Expo 2020 Dubai's Impact on the United Arab Emirates' Brand: A Quantitative Analysis About American and European Media Companies

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Countries implement corporate communication initiatives to improve their international relations, achieve different business objectives, and reinforce their brands. Nation branding activities are mainly based on international events: sport, culture, social issues. This paper evaluates the Expo 2020 Dubai's impact on the United Arab Emirates' brand. We conducted a literature review about nation branding, and then we resorted to 15 indicators to analyze how the most important newspapers from some of the most influential countries (United States, Russia, France, and Germany) covered this event from a journalistic and corporate communication perspective. Our results proved that 82 articles were published about this topic, and the most common criteria respected were quoting organizers (n = 61), using the Expo's logo (n = 45) and the image of a falcon (n = 43). We concluded that most media companies focused on facts related to the Expo and did references to the country's identity (values, flag, falcon), but most of them did not include links to the Dubai Expo's and UAE public authorities' websites.

Keywords: corporate communication, brand, reputation, countries, international event

Introduction

Countries face different challenges that determine their internal functioning: social integration of minorities, development of information and technology-mediated business models, implementation of diplomatic relations with other countries and international bodies (United Nations System, World Health Organization, etc.). To efficiently face these challenges, countries collaborate with different internal institutions such as governments, public authorities, and private companies; and implement different initiatives related to education, social policies, diplomacy, and business. However, in many cases these activities are not enough. That is why, many countries implement corporate communication initiatives whose main objective is to promote the country's brand as a way to accelerate some strategic processes related to diplomacy, international relations, and business. In this framework, some countries organize different events, such as the FIFA World Cup, the Olympic Games, or the World Expo.

This paper aims to analyze how the Expo 2020 Dubai impacted the United Arab Emirates' brand. To do that, we conducted a literature review about corporate communication, brands, nation branding, and best practices in different countries. Then, we identified four influential but distinctly different countries (United States, France,

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Russia, and Germany) as well as the five most important newspapers in each of them. Subsequently, we defined 16 indicators to analyze how these 25 media companies covered the Expo 2020 Dubai from a journalistic and corporate communication perspective. Finally, based on our quantitative and qualitative results, we proposed some conclusions about the impact of this event on the United Arab Emirates' brand, and we suggested practical ideas to help countries promote their brand through this kind of international events.

Branding Countries Through Public Events

Managing corporate communication professionally to reinforce corporate brands constitutes a priority for every single company: People's trust on brands determines their loyalty to these companies (Kwan Soo Shin, Amenuvor, Basilisco, & Owusu-Antwi, 2019). Public and private organizations resort to integrated corporate communication initiatives to reinforce their relations with stakeholders (Keller, 2021) and improve ones' perceptions about the company, its brands, and its employees (Tran, Vo, & Dinh, 2020). To efficiently impact stakeholders' perceptions, these organizations evaluate their communication initiatives in a quantitative and qualitative way (Romaniuk, Wight, & Faulkner, 2017). Monitoring these perceptions is essential for all companies because most brands are shifting away from a single ownership to a shared ownership model; in other words, companies integrate stakeholders into collective processes whose main objective is to build the brand in a more credible way (Swaminathan et al., 2020). Thanks to these collective processes, companies can engage with stakeholders and expand their influence more efficiently (Kelley & Thams, 2019). Integrating stakeholders' needs into the company's corporate communication initiatives constitutes an opportunity to help companies evolve from a marketing approach to an integrated branding approach based on providing stakeholders with meaningful content (Beig & Nika, 2019; Iyer, Davari, & Paswan, 2018).

The main objective of every branding initiative is to improve the company's reputation (Keller, 2021; Pérez Cornejo, Quevedo Puente, & Wilson, 2021). To efficiently achieve this goal, many companies integrate into their branding communication strategies different intellectual, social, and cultural insights allowing stakeholders to understand why the company is so important (Wider, Von Wallpach, & Muhlbacher, 2018). That is why, many organizations employ experts in different areas, such as sociology or anthropology, to develop research and brand content allowing the company to be perceived as a reputed institution (Iyer, Davari, Srivastava, & Paswan, 2021). Thanks to this strategic approach, companies reduce the risk when taking decisions about branding initiatives, and protect their reputation more efficiently (Carolino, 2018; Veltri & Nardo, 2013).

