

Innovation and New Trends in Hotel Industry (Case: Dubai)

Iva Bulatovic¹, Ruqayya Alshehhi², Amal Alnuaimi³

Higher Colleges of Technology, Business Division, United Arab Emirates

Abstract

The hotel industry is known as a highly competitive one. How to be different in the ocean full of fish appears as the issue of the 21st century. One of the best strategies is related to innovation. What is innovation? Innovation in the hotel industry, as well as analysis of Dubai's hotel market and its innovative approaches, are some of the topics that will be covered by this paper.

The purpose of this research is to define innovation and types of innovation in the context of tourism. On top of it, Dubai as a tourist destination will be presented while the special focus will be on current trend analysis and their application in the case of Dubai.

Results of our analysis show that new practice, technological and non-technological types of innovation play a key role in attaining competitive advantage and ensuring added value among hoteliers in general. Specifically, hoteliers in Dubai are aware of innovation importance, however, there is still room for improvement. This research is a solid basis for further analysis of innovation in the hotel industry.

Key Words: innovation, hotel industry, trends, Dubai, tourism