



# Daher Hospitality Group

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## Introduction

**Daher Hospitality Group** aims to revive the historic journey of Daher El-Omar and offer exceptional **cultural and culinary experiences** influenced by Arab culture and cuisine. Daher Nazareth, an accommodation that is considered one of the best places to stay in Nazareth, has been providing satisfied travelers with remarkable services since 2016, making their visit to Nazareth a truly **memorable experience**. As tourism shifts more and more towards **authentic cultural experiences** and community-based tourism, the concept of **Daher in Dubai** should be studied and adapted accordingly.

## Cultural Tourism

A trend toward **community and connectivity** has emerged among today's travelers, indicating a move toward rich cultural experiences. The ease of travel and a growing willingness to explore the world further have led people to crave a journey that is truly authentic, that tells **the story of the local culture** and makes their experience extraordinary. Culture tourists are more likely to be well-educated and culturally knowledgeable and spend more money on **valuable experiences**. Because cultural travelers want to get away from everyday life, they tend to be more open-minded and interact with locals to learn more about a different lifestyle. In addition, many cultural travelers are open to smaller **excursions and activities** during their stay, giving them a better insight into the local culture.

Increasingly, **tourism is driven by cultural factors**, while cultural heritage is being placed at the center of urban and rural development strategies. It is no surprise that the cultural heritage sector has received substantial political attention in recent years given its **economic potential** and importance for the contemporary information society. A fundamental mistake that is often made is to measure culture solely in terms of its economic value. This is because the benefits that cultural institutions bring to society are often indirect and not financial since their primary purpose is to provide intellectual pleasure and **raise awareness** of the importance of cultural and **historical knowledge**.

## Cultural tourism & Heritage products

As an industry, tourism is highly service-oriented, providing products and services to people who participate in activities in places other than where they live. The relationship between heritage and tourism parallels the debate that takes place within the culture of a society between tradition and modernity. In less developed areas, heritage and cultural attractions may include traditional religious practices, handicrafts, and cultural performances (Christou, 2006).

Fridgen (1991) noted that the culture of a region is shown in the form of stage presentations, often for a fee. Since tourists usually spend only a short time in an area, what they see is only a faint reflection of the true culture. Rather, according to Silberberg (1995), there is a continuum of heritage products where the ability of heritage products to attract tourists is related to the evaluation of the heritage products: perceived quality of the product, awareness, attitude toward customer service, sustainability, extent to which the product is perceived as unique or special, convenience, community support and involvement, management commitment and capability. Richards (1997) stated that cultural tourism is "the movement of people to cultural attractions away from their normal place of residence with the intention of gaining new information and experiences to satisfy their cultural needs."

Tourism is used as an economic justification for the preservation of cultural heritage and serves to preserve artifacts found in many parts of the world because their associations have always been among the most marketable commodities in the tourism industry (Timothy, 1997 in Christou, 2006). Visitor satisfaction is the goal that both private and public cultural tourism organizations strive to achieve. This means that cultural tourism organizations should focus their attention not only on improving service quality, but also on improving the emotional and psychological reactions that visitors experience through the service experience (Christou, 2006).

*Christou, E. (2006). Heritage and cultural tourism: a marketing-focused approach. In International cultural tourism: Management, implications, and cases (pp. 3-15). Routledge*



## Daher Hospitality Group

**Daher El-Omar** (born 1690, died 1775) was the Arab Bedouin ruler of the Galilee district in the southern Levant in the mid-18th century. He was the founder of modern Haifa and fortified many cities, including Acre. Daher came from a distinguished family from the Tiberias area with strong ties to Arab Bedouin tribes in the Galilee district, which was then under the control of the Ottoman Empire. Daher El-Omar is considered by many Arab nationalists as a **pioneer of Arab liberation** from foreign occupation. He succeeded in creating an autonomous area in Galilee with the help of the governors of Lebanon, Egypt, Russia and to some extent the French consuls. He is also remembered for his attitude towards minorities and his **promotion of tolerance and peace** with Jews and Christians.



