Abstract  
According to World Tourism Organization (UNWTO), Tourism industry has grown rapidly over the last few decades, with more than a billion tourists traveling to international tourist destinations each year. One of the main motivations of tourism is humankind’s inherent curiosity and desire to explore cultural identities across the world. Cultural heritage can be tangible items including monuments, archaeological or urban sites, or sites that combine the works of man and nature, while natural heritage can include natural features, geographic formations or natural sites. Intangible Heritage or “living” heritage includes oral traditions, performing arts, social practices, rituals, festive events and traditional craftsmanship. In many countries, heritage industry supports the originality and identity in globalized world. In addition, the heritage industry provides tangible economic benefits: it encourages the development of tourism, helps to create jobs and expand domestic business. Therefore, it is obvious that heritage industry is an attractive and interesting industry providing a significant added value to the country and local communities. This means that marketing for promoting cultural heritage attractions requires a good understanding of the special nature of this kind of tourist products. Over the past decades, United Arab Emirates (UAE) as a very rich country of its cultural heritage has adopted some heritage marketing strategies in order to build or reinvent the national identity, and to promote recreational and tourist activities, together with the cities’ luxurious hotels and their ultra-modern shopping malls. This research will explore the most recent and effective tourism marketing strategies that UAE depends on them for promoting its cultural heritage through celebrations, festivals, Social media, establishing numerous museums and many promotional methods.

Key Words: Tourism, Marketing, Culture, Heritage, UAE.

I. Introduction

Marketing is a relatively new academic discipline, having emerged and developed from the general worldwide era of production in the nineteenth
century, through the specific sales era in the 1920s to the marketing era that has been the case since the 1950s when significant advances were made by commercial organizations. The twenty first century has been an era of increasing globalization and expansion. Advances in Science, technology, transportation and communication have been the main driving forces of globalization. Tourism marketing strategies have been affected too much by globalization as it has opened new opportunities for tourism development and created global awareness of unexplored destinations on a larger scale. It has facilitated social and technological changes to establish specialized tourism market. It has provided affordable and accessible tourism opportunities to millions of people. Heritage marketing strategies have been also developed widely because of easy Information access that has motivated people to explore places having communities with unique customs and practices, regions with more historical values and opportunities for niche tourist experiences.

II. Tourism and Cultural Heritage

Tourism is one of the best tools for human beings who can easily quench their thirst of visiting and exploring different areas and cultures. Heritage can be defined as things that we regard as important to preserve for future generations. They may be significant due to their present or possible economic value, but also because they create a certain emotion within us, or because they make us feel as though we belong to something – a country, a tradition, a way of life. They might be objects that can be held and buildings that can be explored, or songs that can be sung and stories that can be told. Whatever shape they take, these things form part of a heritage, and this heritage requires active effort on our part in order to safeguard it. Heritage is a true reflection of a place that enables visitors to learn about its cultural history and traditional values. History can and should be used as a selling point for a community as it is one of the main factors of tourism, because:-

1) It is an important method for involvement of tourists as acquaintance to historical and cultural heritage as it is a strongest incentive tourist motivation.

2) Objects of cultural and historical heritage are an important asset of the modern cities which can make profit and significantly influence their economic development.

3) It has a great importance in the social sphere, leveling seasonal fluctuations and evenly distributing tourist streams on the territory.

4) It creates favorable image of the region, "branding” of historical and cultural heritage which is used as the effective tool of the adoption of leadership on the tourist arena. Heritage sites are attractive destinations for visit in almost every country for that reason. Heritage tourism can be defined as visiting historical and archaeological sites for the purpose of acquiring knowledge or entertainment. Heritage tourism offers a wide range of product mix that varies from monuments to a unique way of living and, thus, gaining importance for becoming a value proposition to market a destination. It has also generated niche market destinations for tourists due to a shift in focus from recreation to self-contemplating tourism. It also
serves as an economic revitalization strategy to improve quality of life of residents and for preservation of historic structures to support tourism development.

