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J Archit Eng Tech ISSN: 2168-9717 JAET, an open access journal globalizing ci ie and in pa ic la he Middle Ea . The e place end o igge *lo of people o hei ban con ex. The a e g ad all becoming commodi ie ha gene a e eal h fo hei ci ie .

$$\boldsymbol{D} = \begin{pmatrix} \boldsymbol{I}_{1-1} & \boldsymbol{P}_{1} & \boldsymbol{I}_{1} & \boldsymbol{P}_{1} & \boldsymbol{I}_{2} & \boldsymbol{F}_{1} \end{pmatrix}$$
 .

D ing he la decade, D bai managed o con c an ban c e ha a ac ed global a en ion and igge ed ma i e-10 of people o i local con ex. The ci became one of he op o i de ina ion in he Middle Ea . Mo e han an o he ci in he Middle Ea , D bai managed o deal cce f ll i h globaliza ion and i-10 of people, capi al and info ma ion. I co ld be a g ed ha he ci a b il for global-10 . D bai ha elied mainl on he p od c ion of a e ie of place hich can be cla i-et in o he follo ing h ee ca ego ie:

$$\mathbf{P}_{\mathbf{r}}$$

D bai a in od ced o he o ld ho ghi ban image. The concep of c ea ing iconic a chi ec e de igned b celeb i a chi ec ha domina ed ban de elopmen no onl in D bai, b al o man o he globalizing ci ie d ing he la decade. The q e fo imp e i e ban image o ha Cha le Jenck efe o a he Bilbao effec became a majo d i ing fo ce ha ha been haping ban change in ci ie eeking o pg ade i o ld ci a [6]. P io i ha been gi en o p ojec ha ha e he capaci of a ac ing global a en ion and ed cing global lo [7]. A majo po ion of eal e a e in e men ha been di ec ed o he p od c ion of pec ac la b ilding and ban e ing .

D bai ha ac all emb aced hi app oach o he ex eme. The ci ha in e ed ex en i el in de eloping niq e p ojec ha made he ci kno n a o nd he o ld. I all a ed b B j Al A ab, one of he mo l x io ho el in he o ld ha opened in 2000. The p ojec in od ced D bai o he o ld. I al o j mp a ed a end of de elopmen in he ci ha p ima il foc ed on con c ing ban pec acle . In le han a decade, D bai managed o a ac eno mo global a en ion. The ci i no pe cei ed a he capi al of ex a agance, l x and pec ac la i .

D bai p i fo a pec ac la ban image i no ac all a ne phenomenon. Ho e e, he compe i ion be een ci ie o occ p he op ank of he o ld ci ie anking ha igge ed hi q e . Ci ie a e no longe el ing on fanc b och e and cha ming po ca d po a ing poli hed place in o de o p omo e hem el e . The in e ne and a elli e channel ha e expo ed ci ie and hei ban eali ie . I i becoming ex emel impo an fo ci ie o con c a p e en able image o di pla a o nd he o ld. A ac ing global a en ion i becoming ea ie fo ci ie ha can afo d he con c ion of pec acle . Fo o he , i i becoming ignizent l di c l o eil ban de e io a ion and back a dne .

D bai i ac all one of he ci ie ha managed o con c an a ac i e ban image. The p oce of de elopmen in he ci mainl foc ed on c ea ing a pec acle, an ban c e ha make he ci kno n a o nd he o ld. I a a p oce ha fea ed a commodivé ion of bani m. The exce i e empha i on b anding and he p omo ion of D bai a an ban pec acle ha e o e idden ocial and en i onmen al a pec . A a g ed b G Debo d [8], he pec acle i he momen hen he commodi ha a ained he o al occ pa ion of ocial life. No onl i he ela ion o he commodi i ible b i i all one ee: he o ld one ee i i o ld. Sa nde [9] no e ha: Spec acle i he p ima manife a ion of he commodivent in o comme cialitation of de ign: de ign ha i in ended o ed ce con me ill likel be mo e o le pec ac la, mo e o le a ma e

of $\P a$ h, im la ing, q ickle experienced g a ix $\widehat{\mathcal{C}}$ a ion, more of le e en iall like a ele i ion ad. Πb e im la ion ha lead o 'Wo'!

