

Exemplar

Extended Project

Unit: P301

Topic: To what extent has Dubai culture been influenced by the west over the last 50 years



Proposed project title: To what extent has Dubai's culture been influenced by the west over the last 50 years?

Section One: Title, objective, responsibilities

Title or working title of project (in the form of a question)

To what extent has Dubai's culture been influenced by the west over the last 50 years?

How has the discovery of oil in the United Arab emirates affected Dubai's way of life through influence by the west?

To what extent can Dubai expand?

Project objectives (e.g., what is the question you want to answer? What do you want to learn how to do? What do you want to find out?):

I want to explore the extent to which Dubai's culture been influenced by the west over the last 50 years.

Furthermore I want to know how the discovery of oil in the United Arab emirates has affected Dubai's way of life through influence by the west. I also want to look at whether the people of Dubai have changed their perception of western world.

I want to learn how to critically analyse facts, figures and views effectively.

I would also like to improve my researching skills so that they can carry me through later life.

I would like to find out how an economy with such a high level of output functions with conflicting views of the people. I want to find out how the affect on a nation's economy can impact many other cultural areas of Dubai. I would also like to find out how long Dubai can last with such a high level of output.

Section Two: Reasons for choosing this project

Reasons for choosing the project (e.g., links to other subjects you are studying, personal interest, future plans, knowledge/skills you want to improve, why the topic is important):

During my two week visit to Dubai I was constantly wondering why and how new structures were appearing everyday and what the people thought of the large construction schemes. Ever since I have been fascinated with the reasons behind all of these questions and have also wanted to peruse them but never got the chance until now. This topic is linked in well with my geography A-level because it studies the discoveries and exports of oil and other fossil fuels.

This topic is very important due to the fact that everyone should now about

global issues and the reasons behind the functionality of them.

Section Three: Activities and timescales

Activities to be carried out during the project (e.g., research, analysis, writing, preparing for the presentation, etc):	How long this will take:
Project proposal	20th October
Planning	25th October
Introduction	1st November
Research review	16th December
Discussion/development/analysis	1st January
Conclusion/evaluation	9th January
Project outline	12th January
Bibliography and final revisions	25th January
Presentation	5th February

Milestone one: finish research review by the 16th December

Target date (set by tutor-assessor): first draft completed by 17th January

Milestone two: writing complete by the 12th January

Target date (set by tutor-assessor): final draft completed by 7th March

Section Four: Resources

What resources will you need for your research, write up and presentation (eg, libraries, books, journals, equipment):

1. Jo Tatchell, (2009), *a diamond in the desert*, Grove/Atlantic, America
2. Jim Krane, (2009), *Dubai: a story of the worlds fastest city*, Atlantic, America
3. David Saunders, (2003) *Dubai: the Arabian dream*, I.B.Tauris Et Co Ltd
4. PiersMorgan, (20th January 2009), *Piers Morgan On Dubai*, ITV1
5. www.uaeinteract.com, *Evolution and Performance of the UAE Economy 1972-1998*,
6. www.dubai-architecture.info.com

What your areas of research will cover?

- How and when oil was discovered in the United Arab Emirates.
- When did structural development begin
- What are the views on people of the people
- How long will development last with current funds
- Cultural contradictions and differences within Dubai
- What areas have been affected by 'westernisation'
- How have they been affected
- How has 'westernisation' been demonstrated in Dubai

Comments and agreement from tutor-assessor

Is the learner taking this project as part of the Diploma? Yes/No If yes, which Diploma are they taking? Comments (optional):
Is project derived from work which has been/will be submitted for another qualification? Yes/No Which qualification (title and unit)? Comments (optional):
I confirm that the project is not work which has been or will be submitted for another qualification and is appropriate. Agreed: X
Comments and agreement from project proposal checker
Comments (optional): I confirm that the project is appropriate. Agreed: X

Extended Project Oral Presentation Record Form


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 advancing learning, changing lives

Learner Name T. Learner number _____

Centre Name _____ College _____ Centre Number _____

Project Title GROWTH AFFECT CULTURE - DUBAI Date _____

		Band placement					
Content How clear are the main ideas?	Low 1	High 1	Low 2	High 2	Low 3	High 3	
	Comments: <i>good clarity -</i>						
Organisation How clear and logical is the structure? Do the different parts of the presentation link together?	Low 1	High 1	Low 2	High 2	Low 3	High 3	
	Comments: <i>Structure good, links smooth</i>						
Pace Is the presentation well paced?	Low 1	High 1	Low 2	High 2	Low 3	High 3	
	Comments: <i>finished a little early</i>						
Voice Is the presentation clearly audible? Does the presenter avoid simply reading the presentation aloud?	Low 1	High 1	Low 2	High 2	Low 3	High 3	
	Comments: <i>no notes - voice good</i>						
Visual aids If visual aids are used, are they relevant and consistently effective in supporting the presentation? Are they clearly visible and not over-crowded with too much information?	Low 1	High 1	Low 2	High 2	Low 3	High 3	
	Comments: <i>good use of ppp - added to his talk</i>						
Contact with audience Does the presenter engage well with the audience and hold their attention?	Low 1	High 1	Low 2	High 2	Low 3	High 3	
	Comments: <i>held attention well</i>						
Handling questions Does the presenter handle questions calmly and confidently? Are they answered clearly and insightfully, in a way which shows good subject knowledge?	Low 1	High 1	Low 2	High 2	Low 3	High 3	
	Comments: <i>did answer well.</i>						
Strengths of the presentation	AO4 Mark Awarded: <u>7</u>						
<i>Really good at sparking interest in audience. Good use of pictures / graphs.</i>							
Signed (Teacher/assessor): <u>Eu.</u>		Position: <u>TUTOR</u>					

Extended Project Oral Presentation Record Form

Learner Name T.

Learner number _____

Centre Name College

Centre Number _____

Project Title DUBAI GROWTHDate 16.3.11

		Band placement					
		Low 1	High 1	Low 2	High 2	Low 3	High 3
Content How clear are the main ideas?						☒	
		Comments: Several ideas clear. Perhaps broad in remit.					
Organisation How clear and logical is the structure? Do the different parts of the presentation link together?						☒	
		Comments: Reasonably organised and linked					
Pacing Is the presentation well paced?					☒		
		Comments: Rather lost in places. Short.					
Voice Is the presentation clearly audible? Does the presenter avoid simply reading the presentation aloud?						☒	
		Comments: Slightly mumbled. No notes					
Visual aids If visual aids are used, are they relevant and consistently effective in supporting the presentation? Are they clearly visible and not over-crowded with too much information?						☒	
		Comments: A4 board in some layout. Some striking images					
Contact with audience Does the presenter engage well with the audience and hold their attention?					☒		
		Comments: Reasonable but looked a bit at slides					
Handling questions Does the presenter handle questions calmly and confidently? Are they answered clearly and insightfully, in a way which shows good subject knowledge?						☒	
		Comments: Competent handling					
Strengths of the presentation	AO4 Mark Awarded: <u>7</u>						
Simple message. Bold slides = good images.							
Signed (Teacher/assessor) <u>[Signature]</u>				Position: <u>EP Director</u>			

Observation Record/Witness Statement

Learner Name T. Learner number _____

Centre Name Marlborough College Centre Number 66629

Unit Name _____ Unit number _____

Project Title _____

This form should be included in the candidates work which is submitted for moderation

What task/activity are you assessing?	
Oral Presentation	
How has the task/activity met the requirements of the Specification?	
- Well organised. - Visual aids illustrated his points, past and present. - No notes and spoken with clarity to the audience. - Answered well to questions. - Content was good.	
Assessors Details	
Name	Position/role
Signature	Date
<i>KE</i>	EP TAUGHT COURSE TUTOR 16-3-11.

Confirmed by			
Name	C. Barclay	Position/role	Director EPQ
Signature		Date	

Project Activity Log

Proposed Project Title: How has the growth of Dubai affected its culture and to what extent can Dubai expand?

This form should be used to record the process of your project and be submitted as evidence with the final piece of work.

You may want to discuss:

- what you have done (eg, from one week to the next)
- if you are working in a group, what discussions you have had
- any changes that you have or will need to make to your plans
- what resources you have found or hope to find
- what problems you are encountering and how you are solving them
- what you are going to do next

