

Hamed al Hamed, Alexandros Apostolakis,*
Shabbar Jaffry, Markos Kourgiantakis*
*University of Portsmouth (UK), *Hellenic Mediterranean University(Greece)*

An Analysis of Cultural Entrepreneurship in Abu Dhabi, United Arab Emirates

DOI: 10.30819/cmse.3-2.06

ABSTRACT

This paper examines the effect of a number of individual attributes and characteristics on respondents' intentions to support local cultural entrepreneurship ventures in the Abu Dhabi Emirate of the United Arab Emirates (UAE). The objective of the discussion is to capture the effect of a number of individual variables (such as age, gender, and place of residence) as well as tourism phenomena (repeat visit, time of visit) on the importance tourists in Abu Dhabi place on culture and cultural resources. Using binomial probability models, we measure how changes in age, income levels, length of stay, and other variables trigger changes in cultural appreciation among visitors in Abu Dhabi. This approach is based upon a natural extension of the bivariate descriptive analysis usually undertaken in the literature (Zaidi, 2001).

KEY WORDS

Abu Dhabi, cultural entrepreneurship, binomial logit model

Paper received: 16 January 2019 • Paper revised: 14 March 2019 • Paper accepted: 10 April 2019

Hamed al Hamed (PhD) graduated with a PhD from the University of Portsmouth. His PhD thesis examined individual preferences in the hospitality industry in Abu Dhabi, United Arab Emirates. Currently, Dr Hamed is working in a managerial position in the private sector in Abu Dhabi.

Email: h.hamed@gmail.com

Alexandros Apostolakis (PhD) is an associate professor in Tourism Marketing at the Department of Business Administration and Tourism, Hellenic Mediterranean University, and director of the Tourism and Entrepreneurship Laboratory. Alexandros's research interests focus on the examination of individual preferences through stated-preference discrete-choice modelling.

Email: aapostolakis@hmu.gr

Shabbar Jaffry (PhD) is a professor of Economics with more than 25 years of experience at the department of Economics and Finance, University of Portsmouth. Shabbar has participated in numerous EU and international research projects. Professor Jaffry's research interests include applied econometrics, manpower issues, duration analysis, choice modelling, and technical and economic efficiency.

Email: shabbar.jaffry@port.ac.uk

Markos Kourgiantakis (PhD) is an assistant professor in entrepreneurship at the Department of Business Administration and Tourism, Hellenic Mediterranean University. Dr Kourgiantakis has extensive experience in the private sector as a managing director of a dynamic company specializing in e-commerce and business consultancy. Dr Kourgiantakis focuses on electronic commerce and B2B marketing applications in his research portfolio.