Besides public and private companies, many other organizations resort to branding initiatives, such as for example public authorities, governments, and international Non-Governmental Organization's (Zerfass & Viertmann, 2017). According to Cvijanović, Simić, and Vukotić (2018), countries try to build a recognizable brand to promote their economic, social, and cultural interests. The nation brand refers to the common presentation of different elements such as the country's identity, history, and symbols; in other words, the nation brand explains why the country is important and unique worldwide (Gunek, 2018). When countries implement branding initiatives, they resort to different topics (tourism, culture, sport) and tactics (events, media relations) whose main objective is to prove that the country is unique: This uniqueness value helps countries promote tourism, accelerate inward investments, and boost exports (Andreja, 2018). On the other hand, the main objective of every nation branding initiative remains always the same: reinforce the country's reputation (Gondim & Giraldi, 2019). More and more countries implement branding initiatives to improve international stakeholders' opinions, create sympathy towards the country's main projects, and reinforce the nations' reputation (Dogan,

2021). Thanks to nation branding initiatives, countries enhance their international reputation as well as their own identity (Lahrech, Zaki, & Bouayach, 2020), which helps them attract investors, reinforce their social structures, and improve their citizens' quality of life (Frig & Sorsa, 2020).

Nation branding initiatives are also useful to help countries build their brands in a collective way along with their main stakeholders, such as citizens, media companies, and international NGOs (Hao et al., 2021). To efficiently develop these collective processes, countries can implement five main branding initiatives. First, global Internet governance. Countries can collaborate with different policymakers (media companies, start ups, etc.) to promote positive content about their brands on different Internet platforms, such as websites, blogs, or social media platforms (Budnitsky & Jia, 2018). Second, sport events. Countries can prioritize sport events, such as the Olympic Games, to improve their image and national and international goals in terms of economics, business, politics, and diplomatic relations (Dubinsky, 2019). Third, social and cultural events. Countries can implement social events (conferences about diplomacy, higher education fairs, etc.) to build cultural bridges with other countries and organizations (Knott, Fyall, & Jones, 2017). Fourth, logistics. Building logistic centers, seaports, and airports have become a common practice to improve countries' influence from a diplomatic, economic, and branding perspective (Rutter et al., 2018). And fifth, combatting negative stereotypes. Some countries resort to different tools (personal testimonies, publication of books, etc.) to reinforce their public image and avoid misunderstandings about their brands (Avraham, 2020).

Every country implements different brand strategies adapted to its cultural background and business objectives (Dogan, 2021). For example, Canada focuses its branding strategies on some values such as its unique national identity and its ideologically deracialized discourse (Bhuyan, Jeyapal, Sakamoto, & Chou, 2015). Germany promotes its worldwide leadership in economics, environment, and diplomacy to build a credible brand that is associated with positive values such as respect and sustainability (Wood, 2017). Poland, Norway, and Ukraine focus their branding strategies on key concepts related to sincerity, excitement, sophistication, and humanism (Wawrzyniec & Wæraas, 2021). Balkan countries' branding strategies are mainly related to health tourism and social engagements (Sziva et al., 2017). Many African countries base their branding strategies on cultural, social, and economic attributes (Sch ihly & Tenzer, 2017). Concerning Arab countries, some of them, such as Saudi Arabia or Qatar, suffer from a bad reputation because of different issues such as gender inequality and non respect of women's rights (Tohme, 2019). To overcome this barrier, Saudi Arabia launched some years ago its "2030 Vision" campaign whose main objective is to associate the country with three main values: (a) being the heart of the Muslim world, (b) becoming a global force for investment worldwide, and (c) reinforcing its strategic position as a place linking Asia, Europe, and Africa (Alsedrah, 2021). With respects to the United Arab Emirates, this country' branding strategies are based on different key ideas, such as promoting women's rights (Allagui & Al-Najjar, 2018); remaining neutral on regional political issues (Tal, 2020); and reinforcing Dubai and Abu Dhabi's strategic positionings as international references for business and tourism (Zeinedinne, 2017). Thanks to these initiatives, the United Arab Emirates has become one of the 20 most valued nation brands (Tal, 2020).