Date	Comments
September 13th 2010	Introduced to the Extend Project. I was had guidelines set out to me and told the correct approach to take. I should read up on my topic before I should tackle the writing side of things. I should also go out of my comfort zone in order to track down sources. I should use a range of sources in order to validate my project and should also plan out my sections. I am still deciding what topic I will focus on.
20th September 2010	Started the taught course today and completed a task on 'the five w's'. These are who, what, where, when and why. This is useful for my project because it will help me to critically analyse my sources in great depth. This should give me vast detail in my project and should explain the relevance of each source I found to the theory I have posed. This task was very comprehensive and helped me to learn useful skills when handling large sections of text which will be needed when researching my topic area.
27th September 2010	Completed a task on the strengths and weaknesses of web resources. This will be useful for me due to the fact that a great deal of my information might come from the web and so is very relevant to me. This will help me set apart helpful and reliable data and information from the bad information. These lessons, in the taught course, help me narrow down for my search for a topic to a topic based around the idea of Dubai.
4th October 2010	Completed an activity on research review this week. This was important for me because it help me narrow down my topic area. This gave me the chance to start research. I wanted to look at the effect of oil on the growth of Dubai.
11th October 2010	Suggested my topic choice to my tutor in order to let the topic area to be explored further. This will allow me to understand fully what area I could fully focus on. This week I also completed and exercise on arguments. This will be useful for me mainly because of the fact that it will help me develop arguments more fully and also provide counter arguments to those original arguments. This exercise helped me to set out clearly what my points and conclusions were of that

	argument.
18th October 2010	Completed two main tasks this week. The first was completing a task on making references and completing bibliography. This will, in the long term, help me set out my thinking clearly because it will easily show where the information has come from in a precise manner. I also created a title for my project. 'To what extent has Dubai's culture been influenced by the west over the last 50 years?' this would allow me to display the changes occurred in Dubai which is really what I wanted to examine.
25th October 2010	During this week I had been reviewing my title. I came up with the idea of redefining culture. This would be necessary because it is a very broad term so I wanted to make it specific to my project. Define it as religion, transport and clothing. This would give me a more specific search for my topic and would give me comprehensive review of the state. I found this out while completing my project proposal form which was handed in on the 22 nd October
1st November 2010	This week I have been researching the areas of culture but found clothing was part of religion so I thought I needed another section for culture. I will investigate architecture and see how it fits in with the balance of the paper.
8th November 2010	This week I spoke to a source who worked in Dubai as a financial business man. He was called Stephen Hilling, my father. I asked him what Dubai was like to work in and to live in and also asked him how it was different to other nations he had visited in terms of standards and way of life. He stated that it was really superficial, swamped with workers with thousands of cranes. This helped me with my understanding of the state. I investigated architecture. This has been a big change in Dubai and would like to research it further. This will be part of culture.
15th November 2010	I have been focusing on my sources this week with extensive research. I sourced a programme on ITV1 called 'Piers Morgan on Dubai'. He spoke about the growth of Dubai. This gave me an idea to focus on Dubai's history which would give me an opportunity to contrast and compare the old Dubai with the new Dubai. I would then go on to talk about its future.
22nd November 2010	I thought, this week, that my culture section should have more substance and material on which to compare. I have decided to research the type of labour undertaken in the state, the language in the state and the economy. These will have to be researched to see if they merge well with the existing topics.
29th November 2010	Over the past week I have been researching labour, language and their economy. Labour and language fit well with the project. However, the economy does not. Yes I want to focus on the discovery of oil; I just don't want it to revolve around oil. This will happen if it is included in culture. As a result of my finding I purchased two books off Amazon. One is

	'Dubai: the story of the world's fastest city' by Jim, Krane and the second' the Arabian dream'.
6th December 2010	This week I have been reviewing three sources. The two bought from Amazon and 'the geography review'. 'Dubai: the story of the worlds fastest city' was very useful because it gave me good overview of Dubai's and helped me understand the state better.' The Arabian dream,' however was not useful. It was more of a picture book than an information log. This was not useful. The geography review made me broaden my scope of my topic and made me think about its economy diversification methods. This could be too broad though.
13th December 2010	Over this week I have been debating the fact whether or not Dubai could be in an unstable and venerable situation vastly based on the superficial look. This made me broaden my scope and purchase a book on this exact topic. I will read this briefly and come to a conclusion whether this book is useful for my project.
20th December 2010	I have decided that I would like to focus on the underlying truths about Dubai, whether it be among the people themselves or it be about the actual layout of the state. The creek divides the rich from the poor and could be a sign of physical separation and that there is a massive contrast in the state. This brings me onto the point of this state not following the traditional values that the other states of the UAE do.
27th December 2010	My conclusions on the book on the vulnerability of success of Dubai were mixed. It was completely useless for the vulnerability of the state however it did provide me with vast amounts of information talking about the methods of diversification undertaken in Dubai. This led me to pose the question. 'Does Dubai want to be seen as an independent and maker of its own success?'
3rd January 2011	Had a meeting with my tutor this week. She told me to focus on a topic at a time. I told her I wanted to look at oil as a reason for the change. She told me to take a systematic approach. I approached oil with the 'who, what, when, here and why' method to provide comprehensive coverage of the topic.
10th January 2011	After researching oil, I discovered it is a very broad subject, and not something I really wanted to focus on. This led me to only carrying out brief research on oil with simple facts and figures to back up underlying points. I decided not to focus on the growth too much, but to focus on the changes that have occurred in Dubai due to the growth. Of coarse I will have to talk about growth, but not in great detail.
17th January 2011	I have started to think about a measure for growth. During the past week I have been thinking about using population growth as a measure as well as GDP. This should provide could comparisons in my text in relation to the affect on culture. I think Dubai wanted to be a large independent state even without oil because research has told me that ports were built to provide growth to the economy.

24th January 2011	My title was to include the west but over this week, I have been looking at the affect of the west on Dubai, and there does not seem to be a clear connection. This had led me to abolish the idea of the west and has left me rethink my title. This has been a problem for me because a lot of my research relates to the west but shows no comparison.
31st January 2011	I have come to the decision over the past few days that I will focus on the changes that have occurred in Dubai due to growth. These changes will include the architectural changes, the changes in labour, the changes in the language and the changes in the religion. These four changes are my definition of culture. Oil, I have found out, is basically run out. It contributes very little to the state now. It has led me to pose the question 'what is supporting the state now?'
7th February 2011	I have been looking back through my research and my findings and my proposed ideas. I seem o have said I would like to contrast history and the present. I have now moved onto the thought of adding the future to this. This was only speculation before but now, due to my findings of a slowing growth rate, I am fascinated to find out what the future holds for Dubai.
14th February 2011	I have decided to include the future in the title in the form of 'to what extent can Dubai expand'. This was necessary for me to put this in the title because I felt that it was quite a separate point and I wanted it to stand out so that I can draw clear comparisons.
21st February 2011	I can draw some very intellectual comparisons in my project I have found. I can draw conclusion between the diversification methods such as real estate and tourism and have found, the state have deliberately done this to see them through the next ten years. There diversification methods are a support system to the state without oil. i am still investigating the like between growth and culture.
28th February 2011	The growth of the population, has been found to be mostly expatriates due top the diversification methods which in turn affects the culture. Its can affect their language, their architecture and their labour. One thing that has not changed in religion. I have found this to be an underlying value of Dubai that has remained the same. This poses a problem for me because this goes against my theory and could completely contradict my entire argument. I will explore this further.
7th march 2011	The matter of religion. I have been looking at this matter over this entire week, and to conclude my findings, this will provide a good counter argument which is always good to have in a project because now my project is well balanced. The population growth has affected the UAE nationals and also the type of culture Dubai has. The foreign workers influence architectural design and language for trade. Presentation preparation has begun. I thought I should focus on main points and outline arguments in my own words.
14th march	The last problem that I have encountered is that I have not

2011	provided any background information on Dubai. This will have to be provided because then I will have no basis on which to argue and therefore no spine to the project. I mention the UAE a lot in my project, but I have to assume the reader knows nothing about the UAE so mentioning it will be vital. Presentation has been completed. Need to focus on pace and standing still when delivering my presentation. I added pictures to add some substance to my presentation
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How has the growth of Dubai affected its culture and to what extent can it grow?



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Extended Project level 3 - Unit 1

How has the growth of Dubai affected its culture and to what extent can Dubai expand?

Contents

Abstract

Introduction

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Conclusion

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Abstract

In this project I aimed to explore what the culture of Dubai was in its history and how had it changed. I aimed to explore to extent to which Dubai's culture had been affected by its rapid growth. I also wanted to find out the extent to which Dubai could grow and expand. The main ideas that I wanted to expand on was that there could be a possible culture clash in the state. I also wanted to explore how oil affected the state and what people's perception of oil was. There could be vast diversification in the state in order display itself as a cosmopolitan state. I argued that some cultural values are present in Dubai but some have been abolished. My conclusions backed up my theories well but some conclusions were surprising. I found out that many people thought oil was still a major player in its economy but only contributes 3%¹ to the state. I also concluded that some cultural values have remained the same such as religion but others have changed such as language. I also found out that Dubai has diversified its economy to display itself as an independent state and I also discovered Dubai is heavily in debt along with its population only being 17% UAE national¹.

Introduction

Background

Dubai is a member of the United Arab Emirates². This country was created in 1971³ with seven states (Emirates) joining the union; Dubai being one of the most substantial.

Dubai is a semi-autonomous state located within the United Arab Emirates at its northern point on the Persian Gulf³. The Al-Maktoum family has ruled Dubai since 1833⁴ as a traditional Arab state based on tribalism, conservatism and Islamic values, but Dubai began a restructuring programme in 1971³ and re-established itself as a modern state in and has remained so ever since. It is, in fact, a fairly small state with only about 1.4 million people¹, but with a GDP over \$36 billion⁴, giving it a very high per capita income.

Over recent years, Dubai has been trying to come to terms with its one serious problem: contrary to popular belief, it is facing the fact that it did not have much oil in the first place and the oil that it did have is rapidly running out. This single

factor has driven the cultural changes that have taken place in Dubai over the past years. Unlike its sister Emirate, Abu Dhabi³, which has been able to rely upon an oil-driven economy, Dubai has had to adapt to become a much broader-based society based on added-value services, rather than a single commodity⁵.

On the question of the influence of Oil, while obviously Oil was the trigger for growth and change, it has become less important over time because other sectors have grown to be larger and, in fact, oil production has dramatically also declined in absolute terms⁵.

So Dubai has now reinvented itself as a regional centre for financial services; it has also become a trading state, with strong manufacturing and distribution sectors, plus it makes huge income from tourism and transport⁵. This means that most recent figures show that the oil and gas revenues make up only 3% of the total income of the state¹.