D bai ha been eeking hi 'WOW' e^Tec in almo e e majo de elopmen d ing he la decade. The ci ha been de e minan o impe he old bee pojec i bild. Bj Al A ab, he mo l y ie ho el in he o ld, B j Khalifa, he alle b ilding on ea h, Palm I land he la ge man made i land on he plane a e all example of p ojec eeking he WOW effec. A no ed b Da i [10], he i ion of he le of D bai a impl ha 'e e hing m be' o ld cla ', b hich he mean N mbe One in he G inne Book of Reco d'. Iconic p ojec ha can c ea e hi image e e gi en he p io i . D bai a a place lack he hi o ic cha i ma ha fea e o he famo ci ie like Rome and Bacelona. I doe no hae he polical in lence of Ne Yo k and London, o $\,$ he c $\,l\,$ $\,$ al impo $\,$ ance of Pa i $\,$. Acco dingl $\,$, in o de o make he ci famo , he idea a impl o b ild pec acle . Each of he e pec acle ha a di inc heme o a o ha in mo of he ca e ha no ela ion o he local con ex. Ne de elopmen e e he alle, la ge, mo d'ama ico mo l'y io in he old. Ho el cha B j Al A ab became majo o i ma ac ion. People e en pa an en ance fee o ge in o i ecep ion. Same phenomenon co ld be ob e ed in A lan i , he Palm hich a ac m ch mo e i i o hange. The hoel i a eplica of Alan i Bahama. I a b il on he a i ca al i land of Palm J mei ah and of e nde a e ie. The co of he opening ce emon of hi ho el a e ima ed b \$20 million. The A mani Ho el i ano he example of pec ac la de ina ion in he ci . I i he / 4 of a ne chain of Gio gio A mani Ho el . The ho el i loca ed in B j Khalifa he alle b ilding in he o ld, and a excl i el de igned b A mani De igne . Man of D bai pec ac la ho el cha B j Al A ab Ho el fo example, e e no b il o make q ick p o/ 4. Wi h i co ha exceeded half a billion dolla and a minim m oom a e of \$2000/nigh, he place i no rhanciall fea ible. The main objec i e a impl o a ac a en ion and c ea e a pec ac la image of he ci ha make i ecognizable ac o he globe.

Mega hopping mall a e ano he example of pec ac la place in D bai. The ci ha been in e ing in en el in c ea ing mega mall, he la ge , no onl in he egion b he hole o ld. D bai Mall a 9,000,000 of hopping e ail pace ha i de igned o ho 1200 o e i one of he la ge mall in he o ld. I ma ked he la ge mall opening in hi o i h 600 e aile . The mall i loca ed in B j Khalifa, he alle b ilding on ea h. The mall ha a ac ed 30 million iio ini / ea. I incl de a 10,000,000 li e ag a i m i h 33,000 ma ine animal on di pla . Ibn Ba a Mall i ano he example of pec ac la mall . I i named a e he medie al a elle and explo e Ibn Ba a. The mall ha ix main ec ion; each eplica e he a chi ec e of he egion i i ed b Ibn Ba a. I ha Chine e, Eg p ian, Pe ian, T ni ian, Andal ian and Indian hemed ec ion. Me ca o Mall i ano he example of hemed mall in D bai. The place eplica e I alian T can a chi ec e. The de elope a e i h p ide ha Me ca o Mall i he / f hemed mall in he Middle Ea .

To a g ea exen, he ep ojec and man o he pec acle managed o make D bai famo . The ci managed o a ac global a en ion mo e han an o he place in he G lf egion. I i no compe ing i h co n ie ch a Eg p and Mo occo in he n mbe of o i i a ac e e ea . The ci no ho mo e an na ional co po a ion han an o he ci in he Middle Ea . D bai i becoming a model fo place eeking a op o ld ci a . In almo a decade, hi o ng ci managed o con c an image ha ma ked i name among he o ld famo ci ie .

In o de fo global*Io of people o each a ci , he e ho ld be place ha facili a e hei mo emen be een he global domain and he local con ex. Ai po , eapo and ain a ion a e example of he e place . In li e a e on globalita ion and bani m, m ch empha i i gi en o he capaci of ci ie o connec o he global ocie bo h ph icall and digi all . Global acce ibili and linkage a e among he main mea e ha iden iv é op o ld ci ie [11].