Email: mkourg@hmu.gr

References

- Apostolakis, A. (2003), The Convergence Process in Heritage and Tourism, *Annals of Tourism Research*, 30(4): 795-812.
- ADCED [Abu Dhabi Council for Economic Development] (2008), *The Abu Dhabi Economic Vision 2030*, mimeo, Abu Dhabi.
- Al Hamarneh, A., Steiner, C. (2004), Islamic Tourism: Rethinking the Strategies of Tourism Development in Arab World after September 11, 2001, *Comparative Studies of South Asia, Africa and the Middle East*, 24:18-27.
- Arnaboldi, M., Spiller, N. (2011), Actor-network Theory and Stakeholder Collaboration: The Case of Cultural Districts, *Tourism Management*, 32(3): 641-654.
- Ateljevic J., Page, S. (2007), *Tourism Entrepreneurship: International Perspectives*, Oxford: Elsevier.
- Ateljevic, J. (2009), Tourism Entrepreneurship and Regional Development: Example from New Zealand, *International Journal of Entrepreneurial Behaviour & Research*, 15(3): 282-308.
- Audretsch, D. B., Carree, M. A., Thurik, R. (2001), Does Entrepreneurship Reduce Unemployment?, Working Paper No. TI 01-074/3, Tinbergen Institute.
- Axelsen, M. (2006), Using Special Events to Motivate Visitors to Attend art Galleries, *Museum Management and Curatorship*, 21(3): 205-221.
- Blanchflower, D.G., Oswald, A.J. (1998), What Makes an Entrepreneur?, *Journal of Labour Economics*, 16: 26-60.
- Business Management Middle East (2012), *The Rise of Tourism*, available at: <http://www.busmanagementme.com/article/the-rise-of-tourism/> (accessed 13 June 2018).
- Cooke, P., Gomez Uranga, M., Etxebarria, G. (1997), Regional Innovation Systems: Institutional and Organisational Dimensions, *Research Policy*, 26(4): 475-491.
- Davidsson, P., Honig, B. (2003), The Role of Social and Human Capital Among Nascent Entrepreneurs, *Journal of Business Venturing*, 18(3): 301-331.
- Dimov, D. (2010), Nascent Entrepreneurs and Venture Emergence: Opportunity Confidence, Human Capital, and Early Planning, *Journal of Management Studies*, 47(6): 1123-1153.
- Eisingerich, A., Bell, S., Tracey, P. (2010), How Can Clusters Sustain Performance? The Role of Network Strength, Network Openness, and Environmental Uncertainty, *Research Policy*, 39: 239-253.
- European Competitiveness Report (2003), Luxembourg: European Commission.
- Fadahunsi, A., Smallbone, D., Supri, S. (2000), Networking and Ethnic Minority Enterprise Development: Insights from a North London Study, *Journal of Small Business and Enterprise Development*, 7(3): 228-240.
- Financial Times (2012), Abu Dhabi Approves Spending Boost, available at: <http://www.ft.com/cms/s/0.html>, (accessed 25 January 2012)
- Fullerton, G. (2003), When does commitment lead to loyalty, *Journal of Service Research*, 5(4): 333-344.
- Garb, H. (2004), The Dubai Shopping Festival as a Catalyst for Tourist Development and Urban Transformation, [In:] Long P., Robinson, M. (Eds.), *Festivals and Tourism: Marketing, Management and Evaluation*, Sunderland: Business Education Publishers.
- Garrod, B., Fyall, A., Leask, A. (2002), Scottish Visitor Attractions: Managing Visitor Impacts, *Tourism Management*, 23: 265-279.
- Georgellis, Y., Wall, H.J. (2000), What Makes a Region Entrepreneurial? Evidence from Britain, *The Annals of Regional Science*, 34(3): 385-403.
- Ghani, E., Kerr, W. R., O'Connell, S.D. (2011), Spatial Determinants of Entrepreneurship in India, Working Paper No. w17514, National Bureau of Economic Research.

