



# تصنيف TASNEEF

RATING INFORMATION AND  
COMMUNICATION TECHNOLOGY  
IN TOURIST LOCATIONS



هيئة تنظيم الاتصالات TRA  
TELECOMMUNICATIONS REGULATORY AUTHORITY



QUOTE

**H. H. SHEIKH KHALIFA BIN  
ZAYED AL NAHYAN**

“We look forward to bigger and broader ambitions; we constantly keep in mind the tasks and responsibilities that this process will face in its progress, not only to support and develop what has been already achieved, but also to expand our renaissance and its horizon with new achievements.”

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QUOTE

**H. H. SHEIKH MOHAMMED BIN  
RASHID AL MAKTOUM**

“We deal with this vital sector with deserved attention, and we move in deliberate steps to develop the traditional, digital, and smart technological infrastructure of travel, tourism, and hospitality. We are keen to develop its efficiency and the capacity if its employees and we look to the future with confidence and optimism. We are determined that the Expo 2020 in Dubai will be a milestone in the realization of our vision for the tourism and travel industry in our country.”



QUOTE

**H. H. SHEIKH MUHAMMAD BIN  
ZAYED AL NAHYAN**

“The dedication and devotion to work must be combined with the application of the latest global practices and standards of excellence, for the United Arab Emirates to remain - as our wise leadership aspires - an oasis of prosperity, progress and opulence.”

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QUOTE

**H. H. SHEIKH MANSOUR BIN  
ZAYED AL NAHYAN**

“The tourism sector in the UAE has achieved great strides; it has reached the first place in the list of the most developed countries in the Middle East region in the travel and tourism sector.”

“The United Arab Emirates has become the first destination in the Gulf, in light of the availability of all modern tourism elements and components. Serious efforts are being made to take advantage of the advanced state's infrastructure in the development of distinctive tourism services and facilities, which would enhance the competitiveness of domestic tourism and make it more attractive to citizens, as well as Gulf, Arab and foreign tourists.”

# TOURISM AND DIGITAL TRANSITION IN THE UAE



The UAE has taken progressive steps towards building a diversified and sustainable economy in the framework of its 2021 vision. These steps are based on solid pillars, including building a knowledge-based society and developing a distinctive infrastructure of information and communication technology. The country has witnessed major expansion in the ICT sector through constant development, based on sharp strategic vision and the immense operational experience of the service providers in the country. In addition to the outstanding performance of internet services, subscribers could benefit from the higher speeds and advanced networks that have been developed by the service operators during recent years.



Moreover, the UAE has taken the lead in adopting the concept of electronic and smart governance. Its highly developed infrastructure elevated it to the level of developed countries in the field of digital transition, and it achieved an advanced position in the Network Readiness Index. The UAE has come to be among the top ten countries in the world in 20 main indicators, according to the Global Information Technology Report 2016.

The UAE has also taken major developmental and growth steps during the past years, and ranked the highest in global competitiveness in various fields. Through these achievements, the UAE strives to employ ICT in every sustainable development sector, most notably in the tourism sector, where the tourism industry is witnessing great advancement in every area. In addition to its tourism position on regional and international levels, it is currently considered to be among the top favorite tourism destinations in the Middle East and North Africa region, according to the Business Monitor Index of Risks and Benefits.

In fact, the UAE has attained a leading position on the map of world tourism. It enjoys all the elements of the tourism industry, such as geographical location, moderate weather throughout six months of the year, in addition to security, safety, stability, recreational shopping and freedom of movement. Above all, the UAE has an advanced tourism infrastructure, represented in various developed tourist facilities that meet tourist requirements, high quality services in the hotel sector, easy and convenient transport, as well as the organization of events and festivals, which play a significant role in attracting tourists from around the world.

Furthermore, the government pays a great attention to the tourism sector due to its contribution in enhancing the attractiveness of the country as a safe destination for investment. It became mandatory on service providers in touristic places to keep up with technological development, and further employ smart services in providing distinctive services to the guests and visitors, which is an essential part of the escalating competition in this vital sector.

