

Projects and initiative reinforce the emirate's position on the global tourism map

Abdul Aziz bin Humaid Al Nuaimi visits Ajman Tourism's pavilion at the Arabian Travel Market

Dubai, 18 May 2021

Sheikh Abdul Aziz bin Humaid Al Nuaimi, Chairman of Ajman Tourism Development Department (ATDD), visited the department's pavilion participating at the Arabian Travel Market 2021 exhibition in Dubai, which is considered as one of the major international commercial events for travel and tourism in the region.

Sheikh Abdul Aziz bin Humaid Al Nuaimi was informed of the major touristic activities carried out by the emirate of Ajman, the cultural and touristic resources it possesses, and the unique touristic experiences it offers to its visitors that reinforce the emirate's position as a leading destination on the world tourism map.

Sheikh Abdul Aziz bin Humaid Al Nuaimi focused on the role delegated to the department of tourism development in shedding light on the cultural and touristic resources the emirate possesses by launching several initiatives and programs that contribute to boosting its tourism sector, the latest of

which is the “Self-Classification System” which is considered a unique digital system that allows hotels and accommodations to self-classify their units according to the new classification standards set by Ajman Tourism Development Department.

The first launch phase will include only hotels and accommodations, with expansion plans to include other sectors in the future. The system introduces the concept of corporate social responsibility to control and interact with businesses, integration of environmental and sustainable standards with identification tools, in addition to features for measuring and organizing customer feedbacks, displaying detailed information about the status of each tourism business in terms of maintenance, cleanliness, and design. This system is a platform built on accurate reports and data that provide a real-time overview of a business’s performance according to its classification category, whether individually or generally in the Emirate of Ajman.

Sheikh Abdul Aziz bin Humaid Al Nuaimi was introduced to the tasks assigned to the “Ajman Culture Center”, which will be an extension of the department as it will be involved with improving the cultural and artistic production, developing talents, and promoting material and abstract cultural heritage such as literature, audiovisual arts, design, and digital creation, and drafting laws, policies, and regulations for the cultural sector to reinforce its influence in the emirate, in addition to setting up cooperation frameworks between all respective local and foreign authorities and the private sector to support the sustainable development of the cultural sector.

The “Ajman Culture Center” aims to develop and implement projects, initiatives, and plans that contribute to the growth and improvement of Ajman’s reputation, and promote the emirate as a leading cultural destination through artistic, historical, and traditional events.

His Highness also examined the stages of progress achieved by Ajman Tourism in terms of developing a number of major museums in the emirate, including the Ajman Museum, Masfout Museum, and Al Manama Museum, which are considered one of the most important touristic destinations in the country, visited by local and foreign tourists from all over the world. He was also introduced to the collaboration carried out by the department with global representative offices in Britain, Russia, and studying the possibility of expanding this representation to target other markets that export tourists, considering the emirate of Ajman has transformed into an attractive tourism environment as a result of the fundamental shift over the past few years towards infrastructural projects that support the tourism sector, namely the archaeological sites that attracted large number of tourists, as well as development plans for facilities, beaches, and recreational areas.

Sheikh Abdul Aziz Al Nuaimi affirmed that the emirate of Ajman has strengthened its competitive position on the tourism map by providing many splendid touristic and recreational destinations that offer visitors and residents a wide array of unique experiences that combine the authentic heritage of the Emirates with its environmental diversity and charming nature, making it an ideal haven for lovers of entertainment activities enthusiasts.

The emirate has become a prominent model for employing cultural heritage to accelerate the modern tourism sector, where with no doubt the launch of new tourism projects and improving museums will reinforce Ajman's position on the global map as a leading touristic destination suitable for every local and foreign tourist, and ensures its cultural, touristic, and investmental stature.

Sheikh Abdul Aziz Al Nuaimi stated that the Arabian Travel Market 2021 exhibition is a major event for converging ideas and launching initiatives that contribute to the development of this industry, and provides a huge prospect for business opportunities, being a global event designed for the travel and tourism sector in a region that witnesses endless rapid changes.

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Photos:

- His Highness Sheikh Abdul Aziz bin Humaid Al Nuaimi, Chairman of Ajman Tourism Development Department (ATDD) while visiting the Ajman Tourism pavilion at the Arabian Travel Market 2021.

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About Ajman Tourism Development Department (ATDD)

Ajman Tourism Development Department (ATDD) aims to promote the touristic attractions across the emirate, and shedding light on the unique elements that Ajman has to offer as one of the leading travel destinations in the UAE.

The department works on developing strategies to improve local, regional, and international tourism in the emirate through planning and implementing global campaigns for tourism promotion, organizing and participating in conferences and exhibitions, regulating and developing the tourism industry, and improving the capacities and services of the tourism facilities and businesses operating in the emirate.

Ajman Tourism Development Department (ATDD) is responsible for setting regulations and legislations required to organize the tourism sector in the emirate, finding the appropriate tourism standards and services provided to tourists, and issuing licenses for travel and tourism agencies and administering their efficiency.

For more information, please visit <https://ajman.travel/ar-ajmantourism/>