D bai ha ecognized he impo ance of c ea ing linkage i h he global domain bo h ph icall and digi all. The ci ha in e ed in en i el in con c ing he mo ad anced info ma ion and comm nica ion infa c e. I al o de eloped media and in e ne ci ie in o de o connec i local con ex o he global domain. The ha con ib ed o he p omo ion of he ci a o nd he o ld. The o gh he e digi al ne o k, he ci managed o ma ke i ne pec ac la ban image and a ac global a en ion. The expo e a ppo ed b a e ie of pec ac la e en ch a ho ing a enni game be een o ld champion on he helicop e pad of B j Al A ab.

On he ph ical le el, D bai in e ed in con c ing one of he la ge ai po in he o ld. In 2011, D bai In e na ional ai po e ed 51 million pa enge on 326,341 ligh making i he fo h b ie ai po in he o ld in e m of in e na ional pa enge. The ai po c en capaci i 62 million pa enge. O e 150 ai line ope a e o of D bai In e na ional Ai po. The ai po capaci i expeced o each 90 million in 2018 and ill be expanded again o e e 98.5 million pa enge in 2020. Once f ll comple ed, i ill be he la ge ai po in he o ld i ha pa enge 'capaci of 120 million. The he ge ne mbe of pa enge compa ed o he mall pop la ion of he ci elec he ma i eleo of people o and f om he ci. D bai In e na ional Ai po i c en l one he majo an i h b in he o ld. I d f ee hop i h i fanc dail p i le a Fe a i ca and Rolex Wa che make i one of he mo p efe able an i ai po .

Jebel Ali Po and Po Ra hid a e ano he example of place ha facili a e he mo emen of people o D bai. Al ho gh he e po mainl de eloped o e e lo of good and capi al, he emain majo acce poin o he ci . Po Ra hid a b il in 1972 b Sheikh Ra hid Al Mak o m. Thi mode n po managed o a ac m ch ade o he ci . I a follo ed b Jebel Ali Po hich a ed ope a ion in 1977 and D bai Wo ld T ade Cen e, a hi nine o ie b ilding ha opened in 1979. When b il , Jebel Ali Po a one of he la ge po in he egion. D bai ha al o in e ed in de eloping an ad anced high a ne o k ha connec i h neighbo ing ci ie in he UAE and he egion. The ci i c en l a majo o i m de ina ion fo e iden of Sa di A abia, Qa a and Oman d e o i p oximi and niq e ban q ali . All he e place of linkage made D bai a majo h b of people lo in he Middle Ea . In nea l a decade, he ci managed o inc ea e i ha e of o i / & ime making i one of he op o i m ci ie in he Middle Ea . D bai i one of he mo globall connec ed ci ie in he o ld oda , bo h ph icall and digi all . Thi con ib e o i capaci of cap ing pa of global people* lo o i con ex.

In o de fo D bai o a e con in o *lo of people o i ban con ex, i a impo an fo he ci o keep di ec ing in e men in he de elopmen of place ha can ho he e*lo . In nea l a decade, D bai managed o e abli h a e ie of place ha can ab o b he con in o l inc ea ing n mbe of i i o o he ci . The poce of ban an fo ma ion a ed b he con c ion of he

In e con inen al Ho el in o de o e e Jebel Ali Po and he Wo ld T ade Cen e in he ea l 1980 . This a ac all he so o ld cla ho el in he ci . I a follo ed b a g o p of p ojec ha p ima il aimed o e e he g o ing n mbe of ci i i o (Fig e 1-4). In 1988, he n mbe of ho el in D bai eached 48 and hen j mped o 223 in 1995. The n mbe of ho el oom a 4,764 in 1988 and eached 12,727 in 1995. The pe iod be een 2000 and 2010 i ne ed np eceden ed expan ion in ho el capaci . The n mbe of ho el oom ha nea l ipled d ing ha pe iod. In 2010, he n mbe of oom eached 51,115 or e ed b 382 ho el . Al ho gh he occ panc a e ha d opped f om 80.5% in 2008 o 70% in 2010 d e o he o ld economic c i e , he n mbe of ho el in he ci ha inc ea ed b 41 ho el d ing he ame pe iod. This elec he in en ion of he ci o keep expanding i capaci of ho ing o i

The mo ecen p bli hed a i ic b he Go e nmen of D bai

Citation: Salama HH