the management of relations that arise on the border of national and organizational cultures, the study of the causes of intercultural conflicts and their neutralization, clarification and use in the management of the organization patterns of behavior inherent in the national business culture.

Effective diversity management means doing business together with representatives of other cultures, based on the recognition and respect of cross-cultural differences and the formation of a common corporate system of values that would be perceived and recognized by each member of a multinational team. It is a question of formation of the specific corporate culture which would arise and on the basis of national business cultures, harmoniously combines separate aspects of culture of each nation, but did not completely repeat any of them.

Figure 1. [7. 16p.]

Cultural diversity management program example



Culture – a systemic, diverse category, which includes economic, legal, political, business and other types (subsystems) of culture. The subject of cross-cultural and international management of tourism is primarily business culture.

Business culture is a system of formal and informal rules and norms of behavior, customs, traditions, individual and group interests, characteristics of employee behavior, leadership style, etc. in organizational structures at different levels. National business culture includes norms and traditions of business ethics, norms and rules of business etiquette and protocol. It always reflects the norms, values and rules inherent in a given national culture.

National business and corporate cultures interact closely with each other. Cultural differences are found in all areas of organizational activity, so managers must develop tactics of business and their own behavior so that through respect, understanding and consideration of the cultural characteristics of the local population to succeed in each country, and business communication was mutually beneficial. After all, people who belong to different cultures can work in one organization, have a common ultimate goal, but different views on the ways, methods and interaction in the course of achieving it. Therefore, the behavior of some seems wrong, irrational to others. And the task of international managers is to promote successful communication: to set priorities, rational approaches, manage employee behavior and guide it in accordance with the basic principles of international cooperation. Managers must ensure clear interaction of all structural units, branches, people in each working group and between them, to establish interaction with external organizations, infrastructure. In addition, they should facilitate the implementation of plans not only in individual markets, but also in the global economic space. In terms of interaction, interpenetration of different markets, management must be sensitive to the collision, interaction and interpenetration of different cultures.

With the expansion of international activities and influence in foreign tourism in various areas of the country, the number of new customers and partners is growing significantly. Two tasks become urgent:

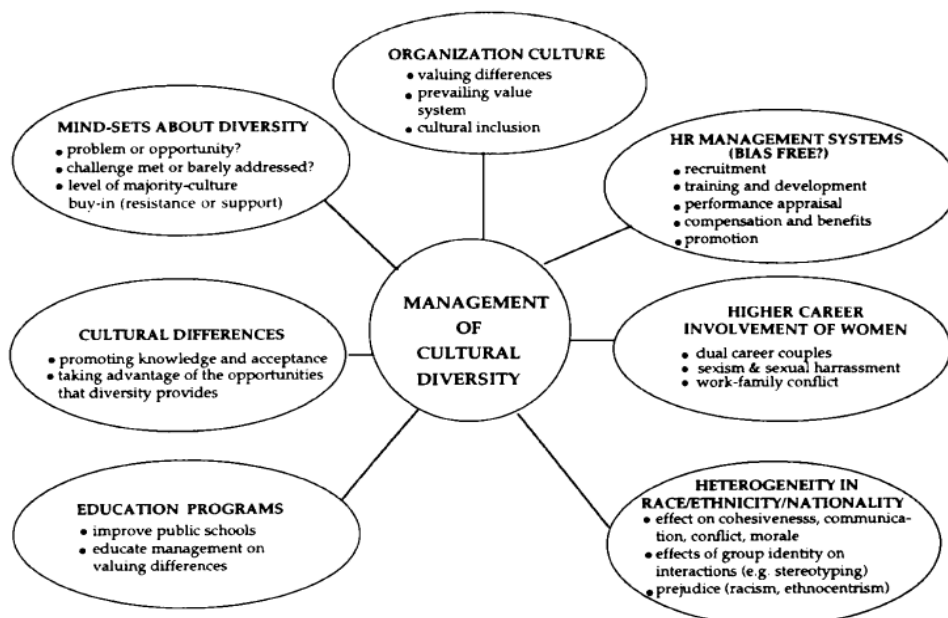
- 1) understand the cultural differences between "us" and "them" and the forms of their manifestation;

2) identify similar features between cultures and try to use them to achieve their own success.

Thus, it is clear that success in new tourism sector largely depends on the cultural adaptability of the hotel, its employees: tolerance, flexibility, ability to value the beliefs of others. If this is followed, it is obvious that successful ideas can be applied to international practice and will be more effective.

Figure 2. [7. 43p.]

Management of cultural diversity



As you know, the first studies of the interaction of national business cultures were based on individual observations and experience of businessmen-practitioners and

consultants on international issues and were often formulated in the form of rules for conducting international business:

- there are no bad cultures, there are different cultures;
- an international business, the seller (hotel) must adapt to the culture and traditions of the buyer (customer);
- visitors, guests must adapt to local culture, traditions and customs;
- you can not contrast and compare local culture and the culture of their own country;
- you can not condemn another culture, ridicule its manifestations;
- you should never stop watching and learning;
- you need to be as patient as possible with your partner.

S. Robinson identifies three main approaches to determining the role of the cultural factor in international tourism business and, accordingly, the conceptual areas of cross-cultural research:

1) Universalist approach – based on the fact that all people are more or less the same, the basic processes are common to all. Culture determines only how they will manifest, what shape they will take. Therefore, all cultures are also basically the same and can not significantly affect the efficiency of doing business. The universalist approach focuses on common, similar features of management in different countries.

2) Economic-cluster approach - recognizes the differences of national cultures, but does not recognize the importance of taking them into account in conducting international business. Explains the existence of common features and differences in national management systems achieved level of economic development. Managers must first analyze the economic characteristics of doing business.

3) Cultural-cluster approach - based on the recognition of the multifaceted impact of national culture on management and business, the need to take into account this impact and use the benefits of intercultural interaction to improve the efficiency of international activities. All of these approaches enrich our understanding of management processes in a cross-cultural context. [11. 64p.]

1.2. Features of cultural diversity management in tourism

The interrelated factors of the functioning and development of tourism organizations affect all the elements that exist in the middle of it. For example, the introduction of a new automated diversity tourism management control technologies can provide great benefits. But for effective use of this new one technology for a tourism organization needs people with certain newcomers. Coordination is important in diversity tourism management. If management does not create specific coordination mechanisms, employees cannot be invited to start working together. Without proper employee coordination can be an intermediary to ensure the owners' own interests, not the interests of the organization in general.

Formation and communication of the purpose of the tourist organization in general and in each of its subdivisions there is only one of the fictional ones coordination mechanisms. Each tourism management function plays a role in coordinating this activity. Tourism managers must be clearly aware of their responsibilities on coordination and their actions for tourism development. The success of the tourist organization can also be significantly reflected from forces external to it, acting at the global level. In today's sophisticated setup for efficient execution diversity tourism management functions require knowledge and understanding of the operation of these external factors. And decided the role in the development of tourism play internal factors. Many factors in the development of tourism can affect efficiency of the organization. The relationship of tourism factors – the level of force with which changing one factor effects on other factors. A change in any one factor can cause others to change.

The complexity of diversity management of tourism is primarily that the consequences of the interconnection of its components are difficult to predict and predict. The complexity of tourism is the number of factors on which tourists the organization is obliged to respond, as well as the level of variability of each factor. Given the number of factors on which the tourist the organization must respond if it is pressured by

government regulations, several stakeholders and accelerated technological change, it can be argued that this organization is in a more difficult position than other organizations, in which fewer similar factors. By indicators variety of factors in more difficult conditions will be and the tourist organization, which uses many different technologies that are developing faster than the organization, which fails to do so.

One of the important factors of diversity management of tourism is its rapid development. Tourism is changing at an increasing rate. Given the complexity of functioning in a transient environment tourism, the tourism organization or its departments must rely on a variety of information to make effective decision. A certain disadvantage in terms of the amount of information that has an organization, there is a vague definition of tourism. If the organization has little information or has doubts about its accuracy, tourism becomes less definite. As the development of tourism becomes more and more global problem, more and more information is required, but confidence in its accuracy is declining. And what the more uncertain tourism is, the harder it is to take effective one's decision. In addition, it should be borne in mind that the solution is choice of alternative.

Decision making is part of the tourism manager's daily work. It affects all aspects of management. Decision making is an integral part of the management of any organization. The effectiveness of organizational decisions, competence in the field of tourism distinguishes a manager from a non-manager, even more – a manager who works effectively, from an inefficient manager.

Decisions require organization, clarity, responsibility, systematization of actions, etc. Specialists classify them on the following grounds:

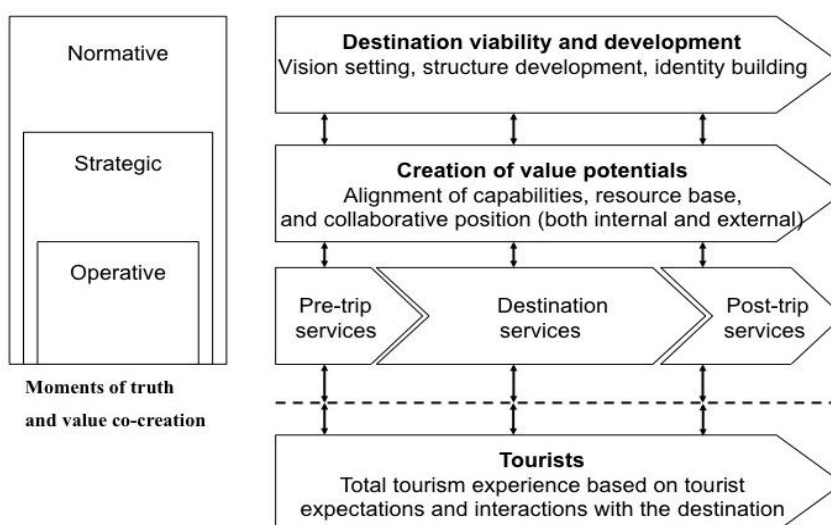
- by scope – general (for the whole organization), partial (for specific departments, services, problems, etc.);
- by duration of action – perspective, current;
- by level of acceptance – at the highest level of management, on middle management, lower management;

- by the nature of the tasks performed – organizational – programmed with a small number of alternatives, organizational unprogrammed and caused by new or unknown factors and situations that are compromised (must balance the contradictions that arise);
- by way of substantiation – intuitive (based on feelings of the manager in the correctness of the choice), such that are based on judgments (opinions, considerations, conclusions), rational (justified by objective analytical processes);
- by methods of acceptance – individual, collegial (developed by a group of specialists and adopted by the relevant group of managers), collective (adopted by the general meeting).

Successful decision-making in diversity tourism management occurs under the conditions of use of rights, powers, obligations, competence, responsibility. Everyone can have the right to make decisions managers, but only certain groups of them make specific decisions. Powers characterize the boundary between groups managers in decision making. For example, bosses departments of the tourist organization cannot make decisions which, according to official duties, can be made only head of the organization.

Figure 3. [33. 432p.]

Structure of diversity management of tourism



Mandatory requires the manager to make a mandatory decision if the situation requires it organizations. Competence reflects the skills of the manager make qualified decisions. Responsibility requires application of certain sanctions against the manager as a result of making a wrong decision. Organizational solutions are most often used in tourism. Organizational decision – is the choice of their manager responsibilities as a leader. The purpose of the organizational decision is to provide ways to achieve the goals of the organization. Therefore, the most effective organizational solution is the choice that will be implemented in practice and will make the greatest contribution to achieving the ultimate goal.

1.3. Methodical approach cultural diversity management in tourism

The planning process at the cultural diversity management in tourism is the foundation of its management. The dynamic planning process combines all the management functions of tourism. Without taking advantage of planning, tourism organizations as a whole and their individual employees will be deprived of a clear way to assess the purpose and directions of their activities. In addition, the planning process provides a basis for personnel management of tourist organizations.

Tourism planning is a system of actions and decisions that lead to the development of specific strategies aimed at achieving the goals of tourism organizations. Planning is the main tool of diversity tourism management. As a leading functional subsystem in the tourism management system, it relies on the performance of other subsystems and, at the same time, actively influences them, first of all – on subsystem, which covers measures to improve the efficiency of tourism.

To prioritize costs when planning it is advisable to use the expert method in parallel estimates. For the effective development of the tourism industry you need to consider and plan all costs, as well as the economic effect. In the conditions of deepening and strengthening of market the role of the plan as a key link in management is growing the whole system of tourism. When planning tourism are used in the first place such methods as balance, analytical, normative, mathematical modeling, etc. A very

important area of improvement in the tourism planning system is the program-target method. Program associated with resources, deadlines, executors of the system of activities that are performed regardless of industry affiliation to achieve this goal.

Diversity management activities in the framework of planning. On mind professionals, the planning process is a tool that helps in making management decisions. They distinguish four main types of management activities in the framework of planning: resource allocation, adaptation to the external environment, internal coordination, organizational strategic foresight.

1. The distribution of resources combines the distribution of limited and scarce resources of the organization (funds, technological experience, qualified management).

2. Adaptation to the external environment covers all actions strategic nature, which improve the relations of the tourist organization with the external environment. Tourism organizations need to adapt to both opportunities and dangers, consider appropriate options and to ensure effective adaptation to the external environment. Planning of tourist organizations is aimed at creating new opportunities through development better tourist systems to improve interaction with the external environment.

3. Internal coordination is the coordination of activities tourism organization in order to achieve effective integration of domestic operations. Ensuring effective internal operations in tourism organizations is an integral part of management.

4. Organizational strategic foresight aims implementation of systematic development of thinking of managers by forming a tourism organization that can learn from past strategic decisions. Ability to learn on experience allows the tourism organization to properly adjust its strategic direction and increase the effectiveness of strategic management.

The management of the tourist organization conducts the diagnostic stage of the planning process. First of all, attention is paid to study the tourism industry. The latter is rated for three parameters:

- the factors influencing various aspects are estimated current strategy;

- determine the factors that threaten the current strategy of the tourist organization;
- the factors contributing to achievement of the main purpose of the tourist organization by adjustment of the plan are revealed.

Environmental analysis is a process, by the way whose plan developers control factors external to the tourism organization to identify opportunities and threats to it. It gives the travel organization time to anticipate opportunities, time to develop a case plan unforeseen circumstances, time to develop an early system warning in case of possible threats and time for development strategies that can turn previous threats into profitable opportunities.