Methodology

In order to better understand how the Expo 2020 Dubai impacted on the United Arab Emirates' brand, we resorted to the US News Most Influential Countries Ranking 2021, a study published every year since 2016 by BAV Group and The Wharton School (University of Pennsylvania, USA) that analyzes nations' worth based on

different criteria. This report evaluates how global stakeholders' perceptions define countries: It focuses on 78 nations and considers 76 country attributes. Concerning countries, it only considers those that were listed in these four rankings at the same time: (1) Top 100 countries in terms of gross domestic product in 2018 or 2019, based on World Bank data; (2) Top 100 countries in terms of foreign direct investment inflows in 2018 or 2019, based on World Bank data; (3) Top 100 countries in terms of international tourism receipts in 2018 or 2019, based on World Bank data; and (4) Top 150 countries in the U.N.'s Human Development Index, based on the 2018 or 2019 report. Only 78 countries met this criterion. These countries accounted for about 94% of the world's global gross domestic product and represented about three-quarters of the world's population (Appendix 1). With respect to the 76 country attributes, they referred to concepts that could be used to describe a nation, and they were grouped in 10 categories: (1) adventure, (2) agility, (3) cultural influence, (4) entrepreneurship, (5) heritage, (6) movers, (7) open for business, (8) power, (9) social purpose, and (10) quality of life (Appendix 2). Based on these attributes, BAV Group's and The Wharton School's researchers conducted an online survey: They contacted more than 17,000 people around the world (informed elites, business decision makers, and general public) and asked them to evaluate how closely they associated every country with every attribute (US News, 2021).

According to the US News Most Influential Countries Ranking, the some of the most important countries in 2021 were the United States, Russia, France, and Germany. With the aim to analyze the Expo 2020 Dubai's impact on the United Arab Emirates' brand in North American, Europe, and Asia (and the close relationship the UAE has with Russia), we evaluated the five main newspapers by circulation published in these five countries: United States—The Wall Street Journal, The New York Times, USA Today, The Washington Post, and Los Angeles Times (Agility PR Solutions, 2021); France—Le Monde, Le Figaro, L'Equipe, Les Echos, and Russia—Argumenty i Faty, Komsomlskaya Pravda, Rossiyskaya Gazeta, Izvestia, and Moskovskij Komsomlets (Statista, 2021); and Germany—Bild, Süddeutsche Zeitung, Frankfurter Allgemeine, Handelsblatt, and Die Welt (Deutschland.de, 2020).

We analyzed all the articles published between July 2021 and Mars 2022. In other words, we analyzed what media companies published during the three months previous to the Dubai Expo 2020 (July to September 2021), and what these organizations released when this event took place (October 2021 to March 2022). To do that, we defined 15 branding indicators that we grouped in three main categories: (a) UAE's history, (b) UAE's brand, and (c) Expo 2020 Dubai (Table 1). These indicators aimed to analyze whether international journalists from the five most influential countries that covered the Dubai Expo 2020 focused on facts directly related to this event, or whether they also mentioned some elements related to the UAE's brand.

We conducted this analysis from 1st April 2022 to 30th October 2022. A search through Google.com was conducted using the words "Dubai" and "Expo" as well as the name of the newspaper. Two coders coded the news stories, including identification of the newspaper, its country of origin, the date it was published, the article's headline, and the URL of the article. Coders coded for three categories: (a) UAE history, (b) UAE brand, and (c) Expo 2020 Dubai. Each category looked for specific words and images, which would be coded as present in the story or not present. Each article was considered a single unit of analysis so each item could only be coded for once in the story, even if it was mentioned more than once. For each category, the number of times the items were coded were added up by article. The 15 items coded for representing UAE' history, UAE's brand, and Expo 2020 Dubai are specified in Table 1 below.

Table 1

Brand Indicators

UAE's history	UAE's brand	Expo 2020 Dubai
1. References to the UAE's history	6. Quotes from the UAE's rulers	11. Reference to the official theme (connecting minds, creating the future)
2. Reference to the UAE's founders	7. Reference to national values (tolerance, multiculturalism)	12. Image of the Expo 2020's corporate logo
3. Reference to the UAE's current social leaders	8. References to the UAE's anthem	13. Quotes from the Dubai Expo 2020's organizers
4. Reference to religion	9. Image of the UAE's flag	14. Links to the Expo 2020's corporate websites
5. Reference to political conflicts	10. Image of the falcon (national symbol)	15. Links to the UAE's corporate websites

Note. Elaboration: authors.