**III. Heritage Marketing Mix**

Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and the stakeholders. The central idea of marketing is to match the organization’s capabilities with needs of customers in order to achieve the objectives of both parties. If this matching process is to be achieved, then the organization has to develop strengths, either from the nature of the services it offers or from the way it exploits these services in order to provide customer satisfaction. Heritage marketing means convince and communicate with actual and potential tourists so as they pay visit to the heritage destination. Heritage marketing is not really place marketing. In heritage tourism marketing the place or destination is not the only product rather the enriched past of the place which is the main attraction. According to the “The 4 Ps Model” developed by Philip Kotler, the main elements (“Ps”) of the marketing mix are: Product, Price, Place and Promotion. But heritage itself is a “complex commodity”, an experience-based product. This highlights the need to go beyond the conventional marketing mix. Apart from Product, Price, Place or Promotion, other P’s in heritage marketing have to be added:

- People: people are a necessary ingredient to the consumption of cultural products, especially in cultural heritage. The ‘people’ element suggests placing additional value on the dimension of experience. In this context interpretation strategies and tools play a key-role to get the right audience in contact with the “product, enhancing their experience.

- Programming, cluster development or attraction bundling: this is about packaging together certain elements of a heritage product or experience and market them together, e.g. in a themed festival or series of events.

- Partnerships, collaboration and network development: to ensure a long-term focus among different stakeholder groups, from community initiatives to government associations, in order to ensure sustainability and a long-term vision in planning, development and marketing.

**IV. Heritage Marketing Strategies**

Promotion is critical for successful heritage tourism marketing. Traditional media such as TV, newspaper, radio, billboard can play an important role to promote heritage destinations. Brochures Posters, leaflets and information packages about heritage destinations and accompanying tourist’s facilities should be produced and distributed to key areas such as hotels, airports and foreign embassies. Emphasis should be given on Internet marketing because this is a cost effective way to attract both domestic and foreign tourists. Websites of tourism related Government organizations and private tour operators should be interactive and rich with photos, videos and articles on historical and archaeological places. Social media marketing tools such as Facebook and Twitter should be used with other traditional media. Key for
improving heritage tourism marketing is effective protection and conservation of historic and archaeological resources. By actively identifying and registering heritage places at local level and international level especially with UNESCO. Heritage Marketers are increasingly making use of a wide variety of marketing methods for target marketing in particular with respect to the use of marketing communications. Especially in terms of marketing communications, heritage marketers can use Public Relations (PR) for considerable effects. Improving service quality and visitors satisfaction is very important in heritage tourism marketing. The marketer should try to provide an enriched experience to the tourists. The process of the development and creation of a heritage marketing strategy is divided into several stages. The first stage relates to an analysis of external factors, including an analysis of the environment, the competition, the market, and consumers. In the next stage, a SWOT analysis indicates the strengths, weaknesses, opportunities and threats in a market and is conducted to help bridge any strategic gap between the current and desired market position. This is followed by defining the mission, by setting the goals and applying suitable strategies to achieve them. In this case, special attention is paid precisely to the marketing strategy to ensure the tourism valorization of the cultural heritage presented through a combination of marketing elements: the market positioning of the entire destination, the tourism product, in this case cultural goods, the target tourism markets, and promotion.

V. A Case Study of United Arab Emirates
A. The UAE Tourism and Heritage
The UAE is a young country, founded on 2 December 1971 as a Federation. Prior to the formation of the UAE, the seven Emirates that now comprise the Federation were ruled by the British and these sheikhdoms were known as the Trucial States. The two largest Emirates are Abu Dhabi and Dubai. The other five Emirates are Ajman, Fujairah, Ras al-Khaimah, Sharjah, and Umm al-Quwain. The discovery of oil in Abu Dhabi and the first export of oil in 1962 were significant in the formation and development of the UAE. The rapid growth and modernization of infrastructure have led to noticeable changes in the Emirati way of life. The UAE holds the third rank in the world in the quality of the infrastructure and the efficiency of the infrastructure of the ports according to the report of the World Economic Forum 2014. The UAE has become one of the most competitive countries in the world according to the World Economic Forum (WEF) Global Competitiveness Index 2016-2017 - ranking the UAE 16th out of 138 economies. The UAE is a leader in the gulf and strives to be one of the most favorite tourism destinations in the world. Global rankings on visits, spending, and employment in this industry in the UAE continue to rise above average. The strategies for the Vision 2030 in the region and the top cities in UAE are expected to fuel the growth further in the tourism industry. The UAE is a perfect place for tourism. It is situated between the east and the west, and enjoys one of the best locations in the world. It is halfway between Europe and Asia and can be reached conveniently by air, sea and land. Few
destinations take more than eight hours of direct flying time to or from Dubai. Emirates achieved a great renaissance in all fields, especially in the tourism sector and has become a tourist destination on the world tourism map due to the safety, security, social & economic stability and political infrastructure. In 2016, the direct contribution of the travel and tourism sector to the UAE’s GDP was AED 68.5 billion (USD 18.7 billion) which is equivalent to 5.2 per cent of the total GDP. It is forecast to rise by 5.1 per cent per annum from 2017 to 2027 to AED 116.1 billion (USD 31.6 billion) which would be equivalent to 5.4 per cent of the total GDP in 2027. The total contribution of travel and tourism sector to employment, including jobs indirectly supported by the industry was 10.4 per cent of total employment which was 617,500 jobs. This is expected to rise by 2 per cent per annum to 770,000 jobs in 2027 which would be 11.1 per cent of total jobs.