- Grabher, G., Powell, W. (2004), Introduction, [In:] *Critical Studies in Economic Institutions: Networks*, London: Edward Elgar.
- Grilo, I., Thurik, A.R. (2006), *Entrepreneurship in the Old and the New Europe*, [In:] Santarelli, E. (Ed.), *Entrepreneurship, Growth and Innovation*, Springer.
- Gronroos, C. (1990), Relationship Approach to Marketing in Service Contexts: The Marketing and Organizational Behaviour Interface, *Journal of Business Research*, 20(1): 3-11.
- Glaeser, E. L., Kerr, W.R. (2009), Local Industrial Conditions and Entrepreneurship: How Much of the Spatial Distribution can we Explain?, *Journal of Economics & Management Strategy*, 18(3): 623-663.
- Glaeser, E., Kerr, W., Ponzetto, G. (2010), Clusters of Entrepreneurship, *Journal of Urban Economics*, 67: 150-168.
- Goldenberg, S. (2006), Guggenheim to Build Museum in Abu Dhabi, *The Guardian*, 10 July 2006.
- Gulf News Staff Report, (2008), Initiative to Combine 'Past and Present', *Gulf News*.
- Hazbun, W. (2003), *A New Agenda for Tourism Development in the Arab World*, Baltimore: John Hopkins University.
- Hazim, H. (2010), A Brand Image for Abu – Dhabi and Qatar, Paper presented on the 7th International Conference Developments in Economic Theory and Policy, Bilbao, Spain, 1-2 July 2010.
- Henderson, J. (2006), Tourism in Dubai: Overcoming Barriers to Destination Development, *International Journal of Tourism Research*, 8: 87-99.
- Holt, D. B. (2004), *How brands become icons: The Principles of Cultural Branding*, Harvard Business Press.
- Ivanovic, S., Katic, A., Mikinac, K. (2010), Cluster as a Model of Sustainable Competitiveness of Small and Medium Entrepreneurship in the Tourism Market, *UTMS Journal of Economics*, 1(2): 45-54.
- James, A., Sunley, M.R. (2006), The Rise of Cultural economic Geography, [In:] Martin R., Sunley, P. (Eds.), *Concepts in Economic Geography*, London: Routledge.
- Jaffry S., Apostolakis, A. (2011), Willingness to Contribute for Future Policy Initiatives at the British Museum, *Journal of Cultural Economics*, 35(1): 49-75.
- Jofre-Monseny, J., Marín-López, R., Viladecans-Marsal, E. (2011), The Mechanisms of Agglomeration: Evidence from the Effect of Inter-Industry Relations on the Location of New Firms, *Journal of Urban Economics*, 70(2): 61-74.
- Johns, N., Mattsson, J. (2005), Destination Development through Entrepreneurship: A Comparison of Two Cases, *Tourism Management*, 26: 605-616.
- Kolar, T., Zabkar, V. (2010), A Consumer-Based Model of Authenticity: An Oxymoron or the Foundation of Cultural Heritage Marketing?, *Tourism Management*, 31(5): 652-664.
- Krens, T. (2007), *Cultural Endeavours, The Report Abu Dhabi 2007*, Oxford Business Group: Abu Dhabi Tourism Authority.
- Lerner, M., Haber, S. (2000), Performance Factors of Incubators: The Interface of Incubatee, Entrepreneurship and the Environment, *Journal of Business Venturing*, 16: 77-100.
- Lordkipanidze, M., Brezetz, H., Backman, M. (2005), The Entrepreneurship Factor in Sustainable Tourism Development, *Journal of Cleaner Production*, 13(8): 787-798.
- Lounsbury, M., Glynn, M.A. (2001), Cultural Entrepreneurship: Stories, Legitimacy, and the Acquisition of Resources, *Strategic Management Journal*, 22(6-7): 545-564.
- McMullen, J., Shepherd, D.A. (2006), Entrepreneurial Action And The Role Of Uncertainty In The Theory Of The Entrepreneur, *Academy of Management Review*, 31: 1132 – 1152.
- Monge, F., Brandimarte, P. (2011), Mice Tourism in Piedmont: Economic Perspective and Quantitative Analysis of Customer Satisfaction, *Tourism: An International Multidisciplinary Journal of Tourism*, 6(1): 213-220.
- Mortimer, R. (2007), *The Future of Travel and Tourism in the Middle East—A Vision to 2020*, available at: www.thegff.com/Publisher/File.aspx?id=14985, (accessed 20 April 2018)
- Murel M., O'Connell, J. (2011), Potential for Abu Dhabi, Doha and Dubai Airports to Reach their Traffic Objectives, *Research in Transportation Business and Management*, 1: 36-46.
- O'Brien, K., Hayward, B., Berkes, F. (2009), Rethinking Social Contracts: Building Resilience in a Changing Climate, *Ecology and Society*, 14(2): 11-29.
- O'Donnell, A., Cummins, D. (1999), The Use of Qualitative Methods to Research Networking in