Results

A convenience sample was created by selecting four countries: the United States, Russia, France, and Germany to represent North America, Europe, and Asia. Then the five newspapers with the highest circulation were selected for each country. After conducting our research, we identified an initial sample of news stories (n = 95). However, 13 of them were removed from the sample because they were hidden behind a paywall, leaving 82 stories (n = 82). A chi-square test for independence was conducted to examine the relation between content of the news stories and the nation of origin of the news to ensure that the type of stories written were culturally different in a meaningful way. All three groups showed significant relationships between their set of variables suggesting that the cultural differences between the countries resulted in different types of news stories about the Expo. To present our results in a clearer way, we broke the data by nations and grouped them into each category for testing (UAE's history, UAE's brand, and Dubai Expo 2020).

UAE's History

Overall, news organizations were less likely to use any historical references in their stories about the Expo (Table 2). Out of the 41 references, 10% were mentions of conflicts affecting the UAE, specifically, those related to the unsuccessful attempts to send drones to the Gulf region targeting countries concerned by the conflict in Yemen. Russian news organizations made the most historical references (n = 14), and most of those references pertained to social leaders (n = 12). A chi-square test of independence was conducted to examine the relation between the history variable totals and the country of origin. The relationship was significant, X^2 (15, n = 82) = 40.24, $p < 0.001$.

Table 2

UAE's History

	N	Historical reference*	Founders reference	Social leaders** reference	Religious reference*	Politic reference	Total*
France	21	8	1	0	0	0	9
Germany	30	2	1	2	2	2	9
Russia	20	0	2	12	0	0	14
United States	11	2	0	2	3	2	9
Total	82	12	4	16	5	4	41

Notes. * $p < 0.05$, ** $p < 0.001$.

UAE's Brand

As shown in Table 3 below, France (n = 71), Russia (n = 31), and Germany (n = 23) relied heavily on UAE's brand references, in particular focusing on using images of falcons (n = 42). France was also much more likely to quote a UAE ruler (n = 16) compared to only one other news story from the United States quoting a ruler. National values and the image of the flag were the second most common references in the branding category. A chi-square test of independence was conducted to examine the relation between the brand variable totals and the country of origin. The relationship was significant, X^2 (15, n = 82) = 69.05, p < 0.001.

Table 3

UAE's Brand

	N	Ruler quoted**	National values*	National anthem*	Image of flag*	Image of falcon**	Total**
France	21	16	12	9	13	21	71
Germany	30	0	5	6	5	7	23
Russia	20	0	7	2	8	14	31
United States	11	1	3	0	1	1	6
Total	82	17	27	17	27	43	131

Notes. * p < 0.05, ** p < 0.001.

Expo 2020 Dubai.

The Expo category was the most used category by news organizations when formulating news stories (Table 4). As expected, Expo organizers were quoted and the image of the logo was used in more than half of all of the stories studied (n = 45). Additionally, the Expo's theme of "Connecting Minds, and Creating the Future" was referenced in 42 news stories. While news organizations were quick to use the Expo references, they were unlikely to use links to the Expo's websites (n = 1) or corporations connected to the Expo (n = 2). Again, a chi-square test of independence was conducted to examine the relation between the Expo references variable totals and the country of origin. The relationship was significant, X^2 (33, n = 82) = 83.80, p < 0.001.

Table 4

UAE Expo References

	N	Theme referenced*	Image of logo**	Organizers quoted*	Links to Expo website	Links to UAE's websites	Total**
France	21	15	19	17	0	1	52
Germany	30	9	7	21	0	0	37
Russia	20	14	16	18	0	0	48
United States	11	4	3	5	1	1	14
Total	82	42	45	61	1	2	151

Notes. * p < 0.05, ** p < 0.001.

To conclude this quantitative analysis, we can affirm that the Expo category was the most used by publications around the world (n = 151) and quoting organizers (n = 61) was the most common category overall. Additionally, using the image of the Expo's logo was the third most common element found (n = 45) along with the use of the image of a falcon (n = 43).