Regarding UAE heritage, The UAE is blessed with a rich heritage that encompasses architecture, sports, occupations, traditions, arts, crafts, food, historical and archaeological places, lifestyle and values imbibed in Islam. Some of the distinct features of the Arab and Islamic heritage are hospitality, tolerance, family cohesion and solidarity among members of the society along with honor and pride associated with being part of this heritage. For example, Sharjah is one of the most important Emirates that care for culture and heritage, in 1998, Sharjah was named the ‘Cultural Capital of the Arab World’ by UNESCO, an honour richly deserved. Sharjah was named the Capital of Islamic Culture for 2014 in recognition of its remarkable contributions in preserving, promoting and disseminating culture at local, Arab and Islamic levels, under the guidance of His Highness Sheikh Dr. Sultan Bin Mohammed Al Qasimi Member of the UAE Supreme Council and Ruler of Sharjah. Sharjah has been selected the Capital of Arab Tourism for 2015 during the 15th session of The Arab Council of Tourism ministers in Cairo on October 18, 2012. Sharjah named World Book Capital 2019 because of the very innovative, comprehensive and inclusive nature of the application, with a community-focused activity program containing creative proposals to engage the very large migrant population.

B. The UAE Government Efforts in Promoting the Heritage

In spite of the progress and development achieved by the UAE society in all aspects of life, the preservation of cultural heritage represents a fundamental pillar of the modern state of the United Arab Emirates. Government entities have taken and continue to take several measures not only to preserve the heritage but also to create awareness about it. It has achieved this through:-

I. Festivals and Events

The UAE is a thriving arts destination, with art shows, music festivals and theatrical performances held throughout the year. Annual festivals such as Qasr Al Hosn Festival, Sheikh Zayed Heritage Festival, Sultan bin Zayed Heritage Festival, Sharjah Heritage Days bring alive the UAE’s heritage and gives the chance for the new generation to experience
and value it. These festivals are very popular and draw huge crowds.

1 Clubs
Clubs such as Emirates Heritage Club and Juma Al Majid Center for Culture and Heritage conduct research on the heritage and organize activities to promote awareness about the heritage.

2 Heritage Villages
Heritage villages such as in Abu Dhabi, Dubai, Sharjah and Fujairah are a complex of structures that include traditional houses, schools, markets and public spaces. It is like a replica of structures in the olden days. All emirates have at least one heritage village. The heritage villages offer a peek into the different aspects of the lives of Emiratis in the olden times.

3 Museums
Among the most famous museums in the UAE are Sheikh Zayed Palace Museum, Sharjah Museum of Islamic Civilization, Dubai Museum, Ajman Museum and Al Ain national Museum. In addition to, Several new museums such as The Louvre Abu Dhabi, Guggenheim Abu Dhabi, Zayed National Museum and Maritime Museum in Saadiyat Cultural District of Abu Dhabi. Museums in the UAE have contributed a lot towards preservation of the culture of the UAE. They display artwork, rare pictures, utensils, armory, maritime equipment, currencies and other items from the olden times. Museums that have opened in original structures that served as forts or palaces in the olden days reflect the heritage of the UAE in a unique way.