Improving tourism development planning. One of the main directions of improving tourism development planning are strengthening the perspective nature of planning tourist economy. The purpose of long-term development forecast of tourism development is to provide reliable information about possible changes in the tourism industry under the influence changes in the external environment and appropriate ways to optimize tourism development. To do this, you need to develop how at the level of the economic complex as a whole and individually regions methodology for influencing the dynamics of natural resources capacity on the pace and proportions of tourism development, and also a methodology for assessing the impact of the pace and proportions of development farms for the tourism industry.

It is necessary to establish a system of generalizing characteristics of economic efficiency of tourism, through which the mutual coordination and linking of preplanning and planning documents will be performed. To the generalizing characteristics include: target integrated indicators of tourism development; balances of important types of tourist resources; basic parameters of tourism development, including cost evaluation of dads; indicators of economic efficiency of investments in tourism development. Another important way to improve planning is ensuring a closer link between the tourism development plan and the prospects of scientific and technological progress. This is of great importance for the development and implementation of new equipment and technology, as well as for the evaluation of

effective options for technical solutions, who perform only tasks for the development of tourism. Great the role here is played by the complexity and coherence over time of investment and construction programs that ensure the implementation of tourism development.

To ensure the successful development of tourism are necessary professional workers, respectively trained in the system of secondary special and higher education. Like any branch of the economy, the tourism industry needs constant updating of highly qualified personnel: organizers and administrators domestic and international tourism, guides, economists, lawyers, service professionals. The current state and prospects of tourism development are extraordinary sharply raise the issue of training specialists in tourism and sightseeing. This problem is successfully solved in many countries where the tourism business is supported by parties of the state, governmental and non-governmental tourist organizations. Here, entrepreneurs understand that successfully withstand growing competition is possible only through high quality travel service, the level of service of each of them, first of all, from the ground special training of the personnel.

For the first time, personnel for tourism began to train in Switzerland (1893). Today this country has more than 330 educational institutions, where about three thousand teachers and 20 thousand students from different countries study tourism there. Turkey and Egypt and UAE provide study in institutes that trains highly qualified people specialists for the hotel and tourism industry for three areas: hotel directors, hotel administration and heads of tourist offices. At the Higher School of Economics and Factors of functioning and development of tourist organizations in Turkey hotel training in the capital there is a seminar on problems international tourism. Studying here is equated to a university course.

Students of the Faculty of Tourism, University of Istanbul, specializing in tourism, study a number of disciplines on the theory and practice of tourism. And after his graduation young people work in institutions of the corresponding profile. Most

graduates of the School of Philological Translators faculty of the University of Istanbul later worked in apparatus of international tourist organizations.

There are many special tourism schools in Egypt. Leading in the system of professional training of qualified personnel in this area are specialized schools of tourism management, as well as special faculties at universities in Egypt and other countries.

The training of personnel is at a high level for the hotel industry in Egypt, but the largest centers of specialized training are individual faculties at Cairo Islamic university. One of the most famous and authoritative is the School of Hotel Management Alexandria university, which has existed since 1922. It should be noted that in Egypt remote and correspondence forms of training for the tourist industry are widespread enough.

In UAE, tourist staff has been trained since 1980. The capital of the country has a training institute for tourism. In UAE there are two types of hotel schools: vocational and higher technical hotel schools, which professionally prepare for work in the hotel and restaurant industry. A well-known training center tourist staff in UAE is the Academy of Foreign Tourism, which trains highly qualified personnel for various sectors of the tourism industry.

Every organization has a constant need for high productivity of its employees. One of the effective ways achieving this goal is the recruitment and selection of the most qualified and capable new employees. To be achieved by employees high-performance management should systematically educate and train employees, helping to fully unleash their opportunities in the tourism organization. To provide best level services all tourism organizations after taking to work new candidate, who just finish university, is making a training program.

Training is about teaching employees the skills that give the chance to raise productivity of their work. The final the purpose of training is to ensure that your organization is sufficient the number of employees with the skills and knowledge required to achieve high productivity. Training is required in three main cases. First,

when a person goes to work in a certain organization. Second, when an employee is appointed to a new position or when he is assigned new job. Third, when the inspection found that y the employee lacks the knowledge and skills to be effective doing their job.

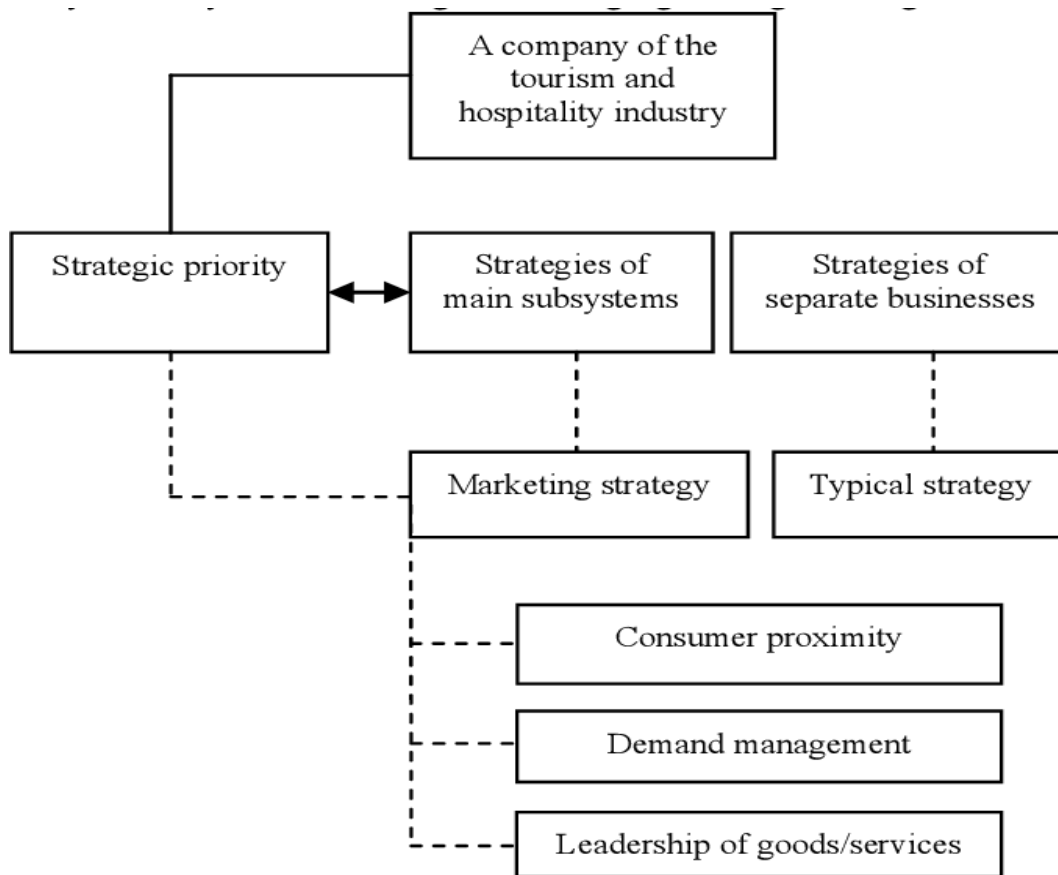
Tourism as an object of management can act as an independent system, as well as an element of complex systems or complexes created in the process of human economic activity. These systems are characterized by extensive connections between the constituent elements and their reactivity to change market conditions and technologies. The organization of tourism is a certain combination and connection in space and time of personal and social elements of tourism, that is, people, tools and objects of labor, based on existing ones volumes and nomenclature of tourist services established standards, existing tourism needs to achieve in certain time and terms of the largest economic and consumer results.

Both state organizations and are involved in the organization of tourism private individuals. Currently, the tourism system has several subsystems and departments that have their own material and technical base for the development of tourism (vehicles, tourist accommodation, catering establishments, etc.).

Tourism management is a set of actions aimed at maintenance and improvement of the organizational system of tourism (established functional and territorial structure, the order of movement of elements of the tourist economy in time and space) for the purpose of continuous functioning of tourist farms to achieve maximum results per unit cost.

Figure 4. [33. 430p.]

Diversity tourism management industry



All considered indicators are in inseparable unity. Each of the indicators performs one of the functions and characterizes only one side of economic activity. And only in the system they can give a complete picture of the organization in quantitative and qualitative terms. As a rule, there are indicators that are influenced by many factors simultaneously. And so it is wrong to say about the work of a tourist enterprise only one, even very important indicator. It is impossible, for example, only on the sizes and dynamics of profit to draw conclusions about quality of work of a camp site. Here you can not ignore the quality of tourist service.

PRACTICAL ASPECTS OF CULTURAL DIVERSITY MANAGEMENT OF TOURISM IN ISLAMIC COUNTRIES

2.1. Organizational and economic characteristics of tourism management in Islamic countries

Turkey, Egypt and the United Arab Emirates are Islamic countries that are famous by their quality and comfort of stay, openness and tolerance for all its residents and guests, regardless of nationality and religion. At the same time, the country is different from other parts of world with its traditions and requirements for visitors. Therefore, the real realities and the level of the possible responsibility remains hidden.

Every day a large number of people from around the world come to Turkey, Egypt and the United Arab Emirates from for leisure, to visit family and friends, business and employment opportunities. Among there are many of them who, being in the country for for several years, he could not even know or guess about the important rules of stay, local law, customs and rules of conduct, which must be strictly adhered to. Regardless of the planned purpose of the trip, the main norms of local legislation, customs and rules of behavior that must be strictly adhered to, travelers must know. When traveling to another country, you should always remember your homeland, but respect attitude to a foreign country, its laws, culture, customs and traditions will provide a really comfortable and safe stay.

Brief information about the rules behavior in the country (Note: for violation of the above rules provided inevitable administrative and criminal liability in in the form of fines and / or imprisonment and / or deportation)

Recommendation:

- 1) abstinence from alcohol in public places;
- 2) the purchase of alcoholic beverages occurs in the appropriate places under the appropriate license (for UAE, in Turkey and Egypt different);
- 3) use of closed clothing and avoid demonstration excessively naked body in public
- 4) avoidance of transportation of much medicines;
- 5) avoidance of transportation of goods and things, received from outsiders;
- 6) avoid video and photography without proper instructions on the territory and permit;
- 7) avoiding the manifestation of feelings and physical contact in public places.

Completely forbidden:

- 1) employment during the stay on a tourist visa;
- 2) disrespect for the local population and religion;
- 3) a clear manifestation of aggression and disrespect;
- 4) drunk driving;
- 5) photographing the local population, especially women, without their permission;
- 6) appropriation of found things, such as mobile telephones, cash, jewelry, etc.;
- 7) use of counterfeit currency (import of unverified banknotes).

«Halal» cultural industry and its connection with tourism

In Islam, the spirituality of people and the purity of their souls are very attached to food and the drinks they consume. Since the Qur'an calls for food to be Halal and Tayyib (pure), and services, consumed by Muslims in accordance with Sharia roils, this requires producers of goods and services production of the highest quality products that meet by Muslim standards. It should be noted that demand for such quality and certified food, some types of goods and services by non-Muslims is also growing. In due to the development of international halal tourism, there is a question about the possibility of providing traveling Muslims with consumer goods and services Halal in any tourist destination. At the same time, the availability of Halal food and services in a certain tourist destination stimulates and motivates Muslims to travel and rest in this destination. That is why there is a need for thorough research of modern globalization processes in the world and regional markets of halal goods and services as a factor in the development of international halal tourism.

The global market for Halal goods and services has emerged as a new growth sector in the world economy, which has a strong position and spread in developed countries. Most promising markets for Halal products are the fast-growing economies of Asia, the Middle East, Europe and of America. Based on a growing consumer base in many parts of the world, the Halal industry should become competitive driving force in world international trade.

The conditions for this are the rapid growth of the young and large Muslim population throughout the world. The growth rate of the Muslim population over the next two decades is projected about twice as high as the non-Muslim population. According to the global Pew Research Center, 83% of respondents out of 42 Islamic countries considered religion very important in their lives. [3. 485.p]

First of all, it must be said that the Islamic system of consumption is different and unique in comparison with other ethnic consumption systems. The world community has already begun to understand the importance of the needs of Muslims to food and other consumption according to the rules of Shari'ah, known as Halal. Certified food Market Halal products is growing rapidly, both domestically and internationally. Every Muslim should be sure that what he consumes comes from the source of Halal.

Islam is a natural way of life and covers the concept of an economic system based on human cooperation and brotherhood, which is based on uniform laws of consumption for all Muslims. Halal consists of everything that is free from any component that a Muslim is forbidden to consume. This can be classified as «no pork», including nutrients such as gelatin, enzymes, lecithin and glycerin, as well as additives such as flavors and colors.

It is important for the world community to recognize the potential of the Halal industry. This is due to the fact that investment billion dollars in the new Halal industry can contribute to the further development of the world economy as well as it could help solve some of the long-standing problems facing the Muslim community. Halal economy and market opportunities of the Muslim world. Halal industry is developing rapidly. According to the global Islamic economic report 2017/2018, made by the authoritative media agency Thomson Reuters in cooperation with DinarStandard, the global expenditure of Muslims on food and beverages in 2016 amounted to 1.2 trillions of dollars. According to their estimates, by 2022 this figure will reach 1.9 trillion US dollars.

The report identifies Muslim countries with the highest spending on food and beverages 2016: Indonesia (\$ 169.7 billion), Turkey (\$ 121.1 billion), United States (\$

111.8 billion), Egypt (\$ 80.9 billion), Bangladesh (\$ 71.1 billion), Iran (\$ 59 billion), Saudi Arabia (\$ 48 billion) and UAE ((\$ 45 billion).

Table 1. [11. 143p.]

Food costs outcomes in Islamic countries

Year	Country	Food costs outcomes
2016	Indonesia	\$ 169.7 billion
	Turkey	\$ 121.1 billion
	United States	\$ 111.8 billion
	Egypt	\$ 80.9 billion
	Bangladesh	\$ 71.1 billion
	Iran	\$ 59 billion
	Saudi Arabia	\$ 48 billion
	UAE	\$ 45 billion

The Pew International Research Center has estimated the number of Muslims worldwide will continue to grow, remaining the second largest religion until 2050, and reduce the gap between Christianity (the world's largest religion) and Islam every decade. This is especially true for countries as Indonesia, as the Asia-Pacific region continues to hold the third largest population Muslim population after Africa in the Middle East and sub-Saharan Africa. Significant growth of the Muslim population in Europe is also expected. This is confirmed by the results Pew Research Center, which predicted that the Muslim population in Europe would grow from 5.9% in 2010 to 6.8% in 2020, 7.8% in 2030, 9% in 2040 and 10.2% in 2050. Accordingly, the market for Halal products Europe is growing, according to Pew estimates, from 10 to 20 percent annually, depending on the products included in the review. This demand, according to experts, is due to the general desire of the growing Muslim population to comply with the rules and rules of Sharia [11. 147p].