- SMEs, *Qualitative Market Research: An International Journal*, 2(2): 82-91.
- O'Donnell, A., Gilmore, A., Cummins, D., Carson, D. (2001), *The Network Construct in Entrepreneurship Research: A Review and Critique*, *Management Decision*, 39(9): 749-760.
- Parker, S. C. (2004), *The economics of self-employment and entrepreneurship*, Cambridge University Press.
- Ponzini, D. (2011), *Large scale development projects and star architecture in the absence of democratic politics: The case of Abu Dhabi, UAE*, *Cities*, 28: 251-289.
- Ponzini, D., Rossi, V. (2010), *Becoming a Creative City: The Entrepreneurial Mayor, Network Politics and the Promise of an Urban Renaissance*, *Urban Studies*, 47(5): 1037-1057.
- Porter, M. (1990), *The Competitive Advantage of Nations*, New York: Free Press.
- Ramos-Rodryguez, A., Madina-Garrido, J., Ruiz-Navarro, J. (2012), *Determinants of Hotels and Restaurants Entrepreneurship: A Study Using GEM Data*, *International Journal of Hospitality Management*, 31: 579-587.
- Richards, G. (2011), *Creativity and Tourism: The State of the Art*, *Annals of Tourism Research*, 38(4): 1225-1253.
- Rosenfeld, M., Hornych, C. (2008), *Is there a Way for Old Industrial Districts to Become Attractive for Cultural Industry? The Case of Media Business in Halle (Saale), Germany*, Halle Institute for Economic Research, IWH Discussion Paper No. 15.
- Ryan, C. (2002), *Equity, Management, Power Sharing and Sustainability Issues of the New tourism*, *Tourism Management*, 23: 17-26.
- Scott, A. (2000), *The Cultural Economy of Cities*, London: Sage.
- Sharpley, R. (2002a), *The Challenges of Economic Diversification through Tourism: The Case of Abu Dhabi*, *International Journal of Tourism Research*, 4: 221-235.
- Sharpley, R. (2002b), *Rural Tourism and the Challenge of Tourism Diversification: The Case of Cyprus*, *Tourism Management*, 23(3): 233-244.
- Sharpley, R., Vass, A. (2006), *Tourism, Farming and Diversification: An Attitudinal Study*, *Tourism Management*, 27: 1040-1052.
- Shepherd, D., McMullen, J., Jennings, P. (2007), *The Formation of Opportunity Beliefs: Overcoming Ignorance and Reducing Doubt*, *Strategic Entrepreneurship Journal*, 1: 75-95.
- Smith, R. (2003), *World-City Actor Networks*, *Progress in Human Geography*, 27(1): 25-44.
- Stern M., Seifert, S. (2007), *Cultivating 'Natural' Cultural Districts*, The Reinvestment Fund, *Social Impact of the Arts Project*, University of Pennsylvania.
- Sundbo, J. (1998), *The Theory of Innovation: Entrepreneurs, Technology and Strategy*, Edward Elgar Publications.
- Tamvada, J. P. (2008), *The Geography and Determinants of Entrepreneurship* (No. 2008, 026), Jena Economic Research Papers.
- The Business Tourism Planners Guide (2007), ADTA Launches 2007 Abu Dhabi Business Tourism Planners Guide, available at: <http://www.ameinfo.com/107408.html> (accessed 15 April 2018).
- Vanhove, N. (2005), *The Economics of Tourism Destinations*, Oxford: Elsevier Butterworth Heinemann.
- Veciana, J. M. (2007), *Entrepreneurship as a Scientific Research Programme*, [In:] Veciana, J.M. (Eds.), *Entrepreneurship*, (pp. 23-71), Berlin, Heidelberg: Springer.
- de Vries, M. (2007), *Best Practise Viewpoint: Analysing Organisations*, [In:] Arets, J., Heijnen V. (Eds.), *The Ultimate Resource*, (pp. 274-276), London: A&C Black.
- de Vries, M., Hofstede, F.T. (2000), *Linking Attributes, Consumer Values*, *Journal of Marketing Research*, 12: 4-10.
- Walburn, D., Saublens, C. (2011), *Regional Economic Development Policy in Europe: Where Next?, Local Economy*, 26(6-7): 473-485.
- World Bank (2005), *World Bank Annual Report 2005: Year in Report*, Washington: World Bank.
- Zaidi, A. (2001), *Snakes and Ladders: An Analysis of Life Course Events and Income Mobility in Old Age*, London: SAGE Research Group Working Paper.