Recently I undertook a trip to Dubai, and saw for myself the effects of the changes that have transformed this small state into a regional superpower, sometimes referred to as a 'diamond in the desert'⁶. The most dramatic evidence of this is seen in the massive construction projects that have been completed in Dubai and are still underway. It now looks like a mixture of New York and Las Vegas, with some of the world's tallest buildings and the largest urban developments anywhere, with the possible exception of Shanghai in China.. The Burj Tower in Dubai is currently the world's tallest building; the Dubai Mall is the largest shopping Mall in the world; some of the near shore developments, such as "the World" and "the Palm", use reclaimed land from the Gulf and show creativity and vision far in advance of most other countries.

It would, however, be true to say that Dubai did not follow any overall architectural pattern, with every building looking more and more diverse and extreme. Made out of glass, structures seemed modern and purely aesthetic and barely practical. The transport seemed to be undergoing heavy renovation with a new metro being installed and the world's largest airport being built.

This transportation revolution has digressed tremendously from Dubai's roots of using fishing boats as a main form of transport⁴, with the Dubai Creek as their highway: the creek is now just a canal and is more important to tourism than to transport goods.

Although freedoms were easily observable, from the western clothes, tolerance to alcohol, cosmopolitan lifestyles, luxury cars, and conspicuous consumerism, there appears to be a strange contradiction here. The underlying values of the Emirati people themselves have not significantly changed: they conform to Islamist principles; the rich men take multiple wives; they are hugely conservative; they are still fundamentally tribal and proud; and dress in traditional clothes. This was most fascinating because it was apparently paradoxical.

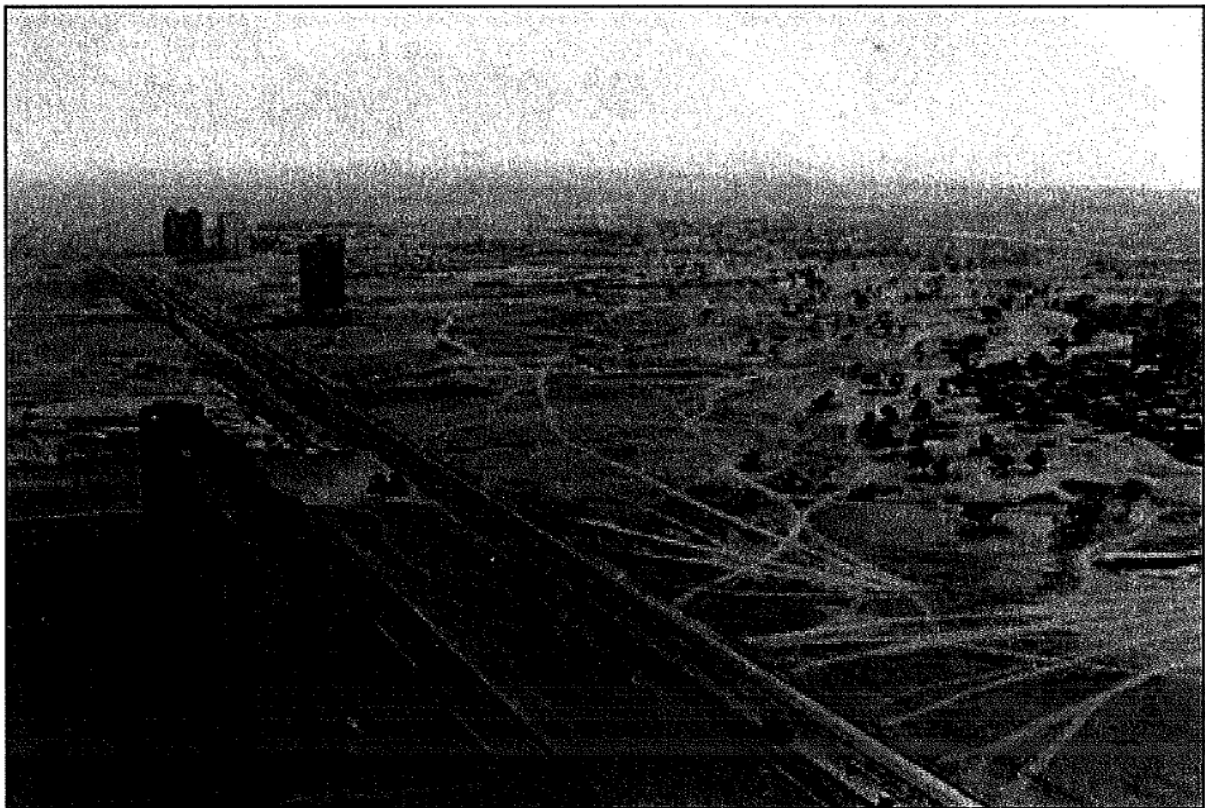
This made me speculate about a possible clash in cultural ideologies due to the fact that so many changes had been embarked on in such a short period and so led me to question whether there would be a conflict between traditional

established values and the newer, modern western values being adopted by the younger generation in particular.

When changes of this magnitude have been undertaken, by other nations, in the past, albeit never over such a short period, it has mostly led to internal conflict and instability. Dubai, however, has seemingly dealt with this threat by an interesting compromise between the absolute authority of the ruling Maktoum family ⁴ and recognition by them that they needed to share the benefits of economic growth with the wider Emirati population. Effectively, it is a benign dictatorship based on tolerance of foreign cultures.

This leads us to the second question: To what extent can it continue to expand?

Dubai was once a just a village with a small, local port, surviving on fishing, pearls, and local trading. It was a peaceful place, with no major conflicts over the last 30 years ⁷, governed by one family (Al-Maktoum), with hereditary leadership. Now, however, it has been transformed, to become a major player in the global economy. For example, during the peak years 2005 to 2009, Dubai, held 24% of the world's cranes ⁸. Although, Dubai has achieved such monumental growth since the mud village of the 1960's ⁹, can Dubai continue to grow and, if so, at what rate? And how should we measure growth? Should it be by GDP, population, wealth, or, indeed, cranes? I shall answer this question later.



Dubai before the vast expansion in 1990 ³⁰



The Same street in 2003³⁰



The same "street" in 2007³⁰

Scope of the Project

The title of the project refers to the "Culture" of Dubai. What do I mean by "Culture" in this context?

Culture is a very broad term but to make it relevant to this study of Dubai, I have come to the decision of redefining it in order to establish grounds on which to argue and to create a centrepiece for the debate. I think that to have a culture many areas of the state have to be covered. This means that culture can range from the architecture to their religion. The sub categories of the heading 'culture' will include architecture, religion, labour and language. These choices have been chosen on the basis that there have been significant signs of diversification in each sub-heading based on my observations. Usually culture includes the traditional types of food eaten in that area or the traditional mode of transport undertaken or what arts are present in the area. These have not been chosen to appear in this study due to the fact that they do not bear much relevance to significant changes during the time span that I am dealing with. The reason why I also chose to redefine culture is because many people have different views on what culture actually means and so this provides a workable framework for the project. Culture is a very widespread topic; so narrowing it down to those four sub-headings makes the project a lot more clear-cut and precise.

This project will set out to answer the following questions:

- What has been effect of the change in Dubai on its Culture
- To what extent can it continue to grow and what further changes are likely to take place over the next 20 years?

My research proved to be a challenging task due to the fact that there was an extensive amount of literature on the subject. During this process, this made me rethink my strategy and approach to the research task. I wanted a systematic approach so for efficiency I divided the project in to small, defined and manageable parts. Therefore, I wanted this project to focus on Dubai itself, focusing mainly on the state's lifecycle over the past 50 years, the present and the future. This format will shape my project into an organized and logical structure.

Structure

There are so many possible areas that could be discussed but in order to keep this project contained and to the point, I wanted to focus on some key areas which are of particular relevance. Some chapters are more information-based; others are intended to be more discursive. This is in order to create balance within the paper between facts and thought provoking ideas.

I will start by defining 'culture' in order to pin point what changes I will discuss and to create a universal association with each discovery which I hope will make the chapters seem more interlinked with each other.

I wish to discuss the history of Dubai and its culture in order to establish roots and grounds in which and can contrast modern Dubai with. These two sections are the core of the project and are crucial to create balance within it.

After these core chapters have been discussed I wish to explain and debate the diversification of Dubai. This will involve me talking about the change from pearls, through oil, on to the non-oil related sectors that dominate the economy today. I will explain the impact the change has had on its economy. In the late 1950's Dubai hit oil and so diverged into the oil market ⁴. This creates all kinds of interest due to the fact that at that time the only other source of energy was coal, which was running out and Dubai had a fresh source of fuel. This gained attention by other large and powerful nations and so Dubai felt like it should show off and so Dubai became extremely superficial.

'Dubai as it today' will explain recent projects that have been undertaken along with the residents of Dubai with their views on this growing superpower. In the project I will also explain how vulnerable Dubai is to external powers and how likely it is to collapse due to over expansion.

The last thing that I will discuss, which follows the themes of past, present, and the future, is what else Dubai can offer; what future does it have? This chapter will be entirely prediction based and will set out to answer the question 'is the growth of Dubai exponential?'

Dubai History

How did Dubai attain the position it has today?

To place things in perspective, the history overview starts well before the timeline in 1830. This time has been selected because Dubai was very much the same for its entire life up until the end of this period, to the extent that it may be described as having been stagnant

In 1830 and before, Dubai had a small fishing area within it which was taken over by the Bani Yas tribe which was led by the Al Maktoum family ¹¹. This family still runs the state today, as absolute and hereditary rulers. To increase the population, the Maktoum family decided that the state would be exempt from any form of direct tax, which attracted foreign traders to Dubai ¹¹. This, in turn, led to the expansion of the pearl industry, entirely as a result of the new foreign investment ¹¹.