Despite the fact that the halal industry is concentrated in the Muslim market and all the largest importers of halal products and beverages are mostly Muslim countries, the largest exporters are non-Muslim countries. According to research by the Dubai Center for Islamic Economic Development and Thomson Reuters, 2016 statistics show that the largest exporter is Brazil, which exported most of its halal products and beverages in the world at the level of 5.2 billion US dollars; it is followed by Australia for \$ 2.4 billion USA, India – 2.3 billion dollars and France in the amount of 0.8 billion US dollars. The nearest country with a majority Muslim population – Sudan, ranked sixth at \$ 0.6 billion [11. 148p].

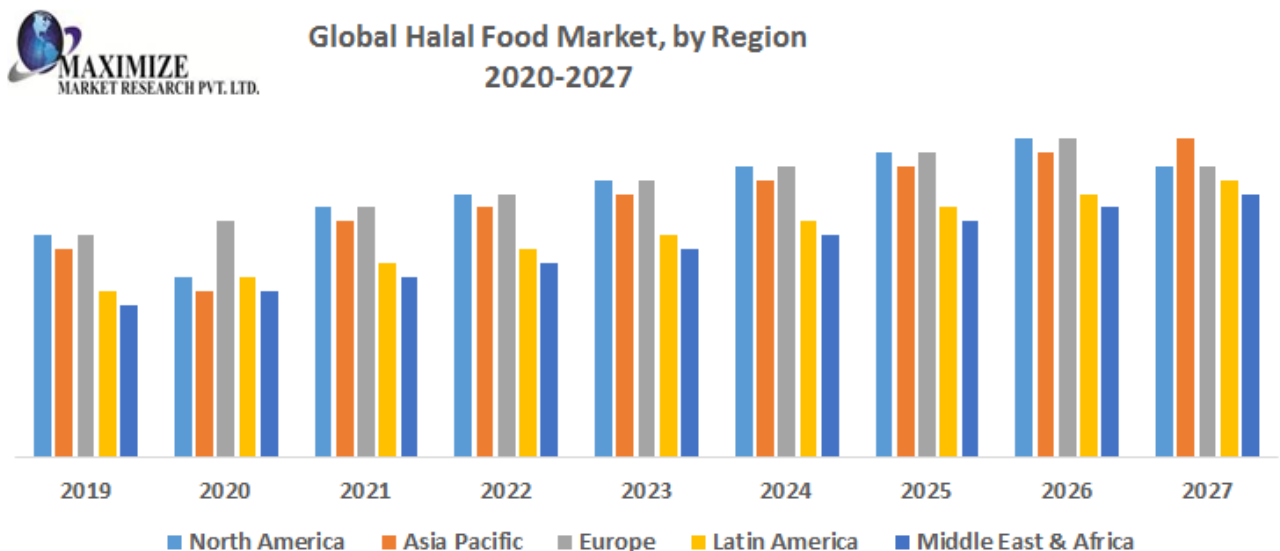
The global halal market is no longer limited to food. Halal industry is now beyond the food industry - it includes pharmaceuticals, cosmetics, products for health, toiletries and medical devices, as well as components of the service sector, such as logistics, marketing, printing and electronic media, packaging, branding and financing. According to the previous ones it is estimated that food production accounts for 61% of the total Halal industry, pharmaceuticals – 26%, cosmetics – 11%, all other sectors account for about 2% [11. 148 p.].

One demographic factor makes the Muslim market particularly attractive to different companies – is a tendency to increase the needs of consumption, which arises in the middle class and youth Muslim countries. Islamic doctrine, by and large, is not ascetic and does not hinder trade or consumption. In addition, it does not separate the state and religion, which means that Muslims practice their faith hand in hand with the political, social and cultural role they play in society. Most multinational companies are well aware of the opportunities offered by Muslim consumers. But appealing to this market is not so simple, as the Muslim community is not a united homogeneous group. Muslims live in every country in the world, represent every race and come from every social and economic stratum. And although they share a common thread of their beliefs, they have their cultural, regional or local nuances, preferences and practices. Although Islam is often associated with the Arab world and the Middle East, only a few people live in the region. 20% of the world's Muslim population. This number is

expected to increase by more than a third during the next two decades. Sub-Saharan Africa makes up 15% of Muslims worldwide, and beyond they are projected to grow by almost 60% over the next two decades. About one-fifth Muslims live in a country or region where they are a minority. Although Muslims will remain in the minority in Europe and America, they make up an increasing share of the total population. It is expected that Europe's Muslim community will increase by almost a third from 44.1 million in 2010 to 58.2 million. 2030. In America, the number of Muslims is expected to double over the same period.

Figure 5. [11. 102p.]

Global halal food market by region



Food. Based on total food consumption, the main Muslim countries, Consumers of Halal according to 2014 data are Indonesia (\$ 158 billion), Turkey billion), Pakistan (\$ 100.5 billion) and Iran (\$ 59 billion). Nestle Malaysia and its Halal Center of Excellence have become the world's largest manufacturers of Halal products. In the United States, Saffron Road Corporation with its halal and organic products has become model of success of both Muslim and non-Muslim entrepreneurs. From Asia to America food sector Halal is becoming a major source of growth for both the Islamic and global economies. Of course, there are problems in these markets. One of the

problems in the vast majority of countries is not the Muslim population is fighting for Halal food standards and the accreditation of such products in the country.

Recent ban on halal and beehive slaughter in Denmark, as well as frightening food stories «Halal» in the media of this country reflect the current attitude of Europe and the United States regarding Muslim and Islamic customs and rituals. Overcoming these challenges will be key for the future the success of the Halal food sector. The Halal market is one of the most profitable and influential market arenas in the world food business today. The halal food market has grown significantly over the last decade halal food is about 20% of the world's food industry. With the expected increase in both population and Halal consumer income, combined with the expected increase in demand for food more than 70% by 2050, suggests that future demand for Halal products is very high.

Many food industry economists believe that the food industry will become halal main market power in the near future based on two common trends. First, Islam is now the fastest growing religion in the world, boosting global demand for halal products. Annual the growth of halal food consumption is estimated at 16%. Second, the growing trend of food consumption Halal products for ethical reasons and for safety reasons by non-Muslim consumers. For example, in The United Kingdom has more than 2 million Muslims but 6 million halal meat consumers. In the Netherlands, the general demand for Halal food at the expense of the non-Muslim population is about \$ 3 billion a year, indicating that Halal products have become the main consumer goods in this country.

Ten years ago, halal food was sold in traditional corners of stores. The Halal market has undergone a universal change in the demand and supply chains of global food producers Halal products. They are increasingly available in Western stores, including supermarkets and chains hypermarkets. In many Western countries, supermarkets and food manufacturers are starting everything more often appeal to Muslim consumers, offering them a wider choice of halal products food. Halal food is becoming an increasing part of the Western diet, and it has become multibillion-dollar

a global industry involving multinational companies such as Tesco, Unilever and Nestlé, which aggressively expanded the range of halal-certified products in the last decade. Today, Nestlé is the largest food producer in the halal sector industry, with annual sales of more than \$ 5 billion. On Halal food products in 2017. This year accounted for about 35% of world sales of Nestle products.

In terms of market, the traditional main target markets remain in Asia and the Middle East. But halal markets in the UK, Europe and the US will feel their role in the development of the Halal market as they are are markets that determine the role in other markets around the world. This, in turn, will lead to Halal's products global core market. As the dynamics of consumption within the Muslim world changes, a globalization trends continue to shape new consumer tastes, habits and spending patterns around the world, it is likely that fast-growing halal markets will play a more influential role in the markets. The Middle East and Asia, in particular, influencing the global strategies of halal corporations. Not surprisingly, the largest producers and exporters of halal food are located in non-Muslims countries like USA, Brazil, Argentina, Australia and China. Given the traditional nature of the market, approximate It is estimated that multinational companies in these countries control 90% of the global Halal market. Halal foods are not limited to meat and poultry. They include other products food, such as confectionery, canned and frozen food, dairy products, bakery products, organic food, beverages and plant products. Evolutionary lifestyle and increasing purchasing power of Muslims means that there is a widespread demand for ready-made foods as well as packaged foods that comply with Islamic dietary laws. Another developing sector consists of substitutes for products that traditionally do not contain additives Halal (haram), such as pork gelatin or alcohol. These products include yogurt, cookies and chocolates are now modified to meet the standards of Halal products.

Halal medicines and cosmetics. Usually creams, makeup and medicines can contain animal fats, gelatin and other animal residues, and Halal products are either completely vegetarian or tested for lack of ingredients prohibited by Islamic law.

According to Euromintor, Unilever Indonesia, a leading company producing halal cosmetics, in 2016 presented a wide range of blushes, lipsticks, skin and whitening products, etc. According to Thomson Reuters, Muslims around the world spent in 2017 about 243 billion dollars on the market of Halal goods, of which 44 billion dollars were spent on Halal Fashion & Beauty. The company of the world-famous brand Nike in December 2018 launched a sports line of hijab, demonstrating a global interest in Shariah-compliant sportswear. In 2017 it took place rapid start in the production of «modest» sportswear by many well-known brands of sportswear and shoes. In the same year, the famous Turkish company Mayovera began producing innovative swimwear Muslimah.

The growing pace of production of sportswear «Muslim» is supported by world-class designers that promotes the dissemination of information among women around the world about the existence of the sports hijab [source].

Despite the fact that the largest share in the Halal industry is occupied by food and beverages, in According to the Global Islamic Economic Report for 2017-2018, the consumption of halal F&B is estimated at 1.24 trillions of US dollars. According to experts, by 2022, Muslims will spend on pharmaceuticals medicines up to 132 billion dollars. Well-known Malaysian pharmaceutical company Pharmaniaga intends to invest \$ 100 million in the development of halal cost-effective vaccines for the population. The halal industry is constantly growing and gaining momentum among industrial players around the world. The inclusiveness of the halal industry, which can be integrated into all sectors of the global economy, makes it an attractive niche for companies looking for investment-attractive markets because of the opportunities to do so sector is infinite.

The global Halal market has emerged as a new growing sector in the world economy rapidly expands its presence and creates strong competition in developed countries. Most promising markets for halal are the fast-growing economies of Asia, the Middle East, Europe and of America. The halal industry is constantly growing and gaining momentum among industrial players in everything the world. The

inclusiveness of the halal industry, which can be integrated into all sectors of the global economy, makes it an attractive niche for companies looking for investment-attractive markets because of the opportunities this sector is infinite.

The global Halal industry is expected to be about \$ 2.3 trillion (according to with the exception of the Islamic financial sector). Such growth is estimated on an annualized basis up to 20%, and products of goods and services – about 605 billion dollars a year. Thus, halal consumption is becoming one of the fastest growing consumer segments in the world. The global halal market is no more limited to food. The halal industry is now beyond the food industry - it includes pharmaceuticals, cosmetics, health products, toiletries and medical supplies devices, as well as components of the service sector, such as logistics, marketing, electronic media information, packaging, branding and financing. International halal tourism has grown rapidly in recent years, meeting the needs of Muslims travelers who want to enjoy travel and leisure that at the same time satisfy their religious requirements, Islamic customs and culture. A number of countries have already adapted their tourist offers, citing facilities recreation and tourism, food, accommodation and transport sectors in accordance with religious beliefs Muslim tourists. Thus, the opportunities of the world market of goods and services Halal satisfy the needs of travelers according to Halal standards in different parts of the world create ample opportunities for the development of international halal tourism.

2.2.1. Analyses of tourism management in Turkey

Tourism is one of the most dynamic sectors of the Turkish economy, which is developing. Plenty of unique historical monuments in the area of Turkey, the exceptional beauty of the Mediterranean beaches, mountainous terrain, favorable climate – all this opens wide prospects for tourism business. Developed tourist infrastructure, a large selection of hotels for tourists with different levels of affluence, high quality of comfort, makes a holiday in Turkey very optimal. In a short period of time, Turkey became large inbound tourism center.

The Republic of Turkey has a favorable economic and geographical position for the development of tourism, serves as a kind of bridge connecting Europe and Asia by being Islamic country. On the western and southern parts of the country has a Mediterranean climate. Turkey is famous variety of resorts for recreation and entertainment, but dominate tourist arrivals of tourists are in two directions – Istanbul and Antalya, which called the Turkish Riviera. Turkey's tourism policy is aimed at its growth, leveling seasonality. In particular, the Tourism Development Strategy of Turkey by 2023 has set a goal to increase the costs of the average tourist from \$ 740 (2011) to \$ 1,350. (2023); this purpose is already held today active rebranding of Turkey in the world tourism market, among measures which – a gradual departure from the service system «all inclusive».

After the introduction of a visa-free regime between Europe and Turkey, tourist flows in both directions reached their maximum indicators. Strategic level of partnership between the governments of Europe and Turkey, also the visits of the authorized representatives of the states encouraged European and Turkish citizens are interested in each other's culture. This situation also had a positive effect on the number of scheduled flights between countries.

In addition, according to the office of culture and information of the embassy of Turkey in Ukraine, citing data from the Governorate of Antalya, for the latter for several years, the tourist flow from Ukraine to Antalya in January-June 2018 increased by 81% compared to the same period in 2015. The flow of Ukrainian tourists to Turkey reached a record high more than 1.2 million people in 10 months of 2017. In the period January-October 1,212,644 Ukrainians visited Turkey, which is 23.39% more than in similar period of 2016.

The most popular cities to visit in Turkey are provinces of Mugla (Bodrum, Dalaman, Fethiye and Marmaris), as well as Antalya and Istanbul.

Table 2. [36]

In the eight months of 2018, Antalya was visited by:

Year	Country	Number of tourists
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2018	Russia	3.367 million tourists
	Germany	1.441 million tourists
	Ukraine	538 thousand tourists
	Great Britain	440 thousand tourists
	Netherlands	289 thousand tourists
	Poland	287 thousand tourists
	Kazakhstan	192 thousand tourists
	Romania	153 thousand tourists
	Belgium	144 thousand tourists
	Denmark	135 thousand tourists

In 2019, 3,870,211 tourists have already visited Turkish Antalya, which is 18% higher than last year. According to research by the World Travel and Tourism Council, the direct contribution of tourism to Turkey's GDP is expected to grow by 2021 to 74.9 million lira, which will be approximately 3.5% of the total GDP, but pandemic situation with Covid-19 changed the situation. [36]

Thus, Turkey has achieved impressive results in the field of tourism and is not going to stop there. These goals include improving the quality of training of workers in the field tourism, the development of new and promising types of tourism in each economic region.