Discussion

Branding initiatives have become a priority for nations interested in influencing their internal and external stakeholders' perceptions about the country, its traditions and practices (Magnusson, Westjohn, & Sirianni, 2018). These initiatives should be based on ethical principles, people's rights, and countries' needs (Hunt, 2019), and should promote the country's history as a main element to integrate all stakeholders' perspectives (Nas, 2017). When all stakeholders agree on both historical and current elements, they can contribute to build the country's brand in a collective way (Bhatti, Arif, Mehar, & Younas, 2018). Our results showed that most media companies from France, Germany, Russia, and the United States did not refer to the UAE's history when reporting about the Dubai Expo 2020. For example, no media company from Russia mentioned the history of the UAE, and only two articles published by American media companies referenced an historical element. However, 16 articles out of 82 mentioned the current UAE's social leaders in different areas, such as tourism, innovation, business, or education. This lack of reference to the country's history did not represent a problem for media companies when reporting about Dubai Expo 2020, but it limited the impact that these articles could have had on the readership's perceptions about the UAE's brand. Additionally, any energy spent by the UAE's public relations team on sharing historical information would have been wasted up on most news outlets.

Conducting research about stakeholders' perceptions is essential to identify the values that determine their behaviours (Maier, 2016), and this way promote the organization's reputation more efficiently (He & Balmer, 2013). The UAE follows this logic and focuses its branding strategies on some values that are important for its stakeholders, such as cultural opening and tolerance (Saberi, Morris, & Marochi, 2018), as well as innovation and entrepreneurship (Allagui & Al-Najjar, 2018). Based on our quantitative analysis, we can state that many journalists working in France, Germany, Russia, and the United States integrated some of these values into their news stories. In fact, out of 82 papers considered, 27 mentioned some of the UAE's values, such as for example tolerance and multiculturalism. On the other hand, some visual elements representing the country, such as its flag and the falcon, were also integrated in many articles (27 and 43 respectively). These results proved that many of the journalists working in the media companies considered in this paper integrated some of the UAE's values into their stories to provide their readership with a clearer background about the Dubai Expo 2020.

Many countries resort to international events (sport, culture, business) to reinforce their international influence, improve their diplomatic relations, and promote their brands (Papadopoulos, Ibrahim, De Nisco, & Napolitano, 2018). Thanks to these events, they promote their brands externally, but also internally, which contributes to change citizens' behaviours, attitudes, and perceptions (Browning & Ferraz de Oliveira, 2017). To do that, some countries implement personal branding initiatives consisting of promoting some social leader's public image (Richelieu, 2018; Wæraas & Dahle, 2020). Based on our results, we can affirm that 61 out of 82 papers quoted Dubai Expo 2020 organizers, which is consistent with the personal branding initiatives aiming to promote the country's brand by focusing on some key citizens. Besides, most papers referred to the Dubai Expo 2020 theme (42) and showcased its corporate logo (45). However, only two articles included a link to the UAE public authorities' websites. These facts proved that media companies focused on the Dubai Expo 2020, and did not use these articles to promote other areas related to the country, such as business, tourism, or international relations.

This paper aimed to better understand the impact of Dubai Expo 2020 on the United Arab Emirates' brand. Thanks to this research, we could highlight some interesting results on how the most important media companies

from some of the most influential countries covered this event from a journalistic and corporate communication perspective. However, we must also consider three main limitations that have affected this research. First, we did not contact the 20 newspapers considered, which prevented us from understanding what criteria they used to cover this event: teams, budgets, internal structures, main topics, etc. Because of that, we could not check whether these newspapers' journalists covered this event from Dubai, or whether they just collaborated with international news agencies (Reuters, American Press, etc.) and did not travel to Dubai. Second, we did not analyze how media companies covered other international events that took place in the previous years, such as the Tokyo Olympic Games 2020 or the Russia FIFA World Cup 2018, which prevented us from understanding which extent media companies covering Dubai Expo 2020 respected journalistic criteria, or focused more on a corporate communication perspective. And third, we did not find any other research paper using the same methodology, which made it difficult for us to compare our quantitative results and propose more practical recommendations.

Despite these limitations, we identified three key topics that researchers interested in this area can develop: how to implement personal branding campaigns allowing countries to become more credible organizations; how to integrate artificial intelligence, mobile apps, and social media to provide international journalists with meaningful content; and how to develop statistical models to evaluate the impact of branding initiatives on countries' reputation from a quantitative perspective.

