



Qatar Tourism Policy Statement

Qatar Tourism (QT) is committed to positioning Qatar as one of the world's leading destinations, offering exceptional and memorable experiences to all visitors. QT is dedicated to the effective implementation of our Integrated Management System (IMS) to ensure full compliance with international standards across quality, event sustainability, environment, accessibility, information security, risk management and business continuity.

As stewards of Qatar's tourism sector, we recognize that excellence extends beyond visitor experiences, it is reflected in the culture, integrity and professionalism that define our organization. Guided by the aspirations of Qatar National Vision 2030 and aligned with the Civil Service and Government Development Bureau's framework for organizational excellence, we continuously strive to embed best practices across our teams, cultivating a culture of innovation, accountability, service excellence and collaboration.

Our commitment is to enhance institutional performance, empower our employees and foster a workplace where people are inspired to grow, contribute and excel. Together, we aim to make Qatar Tourism not only a leader in advancing the nations tourism agenda, but also a model public institution that embodies the values of quality, sustainability and continuous improvement.

Through our integrated management approach, we are dedicated to meeting and exceeding the needs and expectations of our stakeholders by focusing on the following core principles:

<u>T</u>ourism Excellence	Delivering world-class tourism assets and experiences that uphold accessibility and inclusivity for all.
<u>O</u>perational Integrity	Ensuring compliance with all relevant laws, regulations and international standards.
<u>U</u>nified Performance	Aligning business, regulatory, and strategic objectives with Qatar Tourism's strategy, the National Development Strategy, and Qatar National Vision 2030. Supporting the growth of the wider tourism sector with all the relevant stakeholders.
<u>R</u>esilience and <u>I</u>nnovation	Promoting sustainable growth through digital transformation, marketing excellence, and tourism investment.
<u>S</u>ustainability Commitment	Integrating environmental, social, and economic sustainability into all facets of tourism development including its governing sustainable development

principles (stewardship, inclusion, integrity, and transparency) and mission statement within its' defined scope.

Management Excellence

Driving continuous improvement in tourism services and contributing to Qatar's broader economic diversification goals.

All employees, in collaboration with Qatar Tourism's management and stakeholders, are responsible for understanding, communicating, implementing, and maintaining this Quality Policy. Together, we ensure that Qatar Tourism remains a benchmark for excellence, sustainability, and service in the global tourism landscape.



Saad bin Ali AlKharji

Chairman of Qatar Tourism