Prospects for the development of links between tourist facilities in Turkey is distinguished by the so-called corridors of tourism development:

- 1) winter corridor created for the development of winter tourism;
- 2) cultural corridor on the European part of the Marmara Sea, created for sustainable social development, preservation of cultural heritage and establishing intercultural dialogue.

Among the alternative types of tourism, the main emphasis is on the development of business, medical, sports tourism. In addition, Turkey is developing: diving, rafting, fishing, jeep safari, yachting, hot air balloon flights (Cappadocia),

skiing sports and other areas. Tourists from around the world visit Turkey for mountaineering and hiking: Ararat, Beidaglari, Ergies, Bolkar, Aladaglar, Lazistan ridge, Marjan-daglar, Sipan. Turkey is an important tourist destination for tourists, which is rapidly going up. State tourism policy is aimed at further development of both traditional and new types of tourism in the country, implementation of plans developed for the long term, preservation natural and historical and cultural tourist sites, attracting attention foreign tourists with cognitive, health, sightseeing and other purposes, comprehensive support and stimulation of business development activity in the field of tourism, its transformation into a powerful sector of the economy countries and increase Turkey's competitiveness in the world tourist market.

The experience of developing inbound tourism in Turkey is useful for European countries on attracting flows of foreign tourists, tourism development infrastructure, service development and another interesting aspects.

Features and prospects of tourism development by regions

Administratively, Turkey is divided into 81 il (province) (formerly the term vilayet was used). Each il is divided into districts – ilche, total as of 2007, there are 923 districts. Administrative center of il located in its central area (Tur. merkez ilçe). Many areas but not all are divided into parishes. Officially only in 1941 on the first national geographical congress of Turkey was adopted decision on the division of the country into seven economic and geographical areas, which made it possible to systematize and organize, first of all, the state urban management, control production, trade and other areas economy, and also made it possible to reorganize one of them intangible spheres – tourism.

As for tourism, the regions have a significant difference provision of natural, cultural, historical, health, cognitive, social and other tourist resources, which is mainly due to the differentiation of administrative division territories of the country by regions. The level of tourism development is influenced largely socio-economic factors of the region. Them can include the population, the share of the region in the production of GDP, the share employed in industry, agriculture, services and secondary the size of

households in a given area. More complete data on the level of tourism development for some indicators are shown in the table below.

Figure 6. [36]

General indicators of development of tourism in Turkey



Marmara Sea Region

The Marmara Sea region is one of the most attractive in the world. On its territory are unique works of architecture and art, well-developed tourism industry. The city of world importance is Istanbul. Numerous mosques, churches, synagogues, palaces, fortresses, museums, parks, luxury villas. There are more than 500 mosques on the hills of the city. The region is also significantly supplied with natural resources, including 6 national parks, 5 nature parks, 1 natural monument and 6 nature reserves.

The region is very promising in terms of development of cultural tourism, so you need to wisely plan and develop special programs and activities that increase interest in its culture in anticipation of attracting potential tourists. The historical heritage of the Marmara region needs to be promoted to the tourist market. Therefore, national tourism organizations should disseminate information about the historical potential of the area.

Aegean region

Tourism in the region is based on beach, sightseeing and medical tourism, which is due to the availability of natural resources and monuments of ancient architecture. So, for example, for Afyon the characteristic direction of medical tourism is balneotherapy – Heybeli, Omer – Gojek, Khudai. Izmir, the birthplace of the famous

Homer, is now an important tourist, cultural, commercial and industrial center of Turkey.

By the number of tourist arrivals in the region of the Aegean region consolidated the second position, with a total number of arrivals of 2673976 people. and disposals of 2 million 715 thousand people. The region is also well supplied with natural resources, there are 8 National Parks, 3 nature parks, 17 natural monuments and 4 nature reserves. Favorable natural and climatic conditions, as well as a fairly high level of income attract people from other parts of the Aegean region - the balance of net migration is positive. A promising type of tourism is cognitive (excursion), and this is due to the sufficient number of historical and cultural resources - museums, architectural monuments, etc., such as the National Railway Museum in Chamlytsya (Izmir), the Archaeological Museum in Konak Square, the Ataturk Museum in Izmir, the Museum of Painting and Sculpture. The whole coast of the Aegean Sea is a huge historical monument that is one of the most interesting areas of Turkey.

Central Anatolia

Central Anatolia consistently holds the lead in terms of grain harvest. The slopes of low mountains are used as summer pastures, which led to the development of animal husbandry. Agriculture accumulates about 50% of employment. A fairly high level of economic development is provided not only by highly productive agriculture, but also by others sectors of the economy. About 11% of employees work in industry, about 40% in services. In terms of GDP per capita, the region is in fourth place, slightly behind the national average. The urban population is about 70%. Such a high figure is due primarily to the fact that it is in Central Anatolia is the capital of Turkey – Ankara. Despite the relative economic well-being, the region has a negative balance of net migration, although it is small compared to other regions where the outflow of population predominates. Fertility rate here is significantly higher than in the Marmara and Aegean regions and is 2.54. The main factor of demographic growth is natural population growth. The region ranks fourth in the total number of international arrivals. In terms of natural resources for tourism development, the region is also not the last

place, there are: 5 National Parks, 1 Nature Park, 9 natural monuments, 5 protected areas. The most famous monuments of historical and cultural heritage of the region include museums and museum complexes in Ankara, Kayseri, Sivas, Chankira and others.

Mediterranean region

Being in third place in terms of GDP per capita, it lags slightly behind Central Anatolia, however, in absolute terms, the volume of GDP produced in Central Anatolia is significantly higher. The agricultural sector accumulates more than half of the employed, industry - less than 10%, a fairly high share of employment in the service sector - 37%. The dynamism of this industry is associated with the rapid development of tourism in the region and the transformation of Antalya into a world tourist center. The share of urban population here is 60%. With considerable potential and positive dynamics of development, the Turkish Mediterranean attracts people from other parts of the country.

There are 7 national parks, 3 natural parks, 13 natural monuments, 10 reserves in the Mediterranean, and among the main museums and galleries of the region are the Archaeological Museum in Antalya, the Red Tower in Alanya, the Damlatash Cave Museum, Yoryuk Park near to Kemer – open-air museum, Archaeological Museum in Adana, historical ruins of the ancient city, Ataturk Museum, etc. The positive balance of net migration here is close to that of the Aegean region. Fertility rate – average. The increase in population is the result of a combination of relatively high birth rates and inflows internal migrants. Antalya – the administrative center of the province of the same name on the Mediterranean coast, attracts tourists with its cultural and historical attractions. «Turkish Riviera», as the Mediterranean resort is called, is one of the best vacation spots.

Black Sea region

The majority of the population is employed in agriculture and industry, so the Black Sea region is not considered suitable for the development of recreation due to pollution of the sea with industrial waste. Despite the economic instability, the region

is well supplied with natural resources: there are 9 National Parks, 4 Natural Parks, 17 Natural Monuments and 9 Reserves. In total, there are 13 museums in the region, the most famous of which are: Archaeological Museum in Amasya, Open-air museum in the ancient city of Samsun and others. As for promising types of tourism in the region, recently a strategy for the development of mountain tourism in the Antalya region is being actively developed, where there are many alpine meadows, picturesque landscapes, rivers, caves in mountainous areas untouched by man. Investor Mehme Chalishkan believes that the main reason that these places were not previously used for tourism is the lack of necessary infrastructure.

Now the authorities have turned their attention to the mountainous regions of Antalya. Specially commission, which will include representatives of various ministries, will visit the Taurus Mountains to determine the location for the construction of hotels, shops, camping centers. In addition, the routes of tourist excursions in the valleys and canyons will be marked, as well as measures will be taken to prevent illegal construction on mountain meadows. It is planned that this project will take 10 years to implement.

Eastern Anatolia

Weak industrial development leads to slow urbanization - the share of urban population is one of the lowest in the country and is just over 50%. There is no big city in the district. These circumstances determine the presence of only one national park in the region.

The backwardness of the economy is confirmed by the structure of employment – about 70% of the population (more than in other regions) work in agriculture. The small population, on the one hand, is due to natural and geographical factors (mountainous terrain and harsh climate), and on the other - due to the unfavorable economic situation. The depressed state of the region worsens its demographic prospects: here the most significant outflow of population in all of Turkey – more than 82 people per thousand inhabitants per year. At the same time, the fertility rate in the

region is one of the highest, which allows to maintain, albeit low, but still population growth.

Despite the fact that the region shares borders with Georgia, Armenia, Azerbaijan, Iran and Iraq, it ranks last in terms of the number of international arrivals compared to other regions. There are 10 museums and museum complexes in the region, the most famous of which are the Van Museum, the Museum of Archeology and Islamic Culture of Turkey in Erzurum and others.

Southeastern Anatolia

The presence of only one national park and one reserve in the territory causes a low rate of development of the tourism industry in the absence of resources. With an average family size of more than 6 people (the maximum figure for Turkey), the region shows the highest population growth rates, despite the negative balance internal migration. The efficiency of agriculture is low: the share in the national production of agricultural products and the cost of agricultural products per capita are minimal. In terms of the number of manufacturing enterprises, Southeastern Anatolia is also one of the last places. The region produces only 5.5% of Turkey's GDP, and ranks sixth in terms of GDP per capita.

The richest museum in the region is the Adiyaman Archaeological Museum, a well-known Diyarbakir Museum that includes ruins and historic buildings. In general, according to the indicators of the availability of cultural and historical resources, the region is the poorest, there are only 6 museums on its territory. The balance of net migration is negative. Although the region is not characterized by the lowest share urban population (63%), the level of development of industry and services is low. With the relative backwardness of this region and the "artificiality" of fairly high rates of urbanization, the birth rate also indicates.

Analyze of international tourism market in Turkey

Analyzing the international tourism market and the place of Turkey in it, the regional tourism market, we can conclude that the study of the regional market of tourism services is key in the socio-geographical study of tourism in the country.

Tourism is one of the fastest growing sectors of the economy. Over the past thirty years, the growth rate of tourism activities doubled the growth rate of world GDP, which contributed to the formation and development of the international market for tourism services.

The level of development of tourism in the regions is very different. For example, tourism in the Aegean region is based on beach, sightseeing and medical types of tourism, due to the availability of natural resources and monuments of ancient architecture. One of the most important factors determining the quality and level of development of the Turkish tourist complex is demographic factors, and the average family size in the country averages 4.3 people. In the city districts this figure is generally less than four people, in rural areas, it rises to 4.9 people.

It has been estimated that tourism revenues in recent years significantly increased with them and the level of tourist spending. Thus, tourism plays an important role in the economy of modern Turkey. In the process of studying the economic issues of the tourism industry, it was found that the country is famous for high quality service and at the same time relatively low prices compared to European countries.

For example, the average tourist can spend \$ 708 on an entire trip. Mostly tourists spend money on such items as transport (you can rent a car, it is enough to present the rights and a passport), accommodation (although usually this is included in the cost of travel offered by the travel agency), various souvenirs (special carpets and leather costs are popular) and other costs. During the study it was determined that the level of socio-economic development of the country's regions is very different. Thus, the latest statistics on regional GDP per capita showed that Turkey belongs to the group of countries with an average level of gross national income per capita and is 2520 dollars.

For example, the figure for the Marmara Sea region is \$ 4,600. The United States, at the same time, the region of Eastern Anatolia does not reach the border of low-income countries with a GNI level of 345 dollars. per capita. According to a study by the World Travel and Tourism Council, the direct contribution of tourism to Turkey's

GDP is expected to grow to 2022 to 74.9 million lire, which will be approximately 3.5% of total GDP.

Thus, Turkey has achieved impressive results in the field tourism and is not going to stop there. Thus, in terms of tourism development until 2022, provides for measures to extend the tourist season for the whole year by creating new tourist areas, taking into account consumer preferences and provides for the rise of areas with tourism potential, which is not fully used. At the same time, the environment and monuments of history and culture must be protected. Also among the mentioned goals are the improvement of the quality of training of workers in the field of tourism, the development of new and promising types of tourism in each economic region, by supporting different zones in the provinces and their redistribution to peripheral areas. These «zones» play a crucial role in attracting investment from different levels of enterprises and strengthening links between them to support the business sector in the regions, especially for small and medium-sized enterprises.

2.2.2 Analyses of tourism management in Egypt

Egypt is the largest in number, economic potential, political weight and the richest Islamic country in the historical heritage of North Africa. Part of the country - the Sinai Peninsula - is located in Southeast Asia (Africa is a semi-African-semi-Asian state with an area of 1002.4 thousand km²). Its entire vast territory is divided into 26 muhazas – the so-called local governorates. On the territory of the country is the Suez Canal, which connects the Mediterranean and Red Seas, the seas of the Atlantic and Indian Oceans. The central waterway of the country around which the Egyptian statehood arose is the Nile – the longest river in Africa.