Conclusion

Promoting brands through corporate communication initiatives has become a common practice in many countries. Private companies, governments, public authorities, and social institutions resort to these techniques to develop a meaningful content that influences their stakeholders' perceptions, attitudes, and behaviours. Thanks to these initiatives, governments promote their countries' brands and try to accelerate different processes related to international relations, diplomacy, business, innovation, and tourism. However, governments face different challenges when implementing these nation branding activities: limited budgets, stakeholders' new requirements, media companies' influence, etc. This paper aimed to analyze how the Expo 2020 Dubai impacted on the United Arab Emirates' brand. After evaluating how the five most important newspapers in the US, Russia, France, and Germany covered this event, we can conclude this paper with two last ideas. First, most media companies focused on facts related to Dubai Expo 2020 (attendees, investments, events), but they also included some references to the country's identity (national values, flag, falcon), which positively influenced the UAE's brand. In other words, thanks to this event, the UAE could explain to international media companies its national identity and how this element drives the country to organize different events, such as Dubai Expo 2020. And second, only three news stories included link to the UAE public authorities' websites or the Dubai Expo 2020 official site, which means that most media companies covering this event followed a journalistic logic, rather than a corporate communication approach. If journalists had included these links in their articles, it could have positively influenced the UAE's brand further.

Based on these conclusions, we propose three managerial implications that governments should consider when implementing corporate communication initiatives to promote countries' brands. First of all, public authorities in charge of promoting the country's brand should implement an in-house corporate communication department where experts in different areas (journalism, corporate communication, branding, international relations, law) work in an integrated way to identify the country's main needs (investments, diplomacy,

international relations) and propose practical communication initiatives fulfilling these needs and reinforcing the country's brand. On the other hand, this department's director must define a long-term branding plan that includes communication objectives, main and secondary targets, and brand strategic positionings, and use this document as main criteria to take decisions about corporate communication initiatives. Finally, this department's director should also develop statistical models to evaluate in an accurate way the impact of every communication initiative on the country's brand, and based on that adjust and adapt the country's branding plan.

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Appendix 1. Most Influential Countries

United States	Egypt	Iraq	
United Kingdom	Brazil	Morocco	Bulgaria
China	Belgium	Malaysia	Kazakhstan
Russia	Sweden	Philippines	Kenya
Germany	Mexico	Hungary	Azerbaijan
France	Austria	Jordan	Dominican Republic
Japan	Portugal	Vietnam	Uruguay
Italy	Ireland	Peru	Myanmar
United Arab Emirates	Singapore	Belarus	Serbia
Israel	New Zealand	Romania	Ecuador
Saudi Arabia	Denmark	Sri Lanka	Costa Rica
Canada	Norway	Panama	Uzbekistan
South Corea	South Africa	Colombia	Slovakia
India	Qatar	Chile	Slovenia
Spain	Thailand	Ukraine	El Salvador
Australia	Finland	Lebanon	Guatemala
Turkey	Argentina	Oman	Lithuania
Greece	Poland	Cambodia	Estonia
Switzerland	Indonesia	Croatia	Latvia
Netherlands	Czechia	Tunisia	

Elaboration: Authors.

Appendix 2. Categories and Indicators

Agility: adaptable, dynamic, modern, progressive, responsive.

Entrepreneurship: connected to the rest of the world, educated population, entrepreneurial, innovative, provides easy access to capital, skilled labor force, technological expertise, transparent business practices, well-developed infrastructure, well-connected digital infrastructure, well-developed legal framework.

Quality of life: good job market, affordable, economically stable, family friendly, income equality, politically stable, safe, well-developed public education system, well-developed public health system.

Movers: different, distinctive, dynamic, unique.

Social purpose: cares about human rights, cares about the environment, gender equality, religious freedom, respects property rights, trustworthy, well-distributed political power, racial equity, cares about animal rights, committed to climate goals, committed to social justice.

Cultural influence: culturally significant in terms of entertainment, fashionable, happy, has an influential culture, has strong consumer brands, modern, prestigious, trendy.

Open for business: cheap manufacturing costs, favorable tax environment, not bureaucratic, not corrupt, transparent government practices.

Power: a leader, economically influential, has strong exports, politically influential, strong international alliances, strong military.

Adventure: friendly, fun, good for tourism, pleasant climate, scenic, sexy.

Heritage: culturally accessible, has a rich history, has great food, many cultural attractions, many geographical attractions.