Upholding the Daher tradition, creating new opportunities for development and innovation, helping the community, and connecting locals with other cultures from around the world are the goals of the **modern Daher tradition**, and we are on a mission to spread it around the world, starting with Arab cultures in the Middle East. **How can we achieve our goal of connecting local communities around the world with the local culture, heritage, and cuisine of destinations through unique tourism experiences?**

The **Daher Hospitality Group**, owned by the Daher family and managed by Salam Daher & Anna Shalev, is a **cultural center** that tells the story of Daher culture and revives the historic journey of Daher El-Omar through a combination of **Arabic cultural tradition**, cuisine, and authentic atmosphere, as well as offering visitors unique cultural experiences and services that will make their stay **unforgettable**. The Daher story inspires people to reach out, share, and co-create with others, while helping others, promoting diversity, and fostering peace. **Emphasizing the significance of the trend towards authentic cultural tourism experiences.**

Daher's accommodation facilities uniquely combine the ambience of the 18th century with modern, state-of-the-art ethnic design that meets high international quality standards. As part of Daher's traditional culture, **Daher Guesthouse Nazareth** enjoys an ideal location in **Nazareth's Old City** district, with a rooftop terrace and unique views of the Annunciation Church and the Old City and is close to many of the city's attractions and restaurants, such as Christ Church and St. Gabriel's Church. With more than 10,000 international and local guests enjoying Daher's traditions **since opening in 2016**, Daher Nazareth has been voted **the best place to stay in Nazareth**. Averaging 4.6/5 on Airbnb and Google, 8.3/10 on Booking.com, with hundreds of **excellent reviews**.

**Daher Cookery** offers guests a variety of **traditional Arabic dishes**, culinary workshops and ethnic activities that enrich their experience of authentic Arab cuisine and culture, as well as engagement with the local community and visits to local markets. Daher complexes serve as a **hub and meeting place** for people from different countries, industries, and businesses to network, create together, and develop a deeper understanding of the **local community**.

As part of its real estate portfolio, **Daher Hospitality Group** operates several lodging brands in **Nazareth, Israel**, and is currently developing the Daher Mersin brand in **Turkey** and the Daher Zanzibar brand in **Tanzania**. **Daher properties** include guesthouses, luxury apartments, hotels, and long-term rental properties. Designed to **revitalize** the local heritage with a modern, authentic experience that combines **co-creation** with locals and provides a **"community-based"** tourism experience, Daher Hospitality Group's **vision** is to establish an **authentic, modern tourism experience**.

## Daher Dubai project

Dubai is an example of the link between a city focused on tourism and the global market. It leverages the **advantages and attributes of the present** through a mix of vertical, powerful, and iconic architecture, integrated developments, and theme parks, all seamlessly connected by public transportation, security, and city management systems. **This contrasts** with non-institutionalized trends that seek more **authentic urban experiences** (Lim & Bouchon 2017).

Developing the Daher concept in Dubai requires conducting **market research** to better understand the **Amirate community**, its culture, heritage, and history, and find the **connection** to Daher culture and tradition. As part of this program, we will work with students from **Emirates and Kinneret Academies**, as well as the UAE Center for Arab and Islamic Heritage, VisitDubai and the Emirates Heritage Club, which operates the Heritage Village in Abu Dhabi. The study will also include **observing and learning** about the 16 heritage sites in the Gulf, as well as the Bastakiya district in Dubai and the Hili Archeological Park, The Jebel Hafeet Tombs, Al Bidya Mosque, and Al Ain Oasis, which is a UAE UNESCO heritage site. Studying **communities, cultures, and sustainability** in the Emirates can lead to further research questions that can be pursued by future scholars and students.

A **second phase** will focus on finding **properties** that fit Daher's concept and working with **investors** to acquire and manage them. By aligning each property's requirements and operations with **Daher's traditional concept**, Daher Hospitality Group will manage the unique ethnic design. As part of our efforts to enhance **ethnic-feeling** and enable local communities to participate in our **mission**, Daher Hospitality Group plans to offer **career opportunities** in the hospitality sectors for local communities, in the UAE and in Israel, and to reach out to and encourage tourism and hospitality management students globally to learn, work together, and create **exceptional tourism experiences**.

Through **collaborating** with the Emirates and Kinneret Academies, students, and local communities of Dubai and Nazareth, the Daher project will **succeed** and be able to establish itself in Dubai. Daher Nazareth's **satisfied guests** consistently demonstrate their **loyalty** to the property, the local community and Daher's history, tradition, and culture. Our **desire** to provide authentic, modern, and unique tourism experiences is being realized in this **potential market**.