



Quality Policy

We at Abu Dhabi Tourism Authority are committed to achieving the highest levels of quality and customer service in the delivery of all our services, programs and activities.

To assist in the realization of this ambition we have developed & adopted a comprehensive quality system and best practice customer service standards.

Key elements of our approach are:

- Ensuring efficient communication and control to improve and innovate the products and services that we provide.
- Development and review of action plans to address all requirements of the International Customer Service Standard.
- Commitment to self assess our practices using the requirement of Customer Service Standard annually.
- A monitoring system to assess and report progress.
- Communicating our quality policy, objectives and priorities to all our employees, stakeholders, suppliers, customers, interested parties and the public.
- Ensuring all staff understand their individual responsibility to implement this policy in the performance of their tasks
- Encouraging and empowering ADTA staff to engage in quality improvement activities through teamwork, focused task groups and the suggestion scheme.

MUBARAK AL MUHAIRI

Director General

Abu Dhabi Tourism Authority