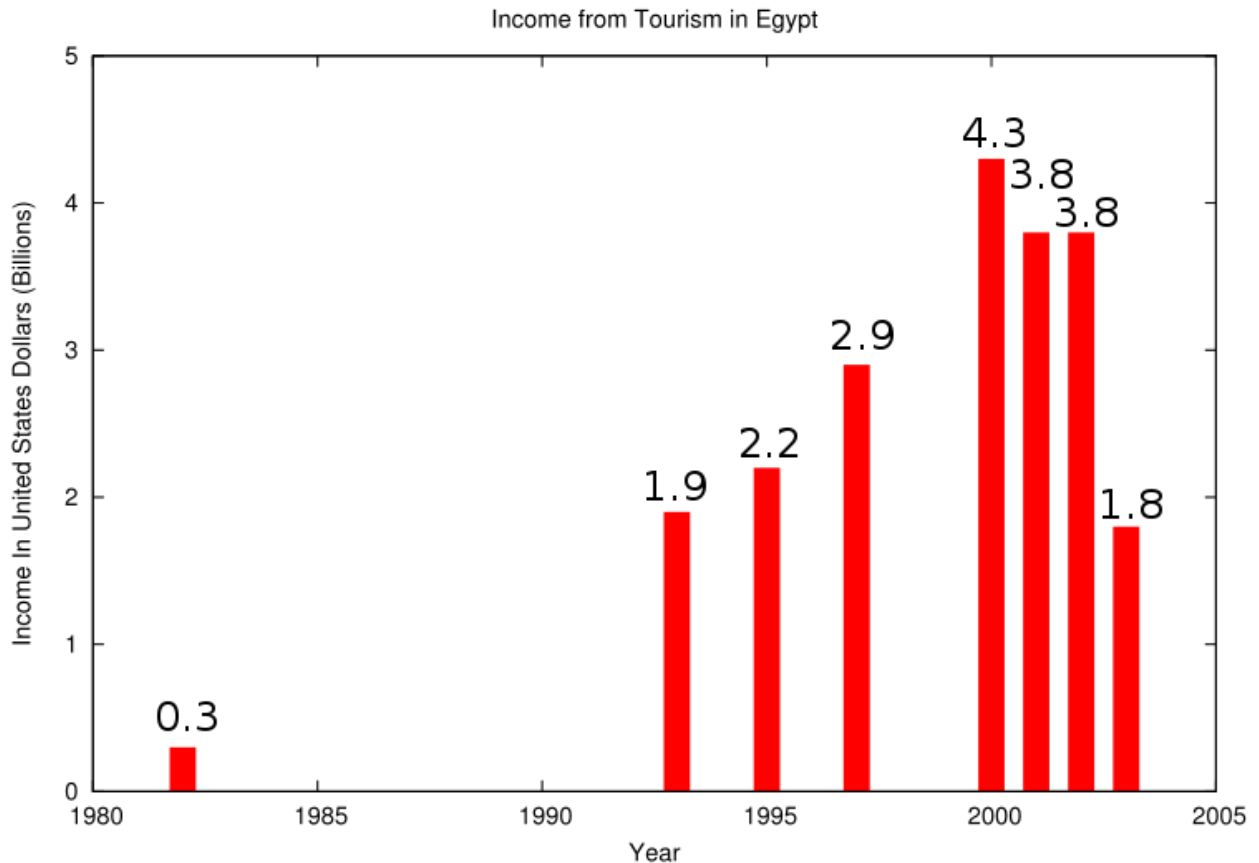
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Canal, which connects the Mediterranean and Red Seas, sailing the basins of the Atlantic and Indian Oceans. The central waterway of the country around which the Egyptian statehood arose is the Nile.

Tourism is one of the leading sources of income, crucial for the Egyptian economy. At its peak in 2010, the sector employed about 12% of Egypt's workforce, serving approximately 14.7 million visitors to Egypt and providing revenue of nearly \$ 12.5 billion, as well as contributing more than 11% of GDP and 14.4% of foreign revenues currency.

Figure 7. [18]

Income from Tourism in Egypt



The number of tourists in Egypt was 0.1 million in 1951. Tourism has been an important sector of the economy since 1975, as Egypt reduced visa restrictions for almost all countries in Europe and North America and established embassies in new countries such as Austria, the Netherlands, Denmark and Finland. In 1976, tourism was the main item in the government's five-year plan, where 12% of the budget was allocated to the modernization of state-owned hotels, the creation of a loan fund for private hotels and the modernization of infrastructure (including road, rail, etc.) for major tourism centers along with coastal areas. In 1979, tourism experts and consultants were brought in from Turkey, and between 1979 and 1981, several new colleges were established with the help of Turkey to teach diploma courses in hospitality and tourism management. The influx of tourists increased to 1.8 million in 1981 and then to 5.5 million in 2000. The arrival of tourists peaked in 2010, reaching 14.7 million visitors. Revenues from tourism reached a peak of \$ 12.6 billion in fiscal 2018-2019.

Characteristics of the main tourist centers

Cairo

Cairo is the capital of Egypt, one of the most beautiful cities in the world. It was founded by Arab settlers in the 6th century. AD, and today it surprisingly combines history and modernity. The city's population is over 8 million people (2006), with a suburban area – 19 million.

Cairo is the cultural and business center of the Arab world, one of the largest in Africa and the Middle East. The quarters along the Nile are mostly high-rise buildings. Here are the best shops, hotels, restaurants. On the right bank of the Nile is one of the most comfortable hotels – "Hilton". The center of modern Cairo – At-Tahrir Square, which houses the main state and public organizations of the country, as well as the headquarters of the League of Arab States. In the same area, tourists are attracted by the Egyptian National Museum - the world's largest repository of valuables of ancient Egypt in the days of the pharaohs and the Greco-Roman period. Among the 155 thousand exhibits of the museum are the famous treasures of the tomb of Pharaoh Tutankhamun.

Two streets depart from At-Tahrir Square – Talaab Harb and Qasr an Nil – the trade and business arteries of the modern capital. Shops, small cafes, offices of banks, companies, and aviation agencies lined up along them. On the east bank of the Nile is the old town, its quarters have changed little since the Middle Ages – labyrinths of winding streets, old houses. Here are the famous bazaars, many small shops and handicraft workshops, where along with household items are made souvenirs for tourists.

Cairo is not only a unique monument of antiquity, but also the most modern entertainment: nightclubs, casinos, bars, restaurants, boutiques. In addition, tourists can get great pleasure from walking on the Nile in small passenger boats.

Sharm el-Shaikh

In the southern part of the Sinai Peninsula is one of the most prestigious seaside resorts in Egypt – Sharm el-Sheikh, whose name means «Sheikh's leman». Originally, the resort of Sharm el-Sheikh was discovered by the Israelis. After the Israeli occupation of the Sinai Peninsula, the first hotels were built here, as a result of which the resort began to develop rapidly. Due to coral reefs and warm climate, Sharm el-Sheikh is becoming increasingly popular among tourists. In 1975, Sinai again became part of Egypt, and the Egyptians continued to develop the tourism business here.

Sharm el-Sheikh consists of two districts - Sharm and Naama Bay, which are located in two picturesque bays: Sharm el-Maya and Naama. The population of the resort is over 10 thousand people. These are mostly Bedouins, staff of travel agencies, hotels, scuba diving clubs who come here for the season or live here permanently.

As in other resorts of the Red Sea, in Sharm el-Sheikh, the tourist season does not end at all: you can sunbathe and swim here all year round, and even in the winter months, the water temperature does not fall below + 20-22°C, and the air - below + 23-25°C. More than twenty first-class hotels and tourist villages have been built on the shores of the spacious Naama Bay, where everything is designed for recreation and sports. The resort of Sharm el-Sheikh is especially appreciated by scuba diving enthusiasts. Nearby is Ras Muhammad National Park, which has no equal in the Northern Hemisphere in the number of corals and marine flora and fauna. It seems that the whole tourism industry here works for one great pleasure - scuba diving: shops are full of special equipment, sportswear and a variety of accessories for professionals and beginners.

For those who are not attracted to scuba diving, the resort hotels have many other entertainment: tennis courts and jacuzzis, gyms and mini-golf clubs, windsurfing, parachuting, jet skis and much more. The nightlife of the resort fascinates tourists with its discos, nightclubs, casinos and shows.

Hurghada

Hurghada is one of the largest resorts in Egypt. It is located on the Red Sea coast 500 km southeast of Cairo. There was a resort on the shores of the Gulf of Suez, from

the village of British oil spies Es Saqqal. In just a few decades, Hurghada has transformed from a military district into a fast-growing and very popular resort. The population of Hurghada is 37 thousand inhabitants, the main sphere of activity: tourism, trade, construction, sphere of service in tourism.

The resort is sunny all year round, surrounded by endless sandy beaches, blue waves. The unique climatic conditions of the resort allow you to relax here at any time of year. In the coldest month of the year - February - the sea water temperature off the coast of Hurghada does not fall below + 20 ° C, + 22 ° C, and the air heats up to + 23 ° C, + 25 ° C and above. This promotes windsurfing and scuba diving. There are about 100 diving clubs in Hurghada.

Now in the number of hotels Hurghada is one of the first places on Earth. Beautiful, comfortable hotels stretch along the coast for tens of kilometers. Almost all of them are suitable for family vacations. Here are almost all hotel chains – «Hilton», «Marriott», «Intercontinental», «Sheraton» and others.

Jewelry stores are very popular with tourists, where you can buy inexpensive but beautiful products made of gold and silver. Hurghada is the first and only paintball club in Egypt at the moment.

In 2004, a large water park «Titanic» was opened in the resort, the entrance ticket to which costs \$ 20. On the territory of the water park there is a medical center, rescue stations, restaurants, cafes, shops. The nearest hotel is ALI BABA, 20 km from Hurghada Airport.

Alexandria

Alexandria is the second largest city and the main port of Egypt, located 225 km northwest of Cairo, on the Mediterranean coast, in the Nile Delta. Population – 3.9 million people (2007).

Alexandria was built by the Greek architect Denocrates in 332-331 on the site of a small follow-up of Rakod by order of Alexander the Great. Thanks to trade, which was facilitated by the extremely advantageous location of the city, Alexandria grew and developed rapidly. For seven centuries, Alexandria was the capital of Egypt, the

largest political and cultural center of the Eastern Mediterranean. Archimedes and the father of geometry, Euclid, worked in her famous library, which had a collection of about a million volumes. In addition to the works of ancient Greek literature and science, which formed the basis of the Library of Alexandria, there were books in Oriental languages. During the siege of Alexandria by Julius Caesar, many of the books were burned during the fire. The other part was destroyed by Christian fanatics in the 4th century. In 2002, the modern Alexandria Library was opened in an 11-storey building.

In Alexandria, there are more than 20 hotels of various categories, numerous transport and travel agencies, branches of national and transnational banks, restaurants, cafes, nightclubs and casinos. One of the most romantic hotels in the city - Sofitel Cecil, built in 1929. Agatha Christie, Omar Sharif, Muhammad Ali and many other famous and crowned people stayed there. Modern hotels - Hilton, Sheraton - have been built on the Alexandrian coast in recent years.

El Gouna

El Gouna Resort is located on the east coast of the Red Sea, 30 km north of Hurghada. This is the only resort in Egypt that can compete on an equal footing with the fashionable Sharm el-Sheikh. Translated from the Arabic language, El Gouna means «star». This name was given to his offspring by the Egyptian millionaire Savik Saviris. Traveling through Europe, he was fascinated by the beauty of Venice and decided that something like this must be in his homeland.

The resort was designed by architect Michael Grive, who is the creator of Disneyland in Florida (USA). Probably fascinated by fairy tales, the architect decided to surprise everyone here. And he succeeded - El Gouna now resembles Venice among the desert sands of Africa. On the canals of the resort you can see motor boats, which are the main vehicle here. This is a real oasis of tranquility on the Red Sea, where there are almost no locals, and where the best conditions for guests to relax. All resort buildings are built in Nubian and Arabic styles. The hotels are located on islands connected by canals and bridges made of wood and stone.

In the center of the resort – on the island of Kafr el Gouna – there are always many tourists. Here you can visit the oriental market, museum, aquarium, cinema, restaurants, cafes and discos. On the island-beach Zeytuna are a lot of restaurants, an aquarium, which presents almost all species of fish in the Red Sea. The Historical Museum invites visitors to see copies of the most famous exhibits of Egyptian museums. In El Gouna, everyone can find what they like: secluded beaches and cozy hotels that impress with their sophistication, a jeep safari in the desert and a magical underwater world for adventure seekers, entertainment for the whole family and a stormy night life for the young and energetic. Fans of scuba diving here are waiting for interesting finds - the remains of sunken ships. The true pride of El Gouna is the fashionable golf club, which is considered one of the best in the Middle East. The resort has its own small airfield, which is used not only for servicing VIP-planes, but also for excursions on leased planes.

Dahab

Dahab is a small resort town on the east coast of the Sinai Peninsula, 90 km from Sharm El Sheikh International Airport. Dahab in Arabic means «Gold». Sandy beaches and truly the color of gold, which is brightening against the blue bays of the resort. Small houses here are located near the cozy hotels, where all the conditions for a comfortable stay. Dahab is a paradise for windsurfing and scuba diving, as well as an unforgettable safari in the depths of the Sinai Peninsula. It is in Dahab that young people from all over the world gather, transforming a small Arab settlement into eastern Amsterdam. Dahab is a geographical name that combines several localities. One of them is Masbad, a small tourist center with a cozy promenade, along which, on the one hand, there are numerous shops and Bedouin shops, and on the other, on the coast - hospitable cafes and restaurants. There are many small hotels and campsites that are ideal for those who are willing to sacrifice some comfort, and the money saved to spend on outdoor activities and excursions. Once here, I want to come back again and again, again to feel the pleasure of the calm flow of time, harmony with nature.

Three kilometers from the tourist center is the Lagoon - one of the best places in the world to learn windsurfing. This is an area for those who value comfort and a high level of service. The natural features of the Lagoon - smooth water, wind blowing along the shore, sandy beaches - attract a large number of windsurfers. In addition, you can visit the sights of the Sinai Peninsula: Mount Moses, the monastery of St. Catherine, the Color Canyon, which are located near Dahab. And of course, dive and swim with flippers and a mask among the enchanting beauty of the coral reefs of the Red Sea.

Dahab is one of the best resorts for children. The beaches have equipped playgrounds, and a convenient gentle descent into the sea allows children to swim in the sea water in shallow water. Many hotels have teachers who work with children on a special program. Dahab, like all of Sinai, is being built. New hotels are being built and the coast is being cultivated. In the vast plans of the Egyptians - the transformation of the coast from Sharm El Sheikh to Taba in one big promenade, creating their own Blue Beach.

Analyze of international tourism market in Egypt

Improved security helped Egypt's tourism sector become the fastest growing in North Africa last year. The growth of 16.5% was linked to the improved security infrastructure, which has helped to attract international visitors back to Egypt's shores. This has allowed major travel companies to resume operations in popular destinations such as Sharm el-Sheikh. The new figures from the World Travel & Tourism Council come despite the UK continuing to ban on flights to the Red Sea resort airport following the downing of a Russian charter aircraft after take off from Sharm el-Sheikh in October 2015. The figures for 2018 follow record travel and tourism growth of 54.8% in the previous year.

Table 3. [18]

International tourism market in Egypt


Year	General number of tourists	General income
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2010	14.7 million tourists	147.4 million dollars
2011	9.8 million tourists	114.2 million dollars
2012	11.5 million tourists	137.8 million dollars
2013	9.5 million tourists	94.4 million dollars
2014	9.9 million tourists	97.3 million dollars
2015	9.3 million tourists	84.1 million dollars
2016	5.4 million tourists	37.2 million dollars
2017	8.9 million tourists	92.3 million dollars
2018	11.3 million tourists	136.5 million dollars
2019	13.6 million tourists	141.1 million dollars

«Although the sector has not yet fully recovered to pre-crisis levels, the size of the Egyptian travel economy in 2018 (\$29.6 billion) is the healthiest it has been since 2010, » the WTTC said. Travel and tourism is responsible for 9.5% of all Egypt's employment, or 2.5 million jobs. The GDP contribution from the sector is projected to grow even further, by 5.4% in 2019, according to the WTTC.