# TELECOMMUNICATIONS REGULATORY AUTHORITY (TRA)

- INTRODUCTION

- VISION

- VALUES

TRA was established according to the UAE Federal Law by Decree No. 3 of 2003 (Telecom Law). TRA is responsible for the management of every aspect of the ICT industry in the UAE. Despite its relatively short life-span, TRA has exceeded expectations by achieving its projected goals in record time.

The organizational objectives of TRA are derived from the UAE Telecommunications Law, which include: insuring that the telecommunications services provided throughout the country are sufficient to satisfy public demand, enhancing the level of service provided by the telecommunications sector in order to promote its interests, ensuring that licensees meet quality standards of performance and adhere to the terms and conditions of the licenses granted to them, encouraging, promoting and developing the ICT industries in the country, promoting and enhancing the telecommunications system in the country by the development and the establishment of related training institutions and through the availability of the latest telecommunications technological apparatus, equipment, and facilities.



**هيئة تنظيم الاتصالات**  
TELECOMMUNICATIONS REGULATORY AUTHORITY

## VISION

THE UAE TO BECOME  
A GLOBAL LEADER IN ICT

## MISSION

We strive to be a leading organization in the ICT sector in the United Arab Emirates, committed to maintaining positive competition to protect the interests of our subscribers, and promoting the electronic transformation of the federal agencies and their services, by relying on national competencies through which to apply the best international standards and practices in the supervision of the sector – as well as by encouraging innovation and investment in the sector.





# THE INITIATIVE OF RATING THE ICT QUALITY IN TOURIST LOCATIONS



The initiative of rating ICT services in tourist locations comes as a new tool with which to introduce customers to the level of provided services, enabling them to choose the destinations that provide the highest service levels through a quality index of available digital services.

TRA has identified a number of primary and secondary criteria with which to assess the quality of ICT services offered in tourist locations, along with calculating the final rating result of the assessed place.

The first stage would include five star hotels in the UAE. The scope of the assessment would be expanded in later stages to include other tourist attractions such as shopping malls, parks and others.

TRA also seeks to use the initiative to contribute to the realization of the Vision of the UAE as a global leading hub for tourism and business, by creating a competitive environment among tourist destinations- so as to provide high quality smart digital services, which provide customers with a distinctive hospitality experience that matches their expectations.

# THE TECHNICAL STANDARDS AND THE FRAMEWORK OF RATING ICT QUALITY IN TOURISM LOCATIONS

Digital services in tourist locations have become a major element for customers in deciding on their tourism destination. In order to formulate a rating framework, TRA has reviewed several research studies related to ICT services. Additionally, it has reviewed customer feedback posted on leading travel websites in order to identify their expectations, as well as having met representatives of leading hotel groups to explore their approach to the digital services they seek to provide to customers.

Based on the above, a framework of seven primary criteria, in addition to a number of secondary standards, has been developed to assess the quality of available ICT services.

The main criteria include:

## 1. AFFORDABILITY



Includes the assessment of internet services prices.

## 2. QUALITY OF SERVICES



Includes the assessment of coverage, the speed of wireless services (Wifi), mobile phone network coverage, the maximum number of internet users, etc.

## 3. SECURITY



Includes the registration procedures for the internet network of the hotel.



#### 4. TECHNICAL SUPPORT



Includes the assessment of availability of technical support services and fast response to any technical problem faced by the visitor.

#### 5. INNOVATION ICT SERVICES



Includes the availability of a smart display screen for the resident, such as Digital Concierge.

#### 6. ACCESSIBILITY TO SERVICES



Includes the availability of a unified smart application for the hotel where electronic services would be offered, besides the availability of self-service procedures for check-in and checkout of the hotel.

#### 7. BUSINESS FACILITY SERVICES



Includes the assessment of technical systems available in the conference rooms, such as visual communication systems, printing services, participant registration services, etc.

# THE RATING METHOD

TRA uses several assessment methods to be able to stand on the current situation of ICT services provided in tourism places. This would be through Mystery Shopper reports, who live the customer's experience in a real life setting, as well as conducting interviews with hotel's IT managers, to address their plans and the main challenges they face. Surveys would also be conducted to assess the level of customer satisfaction regarding digital services in the location.