The royal family had many internal disagreements between themselves which caused paralysis of development and change ¹¹. The problems were exacerbated by the social pressures arising from the recession of 1930-1940 ¹¹. This recession hit the pearl industry hard and so led to a decrease in national income and morale in the state ¹¹. Sheik Rashid officially became the ruler of Dubai in 1958 after the death of his father ¹¹. This man had bold ideas which led to his first project of developing the creek to accommodate larger ships in order to increase the national GDP ¹¹. As a result of this idea he was lent millions of dollars in 1959 by the Emir of Kuwait ¹¹. This would be the beginning of what is now a major trading hub for the Middle East and Indian Ocean.

Fortuitously, in 1966 Dubai discovered its own oil which, considering the difficult economic circumstances they were in because of the global recession at that time was highly opportune ¹¹. This discovery generated wealth and purchasing

power that helped to attract traders to settle in Dubai which, in turn, further enhanced the economic growth of the state ¹¹. In 1968 Dubai becomes an Oil exporter, which began the flow of what became known as "petro-dollars" into the nation¹¹.

In 1971-2 the seven Arab Emirates (known as the Trucial States) combined to create the United Arab Emirates, which would enable the rebalance of wealth between the richest and poorest Emirates, create a larger trading zone, reduce legal and regulatory barriers, shared defence capability, and create critical mass in order to exploit the possibilities afforded by Oil ¹¹. As a result of this, Dubai's previous currency was replaced by the "dirham" in 1973 ¹¹. This political union has continued to be dominated by two families, the Zayid family in Abu Dhabi and the Maktoum family in Dubai ¹¹: the former is always President and the latter is always Prime minister and Head of Government of the UAE. Effectively, the UAE is a loose federation, with a high degree of localised autonomy.

Dubai has since slightly strayed away from the cultural values of the other states, being far more liberal and receptive to foreign influences and cultures. This has caused some tension within the UAE and Sheikh Maktoum has been openly criticised by Rulers within the UAE for being over-liberal, over-stretched economically, and too exposed to world markets i.e. he is expanding faster than the economy can support in ways that the other Emirati rulers do not like.

In 1985 Dubai introduced itself into the market of tourism and as a result of that founded its own airline ¹¹, 'Emirates'. This has since become one of the largest and most prestigious airlines in the world, providing the launch orders for the Airbus 880, the "super-jumbo". Allied to this, it began the huge investment in upscale hotels, tourist attractions, and world-leading retail facilities. The key advantages Dubai offered were year round sunshine, within 6 or 7 hours of the major population centres in Europe, minimal jet-lag because it is only 2 to 4 hours time difference, all at affordable prices in a safe location, both socially and environmentally. It quickly became a winning formula.

In 2003 Dubai is recognised by the international monetary funds and the World Bank, as a financial hub and the property market of the state is suddenly rapidly grown into a super power due to the introduction of freehold properties which permit foreign ownership¹¹.

Dubai Culture

Architecture

The architecture in Dubai before the 1920's was heavily based on the types of lifestyle the people had which was mainly based around the pearl industry ¹². During this time the resources they had were limited and the conditions in which they lived in were tough, mainly due to the severe climate ¹². Building materials were managed well in order to create efficiency for small groups such as tribes¹². Their tents were easily portable and provided a secure shelter during the harsh winter months. In the summer months while people worked on the date-palm plantations in land ¹², their homes were well ventilated close to the sea. Traditionally, these were called 'arish' ¹². Also inland there were more permanent homes which were more of a solid structure. These structures were created using mud blocks called 'stone guss' ¹². The roofs were made with tree leaves

such as palm fronds again ¹². Chalk, Iranian red clay called 'sarooj' and water paste help bind and secure everything together; much like our modern day cement ¹². The layout of the houses was based on ventilation and privacy ¹². They used an ingenious form of architecture which funnelled the prevailing winds through the houses and out at a large vent at the top, using the pressure differential to drive the air through: a primitive form of air-conditioning. ¹²

Labour

On the coastal regions, again were 'arish', which were placed near areas of pearling, trading and fishing ¹¹. These were the main types of labour in those days but now the streets are crowded with business men and entrepreneurs looking for opportunities. Pearling and fishing were the primary occupations for Dubai's residents during the 1900's ¹¹. It may safely be stated that trade other than barter would have hardly existed in the states of the UAE if it not were for the proceeds from the pearling industry. Pearls constituted almost the only export ¹¹.

Language

The official language in the state of Dubai is Arabic. But over the years, as the state has become more diverse and the flows of expatriates continued, the main language spoken today in the business world is English. There are 154 different nationalities in Dubai such as Indian, British, Australians, and Pakistani, with only 17% of the population being Emirati ¹. This is due to the mass migration to the aspiring state to support the economic development and to exploit investment opportunities.

Religion

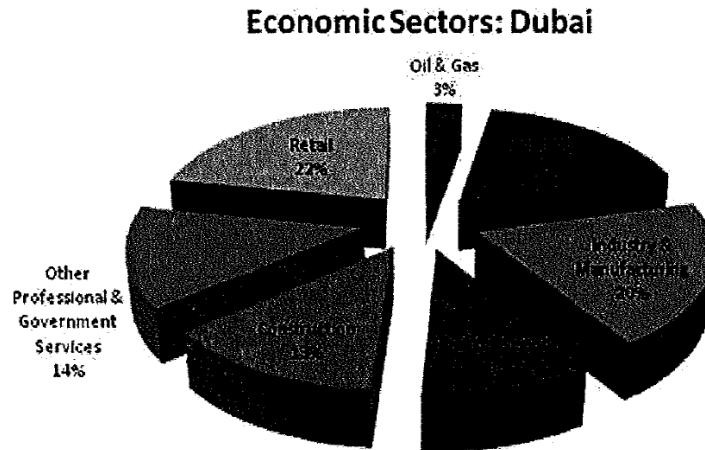
The religion in Dubai and in the United Arab Emirates is traditionally Islamic but other religions are may be practised such as Christianity or Hinduism due to Dubai trying to express itself as culturally cosmopolitan ¹³. This religion impacted heavily on the types of architecture around during the early stages of Dubai however over the years, the state has become more diverse but there is evidence to show that some Islamic traditions have stuck in the architecture. The most religious part and the most sacred time of Islam's year is Ramadan ¹³. This lasts for one month and involves the Muslims having to fast during the daylight hours to fulfil the fourth pillar of Islam which involves helping and giving to the poor, while denying yourself comforts. Eating, drinking and smoking during the day are strictly prohibited ¹³.

The clothing form Emirati is still traditionally Islamic and conforms to the teachings of the Qu'ran ¹⁰. Women have to cover all parts of their bodies with the exception of the face and the hands but not above the wrists ¹⁰. Both men and women have to dress modestly ¹⁰. There are robes called 'abaya's' ¹⁰. These are to be worn over the normal clothing. The main purpose of this dress-like robe is to not reveal any beauty or features that are inappropriate for others' eyes ("others" being non-family members of the opposite sex) ¹⁰. As Dubai has progressed one could think that the religion of the state may have dimmed in the light of expansion because of the hit level of expatriates arriving and migrating to the state for better lifestyles ¹⁰.

Diversification of Dubai's Economy

During the mid- 1980's, the Crown Prince, Sheikh Maktoum bin Rashid Al-Maktoum, and his two elder brothers created a strategic plan for the future direction of Dubai ⁵. The main focus of this plan was to invest heavily in the internal commercial infrastructure within Dubai in order to become less dependent on oil ⁵.

To demonstrate that they wanted to diversify, in the height of the oil boom, they began to build trade-related infrastructure in order to create a strong foundation for their non-oil strategies.



Economic diversity in Dubai ³²

Dubai's economy was initially focused on the oil sector, but there are many other ways in which Dubai has tried to diversify which have stayed very much under the radar yet make a massive contribution to the GDP of Dubai. Since the mid 1980's Dubai has added non-oil related sectors to the portfolio of its economy? Dubai's philosophy has always been to maintain a balance of trade while attracting foreign investment by introducing alternative methods of labour.

Over the next two decades they spent twenty five per cent of their GDP⁵ on development in order to increase the amount of foreign investment in the country.

As a specific example of how this began, they planned and constructed in 1974 a world trade village that would house music festival⁵ and art galleries in its open-air space. This was completed in 1979 and the Rulers made it clear at the opening ceremony that Dubai was not just about oil but focused on its culture. This was a major landmark in Dubai's cultural evolution ⁵.