Figure 8. [18]

Top source markets arrivals forecast

TOP SOURCE MARKETS ARRIVALS FORECAST				
				
Germany Arrivals to Egypt	Ukraine Arrivals to Egypt	Saudi Arabia Arrivals to Egypt	Libya Arrivals to Egypt	Sudan Arrivals to Egypt
2019 2024	2019 2024	2019 2024	2019 2024	2019 2024
2,479 2,903	1,490 1,975	1,410 1,802	766 902	752 1,200
CAGR (2019 - 2024)	CAGR (2019 - 2024)	CAGR (2018 - 2024)	CAGR (2018 - 2024)	CAGR (2018 - 2024)
3%	6%	5%	3%	10%

Top source market arrivals are expected to reach 8,783m trips by 2024, representing an increase of 27% versus 2019.

Source: Euromonitor International, 2020; Colliers International, 2020

President and CEO Gloria Guevara said: «We are delighted to see the strong recovery of the Egyptian travel sector – a sector so crucial to national economic growth and a key provider of jobs». WTTC also acknowledges (tourism minister) Rania Al-Mashat’s prioritisation of the sector and strategy to use the sector to enrich citizens and spread the benefits of travel and tourism across the country. Al-Mashat, spoke at a WTTC panel in November highlighting the importance of travel and tourism as a job creator, explaining that the travel sector is a «job multiplier» in Egypt. [source]

2.2.3 Analyses of tourism management in United Arab Emirates

The United Arab Emirates is one of the most economically strong Islamic countries in the Persian Gulf. On her example, the world saw how in forty years from a «third world» country you can become a leader. The UAE has one of the highest per capita incomes in the world, one of the lowest unemployment rates in the Middle East (in while Dubai has the lowest unemployment rate in the world - about 0.5%). The UAE continues to be a strategic center, with business-friendly conditions, taxes and a fast-growing economy. Today, the country is a member of the world's most influential alliances, including the World Trade Organization, the United Nations, the Arab League, the Gulf Cooperation Council, the Organization of Islamic Cooperation, the

Non-Aligned Movement and OPEC. With a population of over 10 million people, 80% of whom are immigrants from around the world, the country is known for its fascinating architecture, luxury resorts, golden beaches, expensive cars and sand dunes. However, this is not the case the only factors that attract hundreds of thousands of international investors each year.

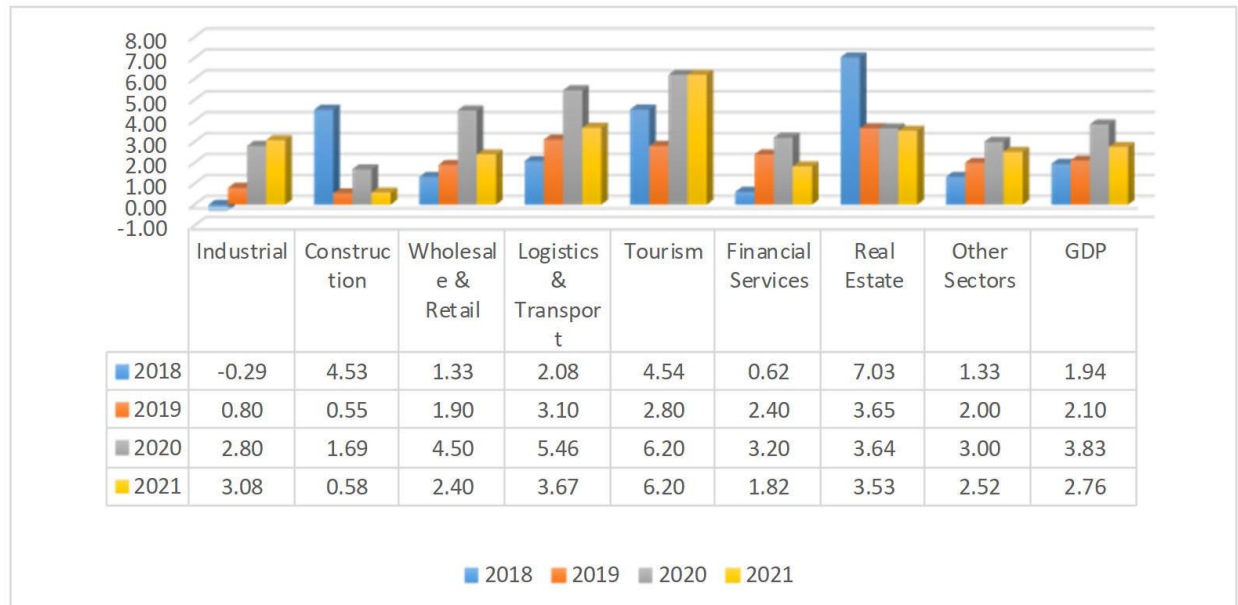
There is no denying that the tourism business is beginning to play a leading role in the UAE economy. Undoubtedly, this sector of the economy is designed, along with the opening of new touristic ways, to reduce oil-dependent states and more fully integrate the emirates into the system of international economic relations. The potential of the region is difficult to overestimate, as the efforts of the governments of Dubai, Abu Dhabi and other provinces to develop hotels, nature reserves, shopping malls and other facilities are truly enormous. The interest of foreign investors is also not limited, because the UAE is able to become the main travel center in the Persian Gulf in the near future. In tandem with a competent policy of improving the investment sphere of the economy and free zones, the tourism sector forms a solid foundation for the strategy of further development of the United Arab Emirates.

The share of tourism in the GDP of the UAE is 22%. Within the framework of the GCC countries (the Gulf Cooperation Council), much attention is paid to the development of this area. The country's leadership encourages international investment in tourism as one of the highest priority sectors of the economy and directs them to create the necessary infrastructure: hotel construction, improving the quality of roads. In 2004, the revenue of Emirati hotels amounted to \$ 1.47 billion, and 757 million - only the provision of housing. Revenues increased by 11% compared to the previous year (1.32 billion).

Dubai

Figure 9. [32]

Sector and total GDP growth outlook in Dubai

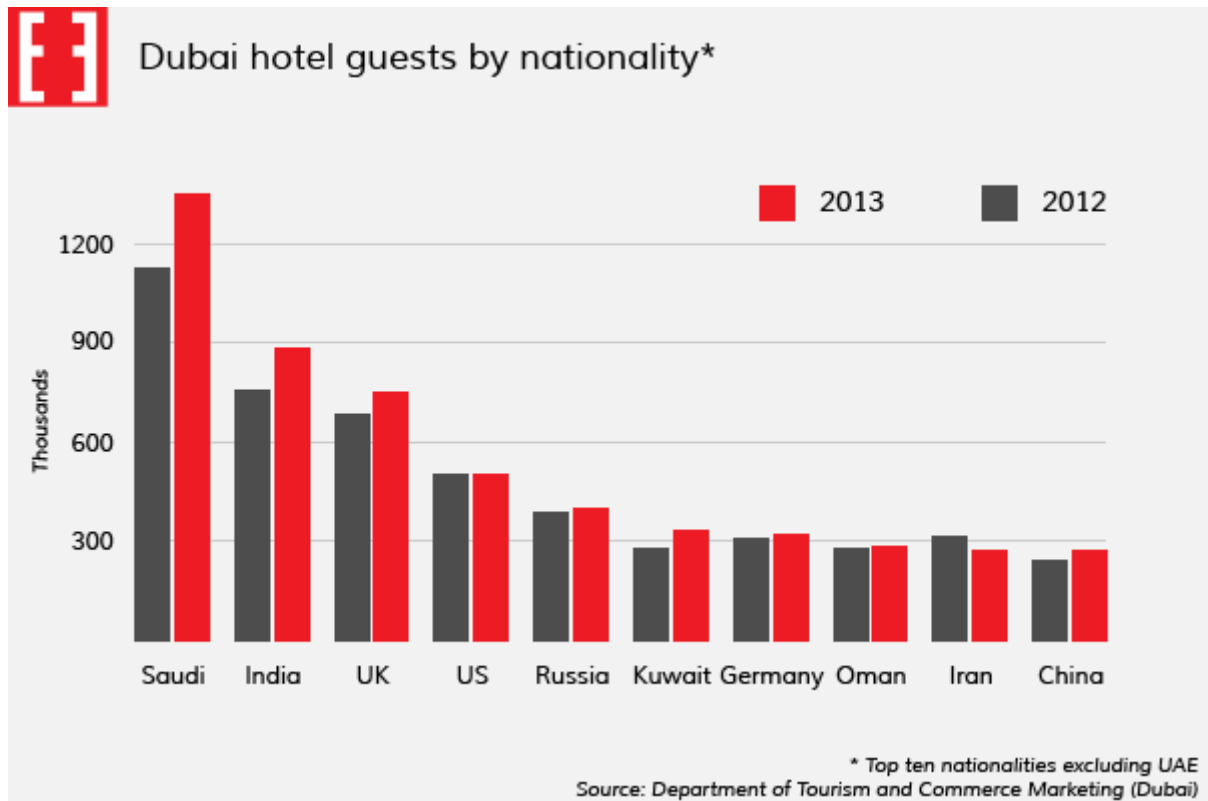


Sector and Total GDP Growth Outlook in Dubai, 2019-2020

This increase is largely due to the numerous meetings and meetings of representatives of the IMF and the World Bank (a total of 20 thousand delegates). A huge number of tourists visited the air show, while others came to the country for shopping or recreation. The largest financial results were achieved by hotels in Dubai (\$ 1.09 billion), more modest were the revenues of hotels in Abu Dhabi (271.3 million) and Sharjah (53.7 million). At the beginning of 2004, there were 366 hotels in the UAE tourism business, with 38,400 rooms. Among them are 62 luxury hotels, 71 – first class, 107 – second class and 126 –third. Dubai ranked 1st in the world in terms of the profitability of the tourism sector and its growth rate. In 2005 it is ahead of such world tourism leaders as New York, Paris and Singapore. Referring to the data of the magazine Global lodging, published by the World Tourism Organization, the director general of the Dubai Department of Tourism Ahmed bin Sulei said here that at the end of the year the total occupancy of almost 400 local hotels was about 86%. In New York, this figure did not exceed 83%, and in Singapore stopped at 80. This sector of the economy is currently thriving, taking advantage of three main factors: the development of the financial sector, the leadership of the Emirates in terms of leisure and shopping. Today, tourism has become one of the main articles of gross product production in the UAE.

Figure 10. [32]

Dubai hotel guests by nationality



Dubai has far-reaching plans to attract 10 million tourists in 2010 and more than 40 million in 2015. There are dozens of new hotels in the city, and news about the opening of projects in the field of tourism and travel appear almost every day. Dubai has demonstrated its potential for ingenious improvements and international marketing. Among his most remarkable applications: the world's tallest building, an incredible trading city and a fast-growing airline. Dubai already receives the most tourists in the region, not to mention the business sector. And if before the emphasis was on high-end hotels, now many companies are building cheaper hotels, expanding the range of customers. Accor Hotels is developing a project involving two middle-class Mercury hotels, as well as a budget Ibis. And the InterContinental Hotels group plans to open 20 budget hotels in the region in the next few years. However, the main emphasis is still on quality and service. So Emirati airlines are trying to increase the level of their services instead of lowering prices (so they use separate terminals for business and economy class users, as well as offer paid limousine services that deliver

customers to and from the airport). The two new complexes in Jumeirah and Jebel Ali will house a range of hotels, residences, coastal villas, water parks, shopping malls, sports facilities, cinemas and health resorts. Other world-class projects include The World, a center located on seven islands in the form of continents 4 kilometers off the coast of Jumeirah between Burj Al Arab and the port of Rashid. All these buildings not only doubled the coast of Dubai, but also gave a new impetus to the development of this area.

Another niche in the Emirati market may soon be ecotourism. Dubai hopes to attract photographers, scientists, researchers and students not only from within the country but also from abroad. To do this, the Emirates has objects of exceptional natural beauty, such as the Rash Al Khor Reserve at the mouth of Dubai. The area is equipped with three observation towers to observe feeding flamingos and migratory birds. In addition, reserves are open in Khati, Al-Awiram and Jebel Ali.

And although Dubai is undoubtedly the center of tourism in the Emirates, it would be wrong to imagine that other provinces do not attract the attention of foreigners. Abu Dhabi, Sharjah, Rush Al Cayman, Ajman, Umm Al Qaiwan and Fujara have made great strides in developing a tourism program. Brand new hotels, equipped with the latest amenities, put guests in front of a wide choice. The emergence of a new Abu Dhabi Tourism Office in September 2004 is likely to give impetus to the improvement of this sector of the Emirati economy. One of the first signs of such changes was the recently rebuilt Emirates Palace Hotel by the sea in Abu Dhabi.

Sharjah has earned a reputation as a cultural center in the region, famous for its education, art and heritage. Wherever you stay in the Emirates, you can always enjoy visiting galleries, museums, zoos in abundance located in all cities of the UAE. In the province of Sharjah, great attention is paid today to the improvement of the tourist market, for which budget funds are allocated for the construction of large trade halls and other buildings.

Rush Al Qaim and Fujara region

Rush Al Qaim has successfully enjoyed its advantageous geographical position (the emirate is located in the area of high mountains and deep water), where seven hotels have been opened, including real giants such as Al Hamma Fort Hotel or Beach Resort. Slightly weaker tourism sector is developed in Ajman and Umm al-Qaywan, which, however, are making every effort to remedy this situation.

In the program of economic development of the Fujara region, the hotel business plays no less a role. In 2015, the influx of tourists in the emirate increased by 48%, and the international five-star hotel Le Meridien Al Aqah Beach Resort won a silver medal at the prestigious exhibition of the Arab tourism market. The average occupancy rate of resorts in Fujara in 2015 was 70%, and a year later was brought to 82%, in early 2016, all hotel rooms were occupied. Dozens of agreements and contracts with local and foreign investors have been promising for the further development of this industry.

It is worth noting the competent policy of the government, makes every effort to improve the welfare of its citizens and makes excellent use of the system of international economic relations for these purposes. The United Arab Emirates' dependence on oil production and exports is now less critical, and in the long run may turn from a major one into just one of many other items of GDP. The authorities paid special attention to strengthening contacts with foreign investors and attracting creditors from European and Asian regions. Numerous resorts, which are abundant in Abu Dhabi and Dubai and serve the needs of a wide range of industries, contribute to this task. All this helps to maintain the UAE's image on the world stage and the date of reason to consider the Emirates a center of business activity in the Middle East.