5 Constructing and Maintaining Mosques
General Authority of Islamic Affairs and Endowments is the federal authority responsible for constructing mosques in the UAE. There are about 4818 mosques in the UAE open all day to call for piety, righteousness and peace. Al Bidya Mosque in Fujairah is the oldest mosque in the UAE. Sheikh Zayed Grand Mosque in Abu Dhabi reflects the grandeur of the Mamluk, Ottoman and Fatimid architectural styles. Late Sheikh Zayed bin Sultan Al Nahyan, the founding President of the UAE, was laid to rest in the complex of the mosque. Jumeirah Mosque in Dubai was built entirely from white stone in the medieval Fatimid tradition, with towering twin minarets framing a large central dome. It can hold up to 1,200 worshippers. All these three mosques are open for visits by non-Muslims. A non-Muslim wishing to enter the mosque must dress conservatively. His/her clothes should fully cover the shoulders, arms and knees. In addition, women would need to cover their heads.

6 Establishing Cultural and Heritage Authorities
There are several cultural and heritage authorities in UAE in charge of conserving and promoting the heritage and culture such as:-

- Ministry of Culture and Knowledge Development
- National Registry of Artifacts
- Abu Dhabi Tourism & Culture Authority
- Dubai Culture & Arts Authority
- Department of Culture and Information (Sharjah)
- Fujairah Culture and Media Authority

7. Cultural Centers
The Sheikh Mohammed bin Rashid Centre for Cultural Understanding is the most famous and well-known cultural center in UAE. It is a non-profit
organization to increase awareness established and understanding between the various cultures that live in Dubai. Operating under the banner "Open Doors. Open Minds." the SMCCU strives to remove barriers between people of different nationalities and raise awareness of the local culture, customs and religion of the United Arab Emirates. There are also some cultural centers around the UAE such as Abu Dhabi Cultural Center, Al Qattara Arts Centre, Islamic Cultural Centre and Asia Cultural Centre.

8. Heritage Legislations
Abu Dhabi – October 12, 2016: His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the United Arab Emirates, has issued, in his capacity of the Ruler of Abu Dhabi, a law on the cultural heritage of the Abu Dhabi Emirate. The law aims at protecting the cultural heritage of the Emirate, and revealing it, preserving it, managing it and promoting it, as it stipulated the enforcement of its provisions on the cultural heritage of the Emirate, in addition to the foreign tangible cultural heritage inside the Emirate.

9. Protecting the UAE Architectural Heritage
The United Arab Emirates has a diverse and multicultural society. Emirati culture mainly revolves around the religion of Islam and traditional Arab, and Bedouin culture. Being a highly cosmopolitan society, the UAE has a diverse and vibrant culture. Traditional Architecture in UAE is mainly in the form of vernacular style. The structure which has locally existing resources or/and traditions ideas to address the construction is called Vernacular architecture. This kind of architecture show the environmental, cultural and historical context of the building in which it exists. It is usually fundamental and simple, but some has a valuable design. The UAE has put the subject of historical buildings conservation on the top of its priorities and gave it the targeted importance in order to attain the highest levels of protecting architectural heritage and spreading the heritage culture within the outlook of comprehensive perspective that is characterized of modernity, progress and in-depth view.

10. Using Social Media
There are some Traditional ways of Marketing Heritage sites such as: Advertisements in Newspapers, Printing brochures, Pamphlets, Purchasing advertising space in a magazine and Guidebook. The Problems of Traditional modes of Marketing of Heritage sites can be: Expensive projects for small heritage sites, fast getting outdated, limited reach, Limited scope of information dissemination, One-way interaction, No scope of feedback and Return on Investment (ROI) is not discernible. Nowadays, the prevalence of information and communication technologies (ICTs) has major marketing impacts on both the demand and the supply side in cultural and heritage tourism. Social media, such as Facebook, Twitter, YouTube and Instagram are used widely in the UAE by the government entities and by the public as well. H. H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai actively uses social media to communicate with the people. The UAE Government avails official social media accounts to communicate with public and hear their needs. The public can use the following feedback channels of UAE Government services.
The advantages of using social media in promoting heritage sites can be as follows:

- Word of mouth marketing.
- High reach at high speed.
- Relationship building.
- Real-time, low-cost and personalized communication with large audiences.
- Audience members can “like,” comment, and “share” postings and pictures.
- Keep audience updated on construction or renovation projects in the heritage sites.
- Share impressions and experiences with the heritage site.
- Social listening and Conversing with the audience and gauge their mood.
- Receiving and responding to the feedback surveys.
- Promoting and Branding a heritage site.
- Crowd source innovative ideas from the audience to better existing services or create new services.