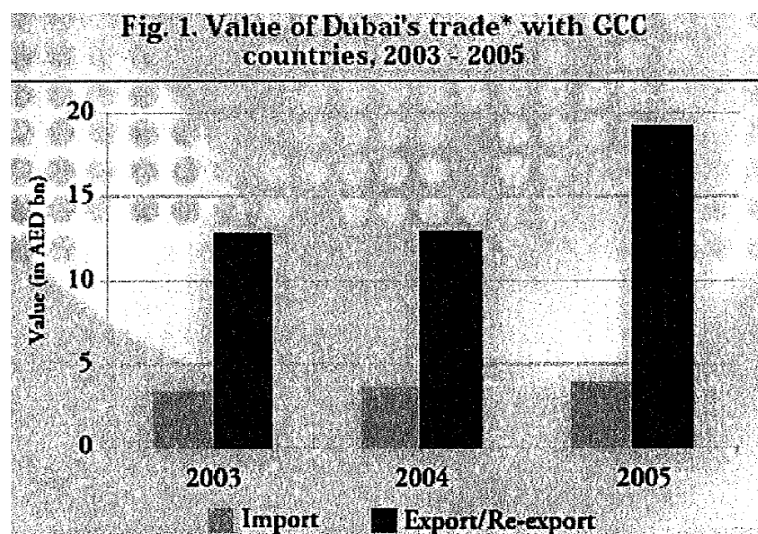
In 1979 they also began development of one of the world's largest ports ⁵. It has 66 berths and is nearly twice the size of their original port ⁵. Soon after this project finished they began work on their new dry dock project. This was their most expensive project to date but many believed it to be a mistake due to the fact that Bahrain was also building something very similar ⁵. In fact this created a healthy and strong regional competition, which stimulated a competitive culture within Dubai and boosted confidence in its ability to undertake major capital projects and showed a willingness to invest. This turned out to be a great

success due to rapid increase in Gulf shipping traffic and the need for a major regional repairs hub for shipping ⁵.

They realised also that they needed to reduce their dependence on imports, so they decided to build up their light manufacturing sector and agricultural sectors ⁵. They have since introduced further schemes such as Free Trade Zones, which allowed foreign-owned companies to grow in Dubai. They wanted to increase the levels of tourism, which in turn would create a possibility of a real estate market, which has boomed over the last decade ⁵. The key to this real estate market was the granting of freeholds to foreign buyers, previously all land was owned by the Ruler and his family ⁵.

This determination to diversify is demonstrated by the passing of the Industrial Law of 1979 which states, 'the government must prepare a productive base capable of allowing manufacturing industries to thrive and thereby reduce the reliance on oil'⁵. This made it clear that they did not really want to be dependent on cheap energy for much longer.

In the 1980's they began opening factories that produce cement and piping in order to reduce the dependence and the costs of importing. In the 1990's they also wanted to reduce the number of low cost imports and so they began to produce plastic water bottles, ice cream and workers uniforms ⁵. The agricultural sector also experienced a phase of modest growth in the early stages of diversification ⁵. Their two main aims were to increase the productivity levels on farms and to generally increase the amount of cultivated land. They focused on farming vegetables, initially as subsistence farming but also in the 1990's they moved into the market of dairy products ⁵. Over the twenty year period in which dairy farming has been in production, the growth of the production increased one hundred fold ⁵ and now Dubai has the highest per capita agricultural productivity rates in the whole of the Gulf GCC area ⁵. They also managed to increase the cultivated area from 3400 hectares in 1987 to 6500 in 2007 and now supply 80% of their needs, making clear their determination to achieve self sufficiency.⁵



* - includes trade of the free zones

Source of data used in the computations: Statistics Department, Dubai World

Figure 5

Turning now to the Free Trade Zones; they set up these export processing zones specifically for foreign companies that are called free zones. This sector, just like other diverse sectors, enjoyed rapid growth and in 1984 they had 300 diverse companies in the free zones producing textiles, chocolate and farming machinery. To see the impact of these Zones⁵, by 2002 Dubai had over 3000 companies with over 40,000 workers employed which led to \$6 billion in investment⁵. Now, only one quarter of the companies is Middle Eastern, 30%⁵ are Asian and 45% are either European or northern American⁵. In 2010 they had This is a big change, arising because of the Free Trade Zones, and also because, while in 1984, 51% of the ownership of all companies had to be UAE national⁵, that has since dropped to only 25%⁵.

In the Free Trade Zones, however, it now just needs to be 5%-owned by a UAE resident⁵, not even a national. Effectively, the free-trade organisations provide that residency/ownership status without the need to involve locals⁵.

Some would say the labour and overall culture of the nation has been diluted by these international companies because of the sheer levels of foreign workers they attracted to the state, which inflicted their cultural values, for example, clothing, entertainment, language, media etc.

Dubai's other idea to attract non-oil related foreign investors was to build up a luxury tourist industry from 1990⁵. It exploited its advantages of its winter sun; its access to unlimited sand which it could use to create long stretches of sandy beaches; and shallow seas¹. These things appealed to tourists and gave Dubai a clear marketing advantage over other destinations. Therefore, Dubai soon emerged as a credible alternative to the popular holiday destinations in southern Europe and the Caribbean. To exploit this potential, they launched a new airline called 'Emirates' in 1985 flying just two aircraft out of Dubai and has an average annual growth of 20% to support the tourism and business¹⁴.

In the 1950's Dubai did not have one hotel but, as the years progressed, a city of hotels began to rise out of the sand. By the 1990's Dubai had over 600,000 visitors with 70 hotels⁵. By 1995 they had doubled the tourist population to 1.3 million per annum, with an addition of forty-five new hotels⁵. To make the city well known they decided to launch the world's first so-called '7 star hotel' called the Burj al Arab in 2000⁵ (the world's tallest hotel at over 300m height)¹⁵. This would increase the city's fame and notability. By then, the tourist industry contributed over 10% of the state's GDP⁵. In 2007 they recorded a new high of 6.7 million tourist visitors that year and now the state has over 10 million tourists in 2010.⁵

Throughput at Dubai International Airport

	2001	2002	2003	2004	2005
Passengers ('000)	13,508	15,973	18,062	21,700	24,782
Freight ('000 kg)	610,866	764,193	940,595	1,111,647	1,333,014
Aircraft	134,165	148,334	168,511	195,820	217,165

Source: Dubai International Airport.

Dubai tourism

	2001	2002	2003	2004	2005
No. of hotels	264	272	271	276	290
No. of beds	35,483	38,386	41,226	42,812	47,001
Room occupancy rate (%)	60.90	70.19	72.36	81.10	84.57
Total hotel guest revenue (Dh m)	2.79	3.41	4.02	5.60	7.91

Source: Dubai Tourism and Marketing Department.

Dubai Tourism ³³

Dubai's market for real estate was created by the need to accommodate the foreign business investing in Dubai, and their mainly expatriate workers. Later, tourism stimulated the need for hotels and apartments, initially for rent, but later for direct purchase as the laws on property ownership became more benign⁵.

This would create foreign and expatriate investment ⁵, however it did lead to a majority of the population being a nationality different to that's of Dubai's. Some could say that this rapid expansion based on foreigners would lead to a definite culture clash, with conflicting interests within the state ⁵.

Another aim was to gain access to large overseas investors from volatile Islamic nations, seeking to shelter and protect money by investing in property and real estate in a stable regime.

As a result of these stimuli, the real-estate sector enjoyed enormous growth.

Up until 1995 there was no real estate market in Dubai but after the ruling family donated land around the city, this market took off ⁵. One of the first developments was in 1997 and was a \$20 million project called 'Emirates Hills' ⁵. This was near to the golf club and would offer luxury villas to foreigners, especially expatriate residents ⁵. Soon after that began, they began work on the 36-storey Jumeirah beach residence that would cost \$1.6 billion but could hold up to 25000 residents ⁵. Dubai then built an extension to the waterfront called the 'Palm' ⁵. There are two of these with sand totalling 70km and 150km. by 2004 both Palms were sold out showing how popular these projects had been ⁵. They have become iconic in that they are now established symbols of Dubai, like the Eiffel tower in Paris.

Over time the Sheikh's ideas became more and more ambitious. He wanted to create a 'World' shaped out of sand placed on the sea surface II. This would create media attention given that the project would involve them creating over 300 separate islands, shaped in the form of every country in the world ¹³. There

had been high profile celebrity investors into the project, which further raised its profile. By 2006 many parts of the project had been completed with over 30000 homes being sold, mainly to expatriates. By this time, Dubai was claiming \$50 billion in committed property related projects ⁵. The last major project that has been undertaken was the 'Burj Dubai'. This would become the world's tallest inhabited structure, with 165 storeys and would create a complex to house a business area, a residential area and a hotel. This project was completed in 2008¹⁶.

Many people would think that Dubai has strayed away from its original culture but its buildings still maintain the Middle Eastern and Arabic features such as open plan, liberal use of flowing water (which indicates wealth in the Middle East), ornate decorations, including mosaic walls and traditional furnishings. The presence of these features indicates that Dubai is trying to maintain its cultural heritage, at least superficially ¹⁶. Even in modern buildings this is true, for example the design of the new terminal building at Dubai International Airport is inspired by Arab/Islamic architecture, with traditional arches, gold fittings, and muted blue colours.

Table 1: GDP of the Construction sector, 2001-2004 (AED Million) (In current price)				
	2001	2002	2003	2004*
UAE	17,446	21,478	26,072	28,971
Dubai	5,218	8,870	11,961	13,977
Share of Dubai to UAE	30%	41%	46%	48%

Source: Ministry of Economy & Planning

** Adjusted*

Overall, Dubai has used these methods well and has greatly reduced its reliance and dependency on oil exports in order to support itself. In the mid 1990's the non-oil sector contributed 82% to the GDP ⁵, however in 2006, this was up to 95%⁵.

The UAE's GDP contribution from non-oil sectors is 63% that suggests that Dubai provides the vast majority to that figure ⁵. Dubai seems to have diversified successfully from the large shadow that the oil put over its head. Dubai has shown that it can be self sufficient and that oil dependency is finished. They used the oil money as investment for the future and as catalyst for change. This is why I think they have carried out these projects. They are trying to make it clear to the world that they do not need oil to make money, but they use their own entrepreneurial skills and as a result show pride. Their projects have been so high profile is to highlight their achievements and ability to diversify away from the 'lucky' wealth.