2.3. Evaluating the effectiveness of cultural diversity management of tourism in Islamic countries

The religious tourism of Muslims has a pronounced pilgrimage component. It is necessary for every Muslim to make a pilgrimage (hajj) at least once in his life in the sacred city of Mecca and Medina. A characteristic feature is a sharp rise in the number of Muslim pilgrims during the Hajj, which occurs once a year, with dates that vary

depending on the lunar calendar. These cities are allowed to visit only Muslims, which limits the sightseeing component, as tourists from other religions can not visit the main shrines of Islam.

The pilgrimage in Islam is a visit to two sacred cities – Mecca and Medina, located in Saudi Arabia. These pilgrimages fall into two categories:

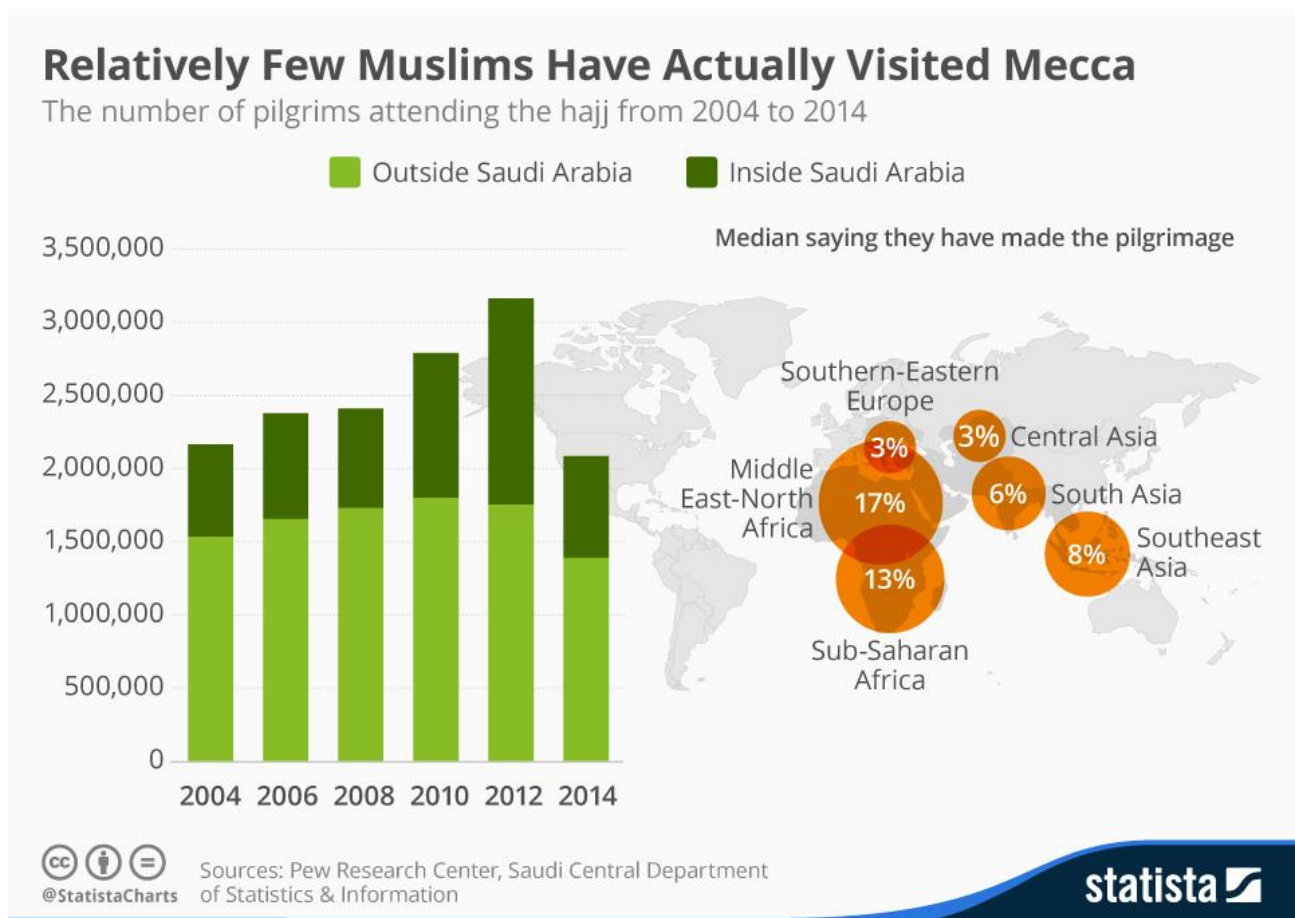
- 1) Hajj (great pilgrimage);
- 2) Umra (small pilgrimage).

Mecca and Medina are visited annually by about 2 million pilgrims. One of the largest mosques in the world, Haram Beit el Allah, was built here. Inside the mosque is the Kaaba shrine. The name «Kaaba» comes from the shape of the building, similar to a cube, but in fact rectangular, measuring about 10-12 m, height 15 m. The Kaaba is built of gray stone from the surrounding mountains, the base of the marble foundation height of 25 cm. Its four corners are called – red, Syrian, Yemeni and black (because next to it is a "black stone", which pilgrims seek to touch and kiss him). Outside, the Kaaba sanctuary is covered with a black veil (haze). This cover is made annually in Egypt. Shortly before the arrival of the pilgrims, the black blanket was replaced with a white cover. At the end of the pilgrimage month, she is again dressed in a new black blanket, and the old one is cut into pieces and sold to pilgrims as a relic. The door of the Kaaba is located at a height of 2 m from the ground, to it rise the stairs. Inside, three wooden columns support the roof, many lamps with inscriptions, the floor is lined with marble slabs. The stone on which, according to legend, Abraham stood, is in the yard, in a small building.

Pilgrimage to Medina is usually combined with pilgrimage to Mecca. The distance between Mecca and Medina is 300 km. This is the distance pilgrims usually cover by plane or car. The mosque in Medina is smaller than in Mecca. The Prophet Muhammad is buried in it. In Medina, pilgrims climb Mount Jabal al-Nur to visit the cave where the first vision was sent to the great Prophet Muhammad, Mount Jabal al-Taur, where he hid from persecutors. Pilgrims visit the sites of famous battles and mosques.

Figure 11. [14. 211p.]

The number of pilgrims attending the hajj



In addition to pilgrimage centers in Mecca and Medina, Islamic pilgrims visit other religious sites in other parts of the world. In Jerusalem is one of the most important shrines of Islam – the mosque of Caliph. It is located on Mount Moriah, on the site of the former temple of King Solomon. This place is sacred to Christians, Jews and Muslims, because here Abraham was going to sacrifice his son Isaac. For Muslims, this place is important because from here the Prophet Muhammad made his night journey to heaven.

Some other important Muslim pilgrimage shrines:

- The Blue Mosque is located in Istanbul;
- in Damascus – the Umayyad Mosque;
- in Baghdad – the Golden Mosque;
- in Cairo – the mosque of Ibn Tulun and Sultan Hassan;

- in Delhi – the minaret of Qutb Minar and the mosque of Kuwvat-ul Islam.

The most important place of pilgrimage in Islam is Mecca, it is this city and its surroundings that are considered the point of performing the Hajj and Umrah. Although the sacred places in Mecca, Medina and Jerusalem remain common objects of worship for all Muslims, representatives of different currents of Islam additionally worship their shrines. Returning from a trip, pilgrims bring home a formed religious system of views, become disseminators of the ideology of pilgrimage among others. So today is a pilgrimage uniting Muslims of the world into one multinational brotherhood.

SELECTION 3. IMPROVEMENT OF DIVERSITY TOURISM MANAGEMENT IN ISLAMIC COUNTRIES AT THE EXAMPLE OF ENTERPRISES

3.1. Ways to overcome weaknesses of diversity tourism management at the «Rixos Hotels Collaboration» enterprise (Turkey)

Rixos Hotels is a Turkish luxury hotel chain headquartered in Dubai. It was founded by Fettah Tamince in Turkey in 2000. The company operates 27 hotels and

resorts throughout Europe and the Middle East, including real estate in Azerbaijan, Egypt, Kazakhstan, Russia, Switzerland, Turkey, Ukraine and the UAE. The company employs about 10,000 people. Rixos Hotels was founded by Fettah Tamince in Antalya, Turkey in 2000. Since 1999, Tamince has been cooperating with Tevfik Arif at Labada Hotel located in Antalya. Some of Rixos Hotels' projects were the result of informal joint ventures with Russian investors. In the mid-2000s, Russian American businessman Felix Sater was appointed senior advisor to the company. In 2009, Antalya Mayor Menderes Turel was the main consultant for Rixos. By 2010, the hotel chain had grown to 14 hotels and was recognized for hosting the Turkish President and Prime Minister on vacation.

In 2009–10 Süper Lig Rixos was a shirt sponsor for the Turkish football club Antalyaspor. In 2012, Rixos signed an advertising agreement with the Spanish football club Atlético Madrid, whose logo appeared on the players' shirts.

In 2013, the joint venture Sembol-Ekopark İnşaat-Fine Otelcilik, the company in which Rixos owns shares, received the rights to build the Golden Horn yacht port in Istanbul. Rixos joined the Global Hotel Alliance in 2013. Rixos moved its headquarters to Dubai in 2014. Bugra Berberoglu become the general director of the company.

Rixos Hotels operates 27 hotels and owns real estate in Azerbaijan, Egypt, Kazakhstan, Russia, Switzerland, Turkey and the UAE. The seven waterfront resorts of Rixos Hotels have been developed by the Bayrock Group. Since 2016, Rixos Hotels has been the largest hotel chain in the Eastern Mediterranean region. The hotel group plans to add 13 hotels by the end of 2021.

Table 4. [36]

Properties in operation

Property	Location	Country	Opened/reopened	Notes
Rixos Al Nasr	Tripoli	Libya	2010	In August 2011, during the Battle of Tripoli, pro-Gaddafi forces seized the Rixos Al Nasr, trapping an

Property	Location	Country	Opened/reopened	Notes
				Indian parliamentarian, a US Congressman, and over 30 journalists inside. ^[13] The hotel was seized again during the 2016 Libyan coup d'état attempt. ^[14]
Rixos Bab Al Bahr	Ras Al Khaimah, Al Marjan Island ^[11]	UAE		
Rixos The Palm Dubai		UAE	2012	
Rixos Premium Dubai	Jumeirah Beach Residence	UAE	2017	
Rixos Downtown Antalya	Antalya	Turkey		
The Land of Legends	Antalya	Turkey		The theme park includes designs from Franco Dragone. ^{[15][16]}
Rixos Premium Tekirova	Tekirova	Turkey		
Rixos Premium Belek	Belek	Turkey		
Rixos Pera Istanbul Hotel	Beyoğlu, Istanbul	Turkey	2012	
Rixos Premium Bodrum	Bodrum	Turkey		
Rixos Premium Gocek	Göcek, Fethiye	Turkey		
Rixos Sungate	Beldibi	Turkey		

Property	Location	Country	Opened/reopened	Notes
Rixos Beldibi	Beldibi	Turkey		
Rixos Libertas Dubrovnik	Dubrovnik	Croatia		Formerly known as the Grand Libertas; purchased by Rixos in 2004. ^[17]
Rixos Flüela Davos	Davos	Switzerland		
Rixos Water World Aktau	Aktau	Kazakhstan	2020	Rixos Water World Aktau is the first and only five-star luxury resort hotel with "All Inclusive All Exclusive" concept in Kazakhstan. ^[18]
Rixos President Astana	Nur-Sultan	Kazakhstan	2005	Rixos President Astana ensures the guests' comfort with a total of 184 rooms consisting of 4 Junior Suites, 2 Premium Suites, 12 Presidential Suites and 2 Royal Suites. ^[19]
Rixos Almaty Hotel	Almaty	Kazakhstan	2009	The 5 star city hotel with 262 rooms, meeting rooms, disco, bars, restaurants, indoor pool, wellness center, entertainment activities and shops is the preferred locations in the heart of the city. ^[20]
Rixos Khadisha Shymkent	Shymkent	Kazakhstan	2014	
Rixos Borovoe	Burabay	Kazakhstan	2012	The 5 star hotel is featuring 434 rooms and 868 beds. It has a fitness & SPA center, health center with high class professionals and all modern equipment, Thai massage, Turkish bath, sauna & Jacuzzi, 3 restaurants, and 5 conference rooms. ^[21]

Property	Location	Country	Opened/reopened	Notes
Rixos Sharm el Sheikh	Sharm El Sheikh	Egypt	2012	
Rixos Alamein	El Alamein	Egypt		
Rixos Premium Seagate Sharm	Sharm El Sheikh	Egypt	2015	
Rixos Krasnaya Polyana Sochi	Krasnaya Polyana, Sochi	Russia		
Mriya Resort		Russia		

Operational management of the Rixos Hotel is carried out by the manager (director), who can be both from among the owners and the employee. All hotel services are subordinated to the manager or director, he directs, controls and coordinates their activities in order to obtain the maximum possible effect on each site. Supervision of staff at all levels is one of the main functions of the hotel manager.

The management structure of large Rixos hotels may include the positions of 5-6 directors of departments subordinate to the CEO. Among them: placement director, financial, technical, commercial directors. They represent the middle management and ensure the implementation of the hotel policy, developed by senior management, are responsible for bringing more detailed tasks to departments and divisions, as well as for their implementation. Department directors tend to have a wide range of responsibilities and have a lot of freedom to make decisions. In addition to performing the functions of the implementation of general production tasks in specific management decisions, they also solve a number of tasks aimed at meeting the needs of guests.

The managers of the main hotel services are directly subordinated to the director of accommodation: booking, service, reception and settlement part, operation of the number fund. The chief accountant, the manager of economic service, the computer controller, the head of department of a salary are subordinated to the financial director. The technical director heads engineering and operational department.

The managers of the main hotel services are directly subordinated to the director of accommodation: booking, service, reception and settlement part, operation of the number fund.

Various positions are provided in hotels to perform the functions of commercial service. As a rule, the manager of the congress service, the manager of the advertising service, etc. are subordinated to the commercial director.

In some cases, when it is necessary to make an important decision (selection of the target market, selection of travel agencies, contractors, purchase of new equipment), a special board is created, which includes senior management and all heads of departments.

The system of Rixos hotel organization must also comply with the principle of control. Mandatory elements here should be internal and external audits. Internal and external audit units are designed to monitor the legality of the measures taken, their compliance with regulations and instructions.