11. Preservation of National Identity

The historic and cultural resources associated with People, events, or aspects of a community’s past give that community its sense of identity and help tell its story. These resources are the most tangible reflections of a community’s heritage.

Identity became a complex concept in a contemporary globalized society. It is defined as consisting of customary practice and of beliefs, values, sanctions, rules, motives and satisfactions associated with it. As a state, the United Arab Emirates (UAE) has opened its arms to many cultures, languages, and people from both the East and the West. The UAE has sought to learn from the experiences and initiatives of others to create its own unique models of success that can ultimately supersede others. In our over-globalized world, the first step for an emerging state that opens its borders might be to preserve its language and culture, since these two elements correlate and reflect the thought and identity of the nation. With a rich cultural heritage, the UAE is no different, since it seeks to preserve its language, history and heritage for many generations to come. The sense of nationalism in some cultures, symbolizes heritage as an element of cultural development, therefore programs are usually established to preserve the language and cultural identity in the nation. The UAE has created, since its establishment as a federal state in 1971, a national studies curriculum to be taught for all pupils in primary and secondary schools. To achieve such a goal effectively, the UAE has made the Emirati National Studies a compulsory subject in both public and private schools, but the curriculum was only designed to be taught in the Standard Arabic language. The Department of curricula at the Ministry of Education suggested the translation of cultural references into English for bilingual students to enable such students to understand and relate to other cultural references in their own cultural background; for easier intercultural communication with nonEmiratis. Preserving heritage is a key focus in the UAE Vision 2021 plan, which states that the UAE strives to preserve a cohesive society proud of its identity and sense of belonging. The challenge, with more than 85% of the population hailing from foreign countries and over 200 nationalities co-existing, is to preserve cultural values and heritage important to the Emirati identity.
12. The Collaboration with United Nations Educational, Scientific and Cultural Organization (UNESCO)

Despite being a relatively young country, a rich seam of cultural heritage lies just below the UAE’s 21st-century fascia. In 2011, the country made the Unesco World Heritage hall of fame, with the garden city of Al Ain recognized for four sites of “outstanding universal value”, including six oases, the Hafit Bronze Age tomb, the Hili archaeological settlements and the prehistoric site of Bidaa Bint Saud. In 2014, The Sharjah Investment and Development Authority (Shurooq) and the Department of Culture and Information in Sharjah have announced that the Heart of Sharjah has been registered in the tentative list of World Heritage Sites by the United Nations Educational, Scientific and Cultural Organization (UNESCO). On 3 December, 2016, UNESCO Director-General, Irina Bokova, delivered concluding remarks at the International Conference for the Protection of Cultural Heritage in Conflict Areas, organized at the initiative and in the presence of Sheikh Mohammed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi, and the President of France, Francois Hollande. This Conference, held under the patronage of UNESCO, took place in Abu Dhabi, United Arab Emirates, bringing together heads of States and Ministers from over 40 countries, as well as representatives from international organizations and museums.

Conclusion

No doubt that sustainable tourism is very much linked to cultural heritage because the whole point of maintaining and presenting the remarkable cultural heritage is to make it more available for people to visit, appreciate and enjoy. Cultural heritage marketing is distinguished by the contrary to the any other product or service that should be paid great attention. the comprehensive concept of heritage marketing is no longer limited to traditional methods like advertisement, brochures and pamphlets because new elements have embedded, such as creating events, festivals, initiatives to protect national identity and preserving the architectural heritage and also using certain conditions in order to achieve more diversification in tourism products to attract new segments of tourists and visitors. The communities’ travel-related entities partner with public or private organizations, the historic, cultural, and natural resources should be more effectively promoted to meet the heritage traveler’s desire for an integrated and enriching experience and in order to make an attractive heritage tourism product. In spite of the progress and development achieved by the UAE society in all aspects of life, the preservation of cultural heritage is considered as an essential element in forming the national identity. Adequate protection of cultural heritage, attractive heritage presentation, and creative marketing ideas are the most important strategies that UAE depends on them to market its heritage sites.

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