Dubai today

Sheikh Mohammed bin Rashid Al Maktoum has been committed and evidently successful in creating his father's dream of making Dubai one of the foremost

cities in the world. They have done this by encouraging businesses to invest in and operate within Dubai by offering incentives to establish themselves there and by creating free trade zones. They have also done this by making Dubai one of the world's premier tourist destinations ¹¹.

Dubai has been quick to adopt e-commerce and technological developments. They established the internet city in 2000 and then the media city in 2001 ¹¹ which has ensured Dubai has sustained their foreign investment by making these services attractive to the majority of the world's major business players. Both of these projects have ensured that their clients have a state-of-the-art infrastructure ¹¹ which is attractive for them to remain a presence in the state. This huge IT infrastructure has not only been present in the business world but in the education world also. This ensures that the youth of Dubai will be familiar with the latest technology when they leave school, which in some way shapes their culture of diversifying to get more business based jobs instead of traditional jobs such as fishing. ¹¹

Dubai has also moved into the world of finance. In February 2002 ¹¹ the state launched their international financial centre which Sheikh Mohammed announced would, "be a bridge for financial services between our region and the international markets 24 hours a day and 7 days a week." He added, "This centre will provide an ideal business environment based on a highly developed infrastructure and control regulations¹¹ and laws that rival the latest and most competent regulations and laws worldwide." This suggests that want to direct from their own culture and move into a more well known type of culture and perceive it as internationally accepted ¹¹ as a nation in terms of its culture ¹¹.

Dubai's tourism has rapidly expanded in a very short space of time. Before 1990, Dubai international airport ¹¹ was always busy however most of the passengers were always in transit. Now, on the other hand, millions of the passengers stay in Dubai for their holidays and the airport is now even busier ¹¹. In 2001 sheikh Rashid opened a new terminal to hold the sheer volumes of passengers entering the state¹¹.

Sheikh Rashid has also introduced new innovative ideas to attract more visitors to create a very cosmopolitan state. The made the very famous Dubai shopping festival which is an annual month long event where stores offer huge discounts on their items¹¹.

The future

Dubai's growth over the past decade has encouraged people to have a much more entrepreneurial flair to have greater visions for Dubai's future. Their next phase of expansion is to include the development of their international involvement ¹¹; Dubai was heavily reliant on oil however it has become much more diversified in the methods it uses to gain an increase in its GDP ¹¹.

They will need to diversify their investments geographically in other continents. But they will also need to focus on their internal development too, in order to sustain its organic growth. They will need to continue to place emphasis on their construction projects, their tourism and their financial markets ¹¹.

Foreign investors have found Dubai to be an attractive place to invest in, while Dubai is looking to expand itself to a global reach. So we now see an interesting flow where foreign money is investing inwards to Dubai, and Dubai is then re-investing that money outwards¹¹, possibly back to the source country. An example of the international diversification includes the Dubai Investment Group which is the global financial investor of Dubai¹¹. It now has a presence in New York, London, Kuala Lumpur and Hong Kong, in sectors from hotels to banking¹¹. A further example Dubai Ports now owns P and O shipping with all of its port servicing operations in 17 ports worldwide¹¹, mainly in America. Emirates Air even sponsors the Arsenal football team and funded their new stadium in London¹¹.

An example of diversification in the tourism sector is Jumeirah¹¹. This company was founded in 1997 in Dubai. It now has the goal "to be a world class hotel and hospitality company"¹⁵. They have hotels in London and New York and have made plans to expand to Asia. These two brands (Jumeirah, Emirates Airlines) have become synonymous with luxury, high standards, and prestige. No doubt, other survive-based brands will follow them into the international market.

As it is clearly seen, Dubai is not only investing in the UAE and the Gulf region but in the global market. It seems Sheikh Mohammed's goal to build Dubai into a major commercial and economic centre will become a reality in the near future.

Conclusion

So to answer the questions:

1. How has the growth of Dubai affected its culture?
2. To what extent can it continue to expand?

If we consider the Culture question first: it is important to look beyond the superficial level. On the face of it, Dubai has been impacted greatly by the influx of foreigners that have overwhelmed the indigenous Emirati population. They have brought with them their own values, culture, languages, style and even religions.

I believe the way to look at this is to think about the different layers of Dubai's social structure, because in my view each has been affected differently.

At the very top is the extended Royal Family, which is relatively huge, compared to the size of, say, the British Royal Family. Although this social group has gained a reputation as spendthrift hypocrites, it is largely unjustified. In fact, they are very traditional; embody Islamic values and Arab culture. While they may well wear western clothes, indulge themselves in western luxuries, and speak English like a native, they are extremely conservative, aware of their responsibilities and embrace the values of their culture. So they are largely unchanged, just more aware.

There is no real middle class among the Emirati population. Mostly, the Middle

classes are formed by white expatriates from the UK and Australia, and to a lesser extent, Europe. Americans are conspicuously absent for obvious reasons. These expatriates carry out all of the senior management jobs, other than government, and civil service (which is where the small Emirati middle class works). By definition, then, the middle class operates according to the culture and standards of their home countries. They live in their own communities; have their own language, schools, social life, etc. As such, they are a society within a society.

The lower segment of the Middle Classes: Middle and Junior managers, teachers, specialists etc., are mainly formed by Indian nationals, who are characterised by extremely well-educated and dedicated. They, too, tend to live closely together, often with family links, and follow their own culture.

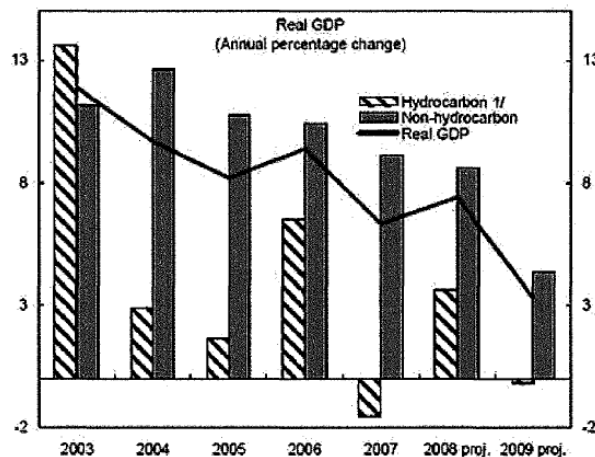
At the working class level are huge numbers of construction workers, maids, hotel workers, catering industry, and public services etc. who provide the basic labour force that runs Dubai. These people are extremely poorly paid, live in basic accommodation, have few rights, and can be described as being exploited to support the opulent lifestyles enjoyed by the middle classes upwards. They live their own lives at a subsistence level, sending all spare money home to their families in India, Pakistan and the Philippines, typically. Effectively, they are outside of society within Dubai, yet they number over 65% of the resident population ¹¹. They are an underclass.

So, obviously Dubai as an overall State has been affected very much by these imported workers and foreign companies. But the point is that they are nearly all temporary residents who come to Dubai for economic reasons, stay for 1 to 10 years, and then return home. They do not put down roots in Dubai, so it is questionable how the cultures of transient workers affect a society. My view is that they have not changed very much the core values of the Emirati themselves; that is changing more slowly a result of other factors, such as: wealth, improved education (especially for girls), exposure to western media and the opportunity to travel. Language has been dramatically impacted due to the trade aspect of Dubai as has struck a key change their culture over time.

On the second question about how far can Dubai continue to expand, I think the answer is that it can, but not very much more in Dubai itself. Dubai is a very small place (about 50 miles x 50 miles in area: 2500 square miles) ¹³, it has limited natural resources and cannot grow its population very much further. It can therefore expand economically only by investing its wealth internationally, which is exactly what it is doing. If it pursues this strategy and is successful in its choices, it can become an influence in the world far greater than its size would suggest. What it must not do is squander the wealth it has accumulated and will get from these investments on more and more extravagant internal projects which are based on enhancing the prestige of the country and its rulers, rather than on solid business plans. I think Dubai is at a crossroads, and it could go either way but one thing is certain, growth will slow, now due to lack of oil to boost the economy.

I also reach some sub-conclusions. The first is that in this project I found out that people have an amazing oil perception. Throughout many sources I read, I felt many of them thought oil was still a major player in the GDP of Dubai

however this is not the case. Oil only contributes about 3% of its overall GDP which suggests oil was just a kick start to help them fund many projects which will sustain their growth. Dubai, I think, want to have a disassociation with oil due to the fact that they would like to make success independently and not want to broadcast the fact that they stumbled upon wealth in the form of oil. The sheer volumes of products are symbols of independence such as the 'palm' for retail purposes which gained income rapidly with an average growth rate of 20%. These projects that have been undertaken have made people detract from the fact that they gained wealth from oil and made people focus on the fact that they have undertaken vast projects which create income under their own grounds.



Also, Dubai has a severely diluted culture in that its architecture is very different mainly in its modernity such as the Burj Dubai and that Burj al Arab. These buildings are culturally very diverse and therefore have diluted its culture due to the fact that it does not follow traditional values of simple, well ventilated buildings. Their language has become heavily diluted also due to the fact that due to its will to be a world financial hub, many foreigners like to find common ground and so speak English. This language has become fundamental to the language of Dubai in that all road signs are now translated into English and the vast majority of the population speaks English. This does not stick to their traditional values and therefore their culture has been affected by its growth due to many people wanting to find a common language in which to trade. To add more evidence to my argument of the diluted culture, the type of labor has changed massively due to the growth. The traditional work was fishing and pearl diving however; they mainly handle themselves in the financial world which shows they have diversified massively. This is due to growth of the state because the vast construction offers a viable alternative for work and so has diluted their culture.