The internal orderliness and coherence of the hotel's internal divisions are also ensured through the subordination of employees to the rules of activity. To implement this principle, hotels develop certain regulations (statutes, regulations on departments and services, qualifications, job descriptions). Each employee must know their responsibilities, have certain knowledge and skills, follow the rules set out in these and other documents.

Providing the hotel with operational and sufficient information necessary to take the necessary organizational and economic measures in a timely manner, in organizational terms is implemented by creating special units in the hotel (groups of people) engaged in collecting and processing relevant information.

3.2. Rationale for the improvement program of diversity tourism management at the «Orascom Hotels» enterprise (Egypt)

Orascom Hotels & Development SAE (OHD) is an Egyptian hotel group and is managed by Samih Sawiris, one of the sons of Onsi Sawiris . It has hotels in Egypt, Jordan and the United Arab Emirates.

In 2006 Samih Sawiris announced that he intended to invest \$ 500 million in the Andermatt winter sports area in Switzerland. With the initiation of the Andermatt project and the establishment of Orascom Development Holding AG, the group's headquarters were relocated to Altdorf in Switzerland in March 2008. In May 2008, the new company was floated on the stock exchange through an IPO. The IPO also included an exchange offer for the previous shareholders of Orascom Hotels and Development, which will henceforth be run as a subsidiary of Orascom Development Holding.

Figure 12. [18]

Orascom Development's Land Bank

Orascom Development's Land Bank					
Destination Name	Total land bank	Completed	Under construction	Under development	Undeveloped
EGYPT	49.87	12.82	5.49	2.43	29.13
El Gouna	36.92	9.57	5.38	1.30	20.67
O-West	4.20	0.00	0.00	0.00	4.20
Taba Heights	4.27	2.56	0.00	0.02	1.69
Fayoum	1.08	0.26	0.08	0.07	0.67
Makadi Heights	3.39	0.43	0.03	1.03	1.89
UNITED ARAB EMIRATES	0.29	0.29	0.00	0.01	0.01
The Cove	0.29	0.285	0.00	0.01	0.01
OMAN	20.84	2.53	0.16	3.06	15.09
Jebel Sifah	6.20	0.93	0.04	0.82	4.41
Hawana Salalah	13.60	1.60	0.12	1.44	10.44
As Sodah Island	1.00	0.00	0.00	0.80	0.20
City Walk	0.04	0.00	0.00	0.00	0.04
SWITZERLAND	1.57	1.24	0.06	0.27	0.00
Andermatt	1.57	1.24	0.06	0.27	0.00
MOROCCO	15.00	0.00	0.00	3.00	12.00
Chbika	15.00	0.00	0.00	3.00	12.00
MONTENEGRO	6.92	0.10	0.76	0.28	5.78
Lutisca	6.92	0.10	0.76	0.28	5.78
UNITED KINGDOM	6.54	0.00	0.00	0.00	6.54
Eco-Bos	6.54	0.00	0.00	0.00	6.54
Total	101.03	16.97	6.47	9.05	68.54
Percentage of Total Land Bank Size		16.80%	6.40%	8.96%	67.85%

Building an organizational and functional management structure is important to ensure the effective functioning of any hotel business. Organizational and functional structure of management – is an orderly system of management units, located in a clear subordination, which provides the relationship between the control and managed subsystems, the development of the system as a whole. Management units form a structure with a specific location, ratio and relationship. The creation of an organizational management structure is due to the need to distribute rights and responsibilities between individual units of the organization.

The organizational structure of management is one of the key concepts in management and is necessary to determine the harmonious relationship and interaction of structural units in the management process, adjusting their functional process in achieving goals. The organizational structure of the hotel enterprise is formed to ensure its long-term competitiveness, economic efficiency, rational cooperation.

The organizational and functional structure of management in the form of the scheme which reflects interrelations of structural divisions of hotel according to performance of functions in management of the enterprise is given. This diagram shows the location of each service and position in the overall organization of the hotel, illustrates the distribution of powers and responsibilities of staff. It is necessary for the effective implementation of basic functions by employees, determining their accountability.

The management of the hospitality industry is associated with the optimal distribution of goals and objectives between the structural units (services, shifts, teams, etc.) and each individual employee. The management structure is thus determined by the distribution of management bodies of the hospitality industry, the nature of their specialization - the tasks of management and forms of coordination.

Visually, the organizational structure of the «Orascom Hotels» enterprise is displayed graphically in the form of a two-dimensional scheme, which captures in a compact form information about the hierarchy, authority and subordination of management levels.

3.3. Effectiveness the improvement program implementation of diversity tourism management at the «Burj Al Arab Hotels» enterprise (UAE)

Burj Al Arab is a luxury hotel in Dubai, UAE. The 60-storey hotel is 321 meters high, it was the tallest hotel in the UAE, until 2008, when the Rose Tower Hotel was opened, also located in Dubai. The hotel building is located in the middle of the sea at a distance of 280 meters from the shore, and is connected to it by a bridge.

Construction of the hotel began in 1994 and was opened to visitors on December 1, 1999. The hotel was built in the form of a sail of an Arabic dou boat. Burj Al Arab positions itself as a seven-star hotel, but it is a marketing ploy to get out of the category of six-star hotels. But today there is only a 5-star hotel rating system. According to the official website, Burj Al Arab is a five-star deluxe.

The building stands in the sea at a distance of 280 meters from the shore on an artificial island connected to the ground by a bridge. With a height of 321 meters, the building has recently lost the status of the tallest hotel in the world, as in April 2008, right here in Dubai, opened the hotel Rose Tower 333 meters high. Construction of the hotel began in 1994, for visitors it opened on December 1, 1999. The hotel was built in the form of a sail doe, an Arabian ship. Closer to the top is the helipad, and on the other side – the restaurant «Al-Muntaha» (Arabic. Highest), both supported by cantilever beams.

The lobby of the hotel consists of two floors. On the ground floor there is a check-in for people living in the hotel, on the second floor of the hall there are shops and cafes, as well as a corridor leading to high-speed elevators. In the lobby of the corridor, on the floor, there is a unique mosaic. The ascent to the second floor is carried out by means of escalators, on the right side there is an ascent, and on the left - down. Aquariums are built into the wall next to the escalators, and between them there is a stepped jet fountain with illumination. Burj Al Arab has no ordinary rooms; it is divided into 202 two-storey rooms. The smallest occupies 169 m, and the largest - 780 m². This is one of the most expensive hotels in the world. The price per night ranges

from 1 thousand to 15 thousand US dollars, and the price per night in the Royal Suite - about 28 thousand.

The hotel characterizes itself as a seven-star, the characteristic is a hyperbole and an attempt to get out of the category of hotels that characterize themselves as six-star. Formally, all hotel rating systems have a maximum rank of 5 stars. According to the official website, Burj Al Arab is a five-star deluxe. About 8,000 square meters of 22-carat gold leaf were used in the interior of the Burj Al Arab. All rooms are equipped with the latest technology and design, offer the highest level of luxury and comfort. The hallmark of all rooms - huge windows overlooking the sea.

One of the hotel's restaurants, Al Muntaha, is 200 meters above the Persian Gulf and overlooks Dubai. The ascent to it is carried out by a panoramic elevator. Another restaurant, Al Mahara, where visitors are taken on a ship that mimics a submarine, contains a huge aquarium with sea water with a capacity of more than a million liters. The walls of the tank are made of plexiglass (to reduce the magnifying effect) with a thickness of about 18 cm. This restaurant, according to Conde Nast Traveler magazine, is called one of the best restaurants in the world.

Figure 13. [32]

Most searched Dubai places in google search



The organizational scheme of management in the Burj Al Arab enterprise is created by the heads of the hotel enterprise at the initial stage of origin and is determined by the specialization of the institution, its category, the number of rooms, location, category of guests and other factors. An important role in the formation of the organizational scheme belongs to the analysis of the creation of management units, a clear definition of their functional responsibilities, the links within the unit (service, department) and between units in the production process. The management structure is approved by the Charter of the enterprise, and it is documented by special regulations on the service sector, job descriptions of all levels of management.

The organizational structure of hotel management is optimal when all structural units complement the process of creating a hotel service, ensuring its activities and at the same time maximum efficiency in achieving the end result, which is considered to be the provision of competitive services.

Among the basic principles of the organization of the management system of the Burj Al Arab hotel enterprise are:

- focus on the production of services in accordance with the demand of guests;

- organizational structure of management, which should reflect its goals and strategy;
- constant introduction of the organization of production through it - specialization and diversification;
- a combination of rights and responsibilities, responsibilities and control in management;
- rapid adaptation – the ability to clearly respond to changes in demand, improve production technology, introduce innovations;
- cost-effectiveness – compliance of maintenance costs with the capabilities of the organization;
- simplicity in management, formed from a small number of levels of management, staffed by qualified specialists, understandable to staff and adapted to a certain form of management;
- optimality in management – the organization must ensure rational communication between services and staff;
- manageability, which implies the ability of managers to make and communicate to the performers effective decisions in a timely manner, to achieve their clear implementation to achieve goals.

The organizational scheme of management must be constantly changing, in particular with the dynamic external environment of the hotel and the management structure. In line with changes in the management structure that lead to changes in the number of staff, it is important that these changes do not significantly affect the quality of service. Hospitality staff should always complement each other, be interchangeable in a particular structural unit.

CONCLUSIONS

Cultural attractions are often linked to special features of the host population, and are often related to a national minority or a segment of the population that preserved their traditions. Ethnically or religiously varied countries may often have such unique attractions, that seem exotic and appealing to tourists. Multiculturality is often an attraction for tourism, offering generally an authentic experience for visitors of different backgrounds. Thus, the combination of different cultural aspects in tourist sites is a very relevant topic.

The Muslim tourism market already has billions of dollars. The Asian region is in the lead here, but other countries are also trying to join it. The audience of potential consumers of halal tourism business services is large, the newspaper writes. Around the world, Islam is practiced by about 2 billion people.

If the first halal hotels were opened, first of all, in Muslim countries (Turkey, Egypt, UAE), now their geography is actively expanding. In Japan, for example, the

government has made considerable efforts to make the country attractive to Muslims. Owners of local restaurants and shops were even given special notes on how to treat guests from Muslim countries to make them feel comfortable.

Turkey was one of the first to look at the prospects of halal tourism from a broader angle. It was there in the early 2010s that specialized hotel chains began to open. They were supposed to allow families who profess Islam to get rid of the need to choose between religious norms and the opportunity to relax at the resort.

The main requirements for such hotels – no alcohol on its territory or in special part of hotel, halal menu, the presence of a schedule of prayers and prayer mats in hotel rooms. In addition, during the rest, staff should be prepared, for example, to serve breakfast to guests at night.

But the first rule of such resort hotels – separate beaches and pools for women and men. In most of them, guests of different sexes generally meet only for breakfast, lunch or dinner, unless, of course, they came to rest together. Additional options include closed cabins on the beaches, where women can sunbathe in swimsuits. And also, for example, special prayer rooms and even announcements about the time of prayers, the complete absence of music in the hotel or specialized religious tours.

The Muslim tourism industry is developing almost similarly to the traditional tourism market. Here, too, you no longer have to buy tours from agencies to make sure you get into a halal hotel. HalalBooking has appeared on the Internet, which is very similar in name and design to the popular online booking giant. Here you can choose and book a hotel, while the description discusses in detail the available services: for example, the presence of a separate pool or the availability of a halal menu not only in the hotel but also in nearby restaurants.

The site's description says it was founded in 2009 by a group of "far-sighted Muslims" who previously held senior positions in tourism-related companies or simply in large international corporations. In addition to beach holidays, from which this industry began, the list includes thermal SPA-centers and ski resorts. The average price of the presented hotels is about \$ 100 per night. A halal villa in one of the exotic

destinations will cost \$ 400-500 per night. Offers predominate in Turkey, the UAE and Indonesia. But you can find, for example, a hotel in a ski resort in Switzerland (\$ 326 per night - about the same hotel costs on regular booking sites), a city hotel in Paris (from \$ 100 to \$ 200 per night) or a sanatorium in Slovenia. In the last three, however, halal service will be provided upon special request - no one promises to divide the pools and saunas into women's and men's. That is, in general, we are talking about ordinary hotels, ready to adapt to the tastes of customers. You can also find hotels in Italy, Spain, Great Britain, Tanzania or Morocco.

Almost 10 years ago, the British agency Crescent tours became one of the first travel agencies to replenish their catalogs with Turkish halal resorts. Now on his site you can find halal packages with names like «Unforgettable Spain», «Classic Bosnia» or «Charms of Bangkok». The client is guaranteed not only halal food and the presence of the Koran in the hotel, but also compliance with Sharia law at all stages of travel – from arrival at the airport to departure.

Amid heated debates about the acceptability of burkini on popular beach destinations, halal tours for Muslims who follow stricter rules can be an effective way to avoid conflicts or misunderstandings with other vacationers or hotel staff. Women who profess Islam are even more interested in such hotels. Many Muslim women cannot appear in a bathing suit in front of strangers. In halal hotels, they have the opportunity to sunbathe for pleasure, which also affects the popularity of such offers. The growth of Muslim women's tourism is one of the main trends in 2018, according to the forecasts of the specialized analytical agency CrescentRating.

Following the success of halal tourism, a surge of interest in halal certification in general began. Rotterdam became the first city in Europe to receive a halal certificate for an entire port (the document had to apply to the Malaysian government). Malaysia itself is actively exporting aspirin, chocolate and mouthwash in accordance with Sharia law. Halal cosmetics are produced in Egypt and UAE.

World market economy analysts have long identified halal tourism as a compelling fact, although the concept has emerged recently. Oil stocks in the Middle

East, rapid growth in banking and other sectors of the economy have led to wealthy Muslims traveling the world and willing to pay for quality service that meets Sharia law. Therefore, the tourism business can not ignore this group of customers. Halal tourism is a fast-growing sector of the tourism market, and with the increase in the number of Muslim tourists choosing destinations with the appropriate amenities, more and more hotel chains are starting to offer services in this market sector. Hotel owners and tour operators around the world are making significant efforts to keep up with the changes and find their place in this growing sector of the halal-labeled services market.

We must not forget the fact that many Europeans and people of other cultures visit Islamic countries for tourism. For the comfort of foreign guests, most Islamic countries introduce a loyalty system in hotels, namely selling alcohol and more. We have considered the offers and services of such hotels in the third section of our work. However, travelers should always respect the laws and traditions of the country where they travel for their comfortable vacation.

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