The Contemporary Heritage as an Identity of the Nation's Local Wisdom; A Study of Dubai's Al Seef Khor

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Dubai is a coveted city for anyone in the world to visit, that not a few visitors from 198 countries in the world must stop by Dubai to see everything set up super taller and massive, super luxurious, and super best of all that the world has (Krane, 2009; Reisz, 2020). As people can see from the Burj Khalifa, the tallest building globally, the largest artificial island globally, and the longest artificial canal in the world. It will not stop; Dubai's development is always a renewal in various sectors (Davidson, 2007; Marzooqi et al., 2017). Not only that, but Dubai also has creativity in developing global-scale events through expos and other events that make other countries delegate their countries to participate in following the trend of progress made by Dubai (Belting, 2009; Noori et al., 2020; Sindelar, 2016). This is done by Dubai to boost tourism as a core economy in the United Arab Emirates, which is the vision and mission of its leader, Mohammed bin Rashid al Maktoum (Al Maktoum, 2001; Alhosani & Zaidan, 2014; Sharpley, 2008). This study is a qualitative analysis of wherewith the United Arab Emirates government works to maintain the sustainability of culture and heritage as local wisdom integrity.

The number of visitors who never stop wanting to see something great and become proud of the progress in Dubai society's rich architecture and modernity (Al-Sayegh, 1998; Govers, 2012). In this case, it will add a new identity for Dubai as a leading global tourism city (Elsheshtawy, 2004; Stephenson, 2014). On the other hand, it causes the loss of the identity of a historical community as an Arab with an unpretentious personality, which is the local wisdom possessed

by the people of Dubai that must be maintained (Mungmachon, 2012; Rahman et al., 2018). Reflecting on the developed cities in the world where the progress of a city will not be separated from the preservation of the city's heritage, it has a history as the identity of the local wisdom of its citizens (Dahlani, 2010; Yas et al., 2020). Likewise, Dubai is developing its old city area, even developing new areas to continue to strengthen Dubai's historical and cultural heritage, where the Khor Creek area focuses on cultural heritage (Boussaa, 2014; Ryan et al., 2012).

Khor creek is the history of Dubai's culture when it first existed, where people as traders in history came back and forth from the Persian Gulf, making Dubai a trading hub from the early 18th century (Boussaa, 2003; Carter, 2015). It is interesting to observe here because we see that the cross-culture that has been formed over the centuries has made the identity of the citizens of Dubai unique as one of the advanced trading nations (Gemenetzi, n.d.; Zaidan, 2016). World Heritage Sites are designated by the United Nations Educational, Scientific and Cultural Organization (UNESCO) to identify cultural and historical significance places. Delimited as a protected zone, the UNESCO heritage site in the UAE is a major draw for history buffs and regular tourists looking to glimpse the country's glorious past, which focuses on areas in the United Arab Emirates (Cuerrier et al., 2015; Ricca, 2018). One area that is the main focus is Khor Dubai, one of the tentative UNESCO heritage sites in the UAE (Farooq et al., n.d.; Ryan et al., 2012). It is shown by the maintenance of the Al Khor area, which is a spot for Dubai's cultural and historical area. The natural seawater inlet in the Arabian Gulf divides Deira and Bur Dubai and stretches for 14 km (Elessawy, 2017; Kaiser & AG, 2007). Also known as Dubai Creek, this site was a focal point of Dubai's development as a trading port with the first recorded reference since 1587 (Alawadi, 2017; Ezzeddine & Kashwani, 2019).

Observing the history of Dubai, which is unique in its culture, here as a form of local wisdom in Dubai, an area that is a rich history of Dubai itself was developed; Al Seef Khor. Set on the edge of Bur Dubai on Dubai Creek, property developer Meraas' new destination is filled with retail and restaurants. With ancient Dubai architecture that brings local wisdom from Dubai's history and culture, a vast amount of Dubai Emirati culture itself. Meraas became the developer of Al Seef; they aspired to bring together contemporary elements of

today's Dubai and combine them with historical nostalgia and influences from the mid-late 1900s. With Dubai's always buzzing and renewable attractions, Al Seef draws on elements of contemporary life in Dubai in 2018, but at the same time, reflects and pays homage to the city that once existed. Life in Dubai is centred around the River in the early 20th century. Location It still separates Dubai's two central districts, Deira and Bur Dubai, and is the emirate's prominent trading centre. The Creek hosts the only harbour on the city's edge and is critical in developing Dubai's pearl diving industry, which helps the economy thrive (Henderson, 2006; Lowry & McCann, 2011).

It's 1.8 km long trail is divided into two very different areas. A modern site is characterised by contemporary heritage modelled on Old Dubai, with narrow corridors, market stall vendors, and buildings made in an old-style finish. There's intentional rust on the roadside pillar box or power outlet, and the air conditioning unit, while modern and efficient, is made to look as if it's been around since the 60s. The developer is set to place a modern facade in one of the city's more historical and traditional areas, with a large development offering dining, retail, recreation and tourism, among others (Assi, 2020; Carter, 2015; Maspul, 2021).

Conclusion

Progress for the country, known as a developed nation globally, without letting go of the noble character symbolised through an artificial place but closely related to the local historical period at the beginning of Dubai's development. People do not see the period in the future how Dubai will lead the world in modernising architecture with all its super-reviving inventions and welcome the world to visit. However, Dubai still has its local wisdom through the cultural identity that emerged in this Al Seef area. With a vast area built as a point to focus on the local wisdom, both in the form of old buildings to the details of the architecture, it has convenient and beneficial value in elevating the identity of a progressive nation.

Preserving this culture will strengthen the sustainability of the social part as a nation with a progressive culture to strengthen the nation's economy and the preservation of cultural heritage. By uniting traditional and modern design elements, the destination highlights the role the Creek has performed and continues to explore in the evolution of Dubai. It will reinforce the city's position

as a leading international tourism destination by enhancing the unique experience for visitors and designing new economic opportunities for local businesses. Welcoming the 2020 expo, which will take place from October 2021 to March 2022, this area is anticipated to be the face of sustainable heritage culture from the legacy of Dubai's past as one of the land and sea trade centre points in the Middle East.

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