In my findings I found a counter argument. Their religion is still very strict. They are still not allowed to drink in public or dress inappropriately. This reflects the fact that their underlying values of their culture have remained the same. This perceives the state to be strong willed in not following the trend of the expatriates entering the state. Another piece of evidence that provides a counter argument is that their architectural principles have remained the same. Yes they are modern, but they do adhere to some of their cultural values such as mosaics being present in every building that is built. They are present in every building

and while some are not very well ventilated; some are very well ventilated, grand and light. The Burj al Arab is all of these things, while updated in its appearance; the fundamental basics are still present.

Self evaluation

Throughout this project, I think I have conducted my self in a very well controlled manner. I have gained skills in all aspects of writing, I focused on time management hugely and I developed Ideas well in order for them to link in well with each other. I did encounter some problems along the way however, but over time I managed to keep these problems confined and well controlled. Also, I would do some things differently in my approach to the task and in the actual project itself if I were to do the project again. These are also some things I would not change, mainly due to the fact that they are fundamental to my project.

Over the EPQ process I have gained skills in all aspects on conducting a research based projects. Research that took me five hours at the beginning of the process only took me two hours by the end of the process. I got very good at picking out key points in large areas of text which was helpful for me to complete tasks effectively and efficiently. Another skill I have gained over this process is my ability to argue in text. This was carried out well in my project, mainly due to the extent to which I argued within it. This will be useful in later life, when writing detailed paper for university degrees. I would have never of gained these skills pre-university if it were not for the extending project qualification.

My time management skills have improved dramatically over time. My time management before the process was poor, but what this project has allowed me to do was set my own deadlines. This gave me flexibility to write and research how and when ever I wanted. During the process, this is the one key area I wanted to improve and I think that I have improved ten-fold since I began the project. I found the key was to be strict with myself and not allow and room for slacking which could throw the whole project process out of balance.

I developed Ideas well, in the project, which I was poor at before the process began. I decided to exclude the west, which was a bold move for me as I would decide what my project would mainly focus on. I had to measure growth in a certain way, and by measuring it through population and GDP allowed me to link this population with the overall affect on the culture. This linking, took time to refine, as skills like these took time to develop.

I did encounter some problems in the process as well. Some points were hard to find such as tourism levels in Dubai. These points are very difficult to find mainly because Dubai try not to publish these results for varying reasons. In the end I had to solve this problem by using a third party site, and use their figure of tourism levels. It was also difficult to find reliable date from unaffected individuals. This turned out to be one of the main problems for me in this project. To find out general information about projects undertaken by Dubai, I had to visit the source website of the project. They are baist in that everything to them seems practical and traditional when this is not the case. This was a big problem for me. So in the end I ended up using the data, but in the project stated where it had come from, and therefore could be a bias source.

If it were to do the project again, I think I would focus more on one subject area, such as tourism, and look at specific examples of increasing tourism levels. This would give a very precise point of which to examine. However I had time limitations and therefore could not expand this idea. This, I think, would offer an in depth study of the culture specifically affected by tourism.

There are some aspects of the project that I would not change. The contrast between the history of Dubai and the present day Dubai, I think, is crucial to provide an equal balance in my project and provides an underlying argument to my project. I would also not change the diversification methods mainly because of the fact that these are the main factors that have affected the culture and therefore are fundamental to my project.

Research review

Jim Krane, (2009), *Dubai: a story of the world's fastest city*, Atlantic, America

This source was very helpful because it gave me a good understanding of Dubai as a whole. This source provided me with background information on its history and its cultural values. It also provided me with information relating to the changes it had gone through and how those changes had affected its image to the world. This book gave a good overview and was useful when beginning my project, not knowing much about Dubai's underlying truths. This, therefore, helped me focus my topic area and pinpoint the arguments I wanted to explore.

Christopher M. Davidson, 2008, *Dubai: the vulnerability of success*, , Hurst publishers, United Kingdom

This book was useful when exploring the diversification methods that Dubai had undertaken. It was also useful when I investigated the possible clash in cultural ideologies along with the extent to which Dubai had contributed to the UAE. This book gave a good insight into what Dubai had done to diversify from oil and provided evidence as to what Dubai's role on the global economy which was helpful when discussing the views of other nations towards it.

www.gulfnews.com

This website was very useful in many ways. Firstly, when carrying out research, all the figures I came across about Dubai were a few years out of date, mainly due to the lack of statistical research in the last few years. This was a problem for me, but gulf news gave me up to date facts and figures about Dubai which made my project unique in terms of statistics and also, gave me the chance to draw new conclusions from the new evidence I found, therefore providing more evidence to my original theories. Gulfnews was also useful in that it gave me a good understanding of Dubai's role in the UAE which was helpful when comparing the contributions the state had made to the UAE.

www.mapsofworld.com

This website was helpful mainly because it provided vast amounts of information on Dubai's history, its culture and demographics. This site provided me with information that was hard to find on other sites and therefore was useful because all this information I needed was represented by this one site. This is a reliable source because it is well known and notorious for being an information hub. I would say this source was one of my most helpful in that it also provided

me with possible comparison I could draw in my project. It did not set them out but it did indicate that there could be a few conclusions.

www.dubai-online.com

This source was supportive to my project because it presented the underlying truths about Dubai such as its religion and it also provided me with a comprehensive overview of each sector in Dubai I was studying. This was therefore useful in that it meant it had more information to act as evidence when presenting my theories. This source was unique in that it presented future projects to me in a well organised fashion allowing me to refer to them easily. This site allowed me to expand on my section of 'the future' because it allowed me to examine the projects as a whole and give a realistic representation of Dubai's future. This source is reliable because it is made by three unaffected individuals who feel they should offer free and factual information in an accessible way. They have no connection to the state themselves apart from the fact that they offer information on it. They are not biased.

www.uaeinteract.com

This site was very similar to gulf news in that it provided me with up to date facts and figures. Throughout my project I wanted to refer to the growth, not just in terms of GDP, which is how most people would measure it, but in terms of population of UAE nationals and expatriates. Many sites I visited did not offer me any information of population growth, yes they did provide me with overall figures, and however none of them went into any detail. This site took me a while to find, and at first glance I thought it would be extremely unhelpful mainly due to the fact that I thought it would only refer to the UAE as a whole, but no, it did not. This site provides in depth information of the type of people migrating to Dubai, how many people are going there and when they went there. This information was essential to my project mainly because it provided me with an underlying argument of a diluted culture. This source is very reliable because it is a globally recognised site and is used by top statistical analysers which suggest the data is true, well collected and precise.

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Contents

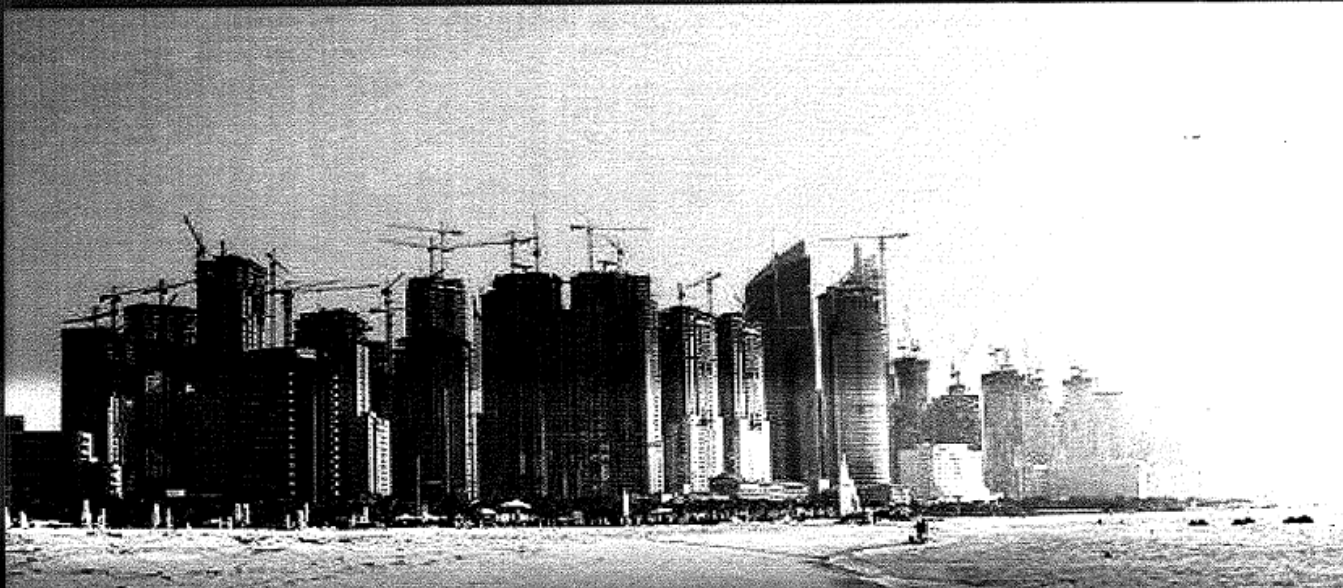
- Rationale
- Main sources
- Areas studied
- Conclusions
- My views
- Self evaluation questions

3



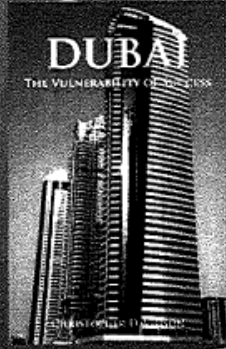
Rationale

- Dubai was headline news a few years ago, however now it is completely unknown.
- To educate people on Dubai
- Recent connection with the state.

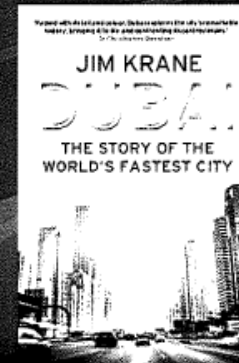


Main Sources

- Dubai: the vulnerability of success, Christopher M. Davidson, Hurst publishers, 2008



- Dubai: the story of the world's fastest city, Jim Krane, Atlantic books, 2009



- www.gulfnews.com

Areas Studied

- What is culture?
- Dubai history
- Dubai culture
- Diversification of Dubai's economy
- Dubai today
- The future



2

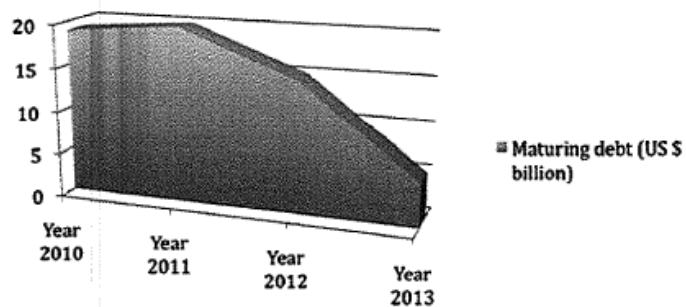


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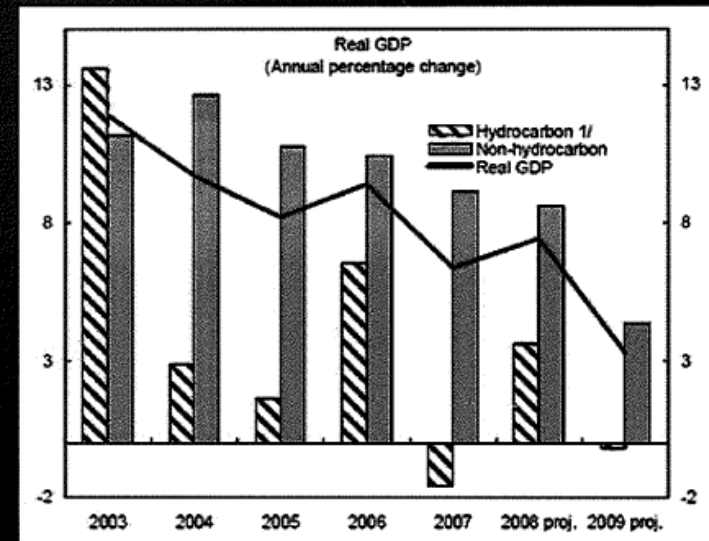
Conclusions

- Oil perception
- Underlying values of culture remain the same
- Growth will slow
- Oil was a kick start
- Dubai is a mirage

Maturing debt (US \$ billion)



4

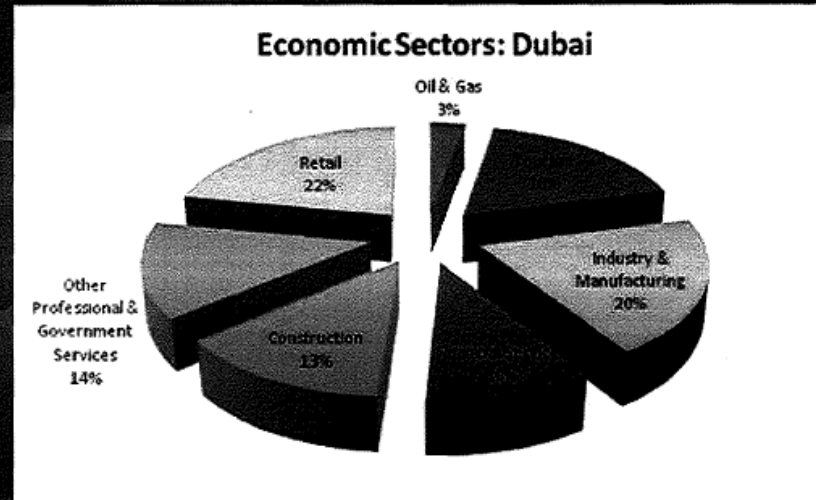


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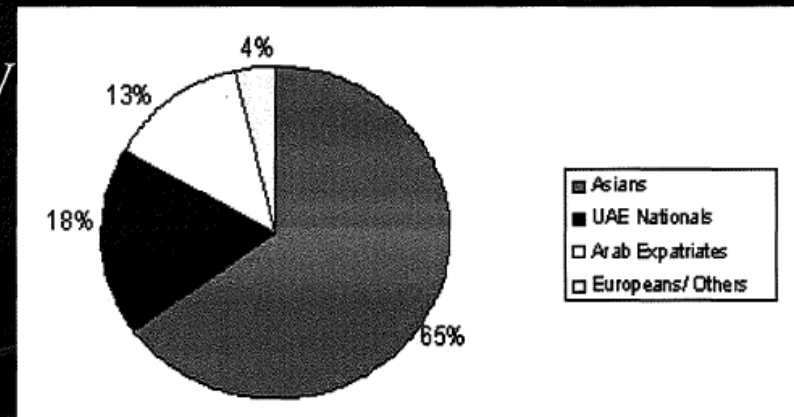
My Views

- Diluted culture
- Make success independently
- Dissociation with oil
- Too focused on growth
- Strangers in their country

6

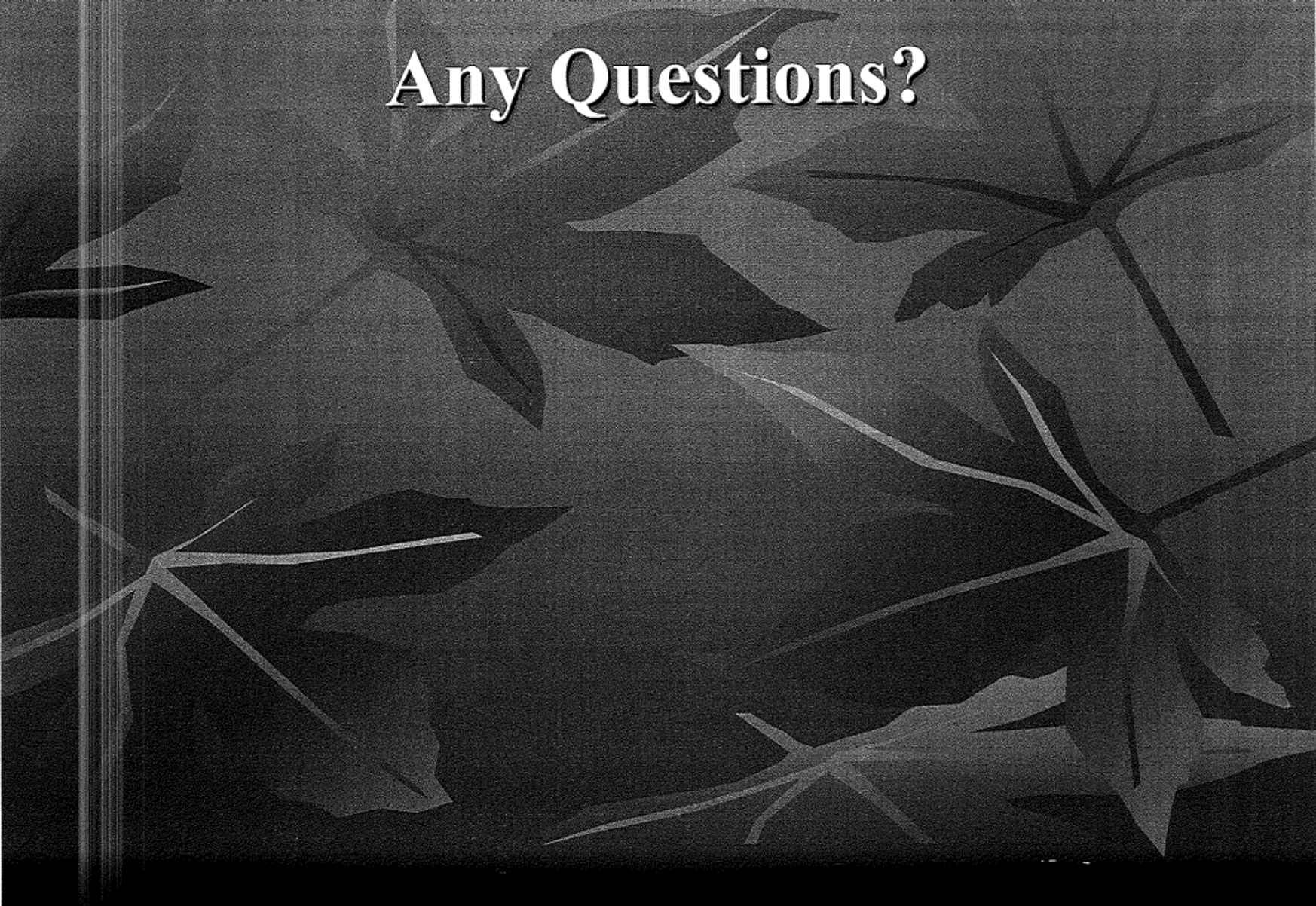


7



Self Evaluation

- Extensive research
- Change in title benefited me
- Developed points well
- Good time management



Any Questions?

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