

**Ministry of Municipality and Tourism**  
**General Board of Tourism**



***Quality Award***

***Quality Award for  
Tourism (Companies, Offices, and  
Agencies)***

First edition  
2018

# *Quality Award Criteria for Tourism (Companies, Offices, and Agencies)*

<b>1</b>	<b><i>Strategy</i></b>
1-1	Existence of a clear strategy (Vision, mission, main objectives, executive objectives).
1-2	Existence of an annual plan with compliance to the strategy.
<b>2</b>	<b><i>Human resources</i></b>
2-1	Having a mechanism for (Employee appointment, termination of service, Promotion, etc...)
2-2	Existence of a training plan which is being continually implemented for developing employee skills.
2-3	Having a system that encourages and motivates the employees.
2-4	Having a mechanism to know the extent of employee satisfaction.
2-5	Having a mechanism to evaluate employee performance.
2-6	Existence of communication between directors and employees.
2-7	Existence of a clear structure which includes all departments and indicates the duties of each.
2-8	Expertise of directors, employees, and tourist guides.
<b>3</b>	<b><i>Areas of work and processes</i></b>
3-1	Having various and continuously updated touristic programs.
3-2	Extent of commitment to implement the touristic programs offered to tourists.

3-3	Existence of planned future touristic programs and other special programs for (elderly people, children, persons with special needs, youth, etc..)
3-4	Implementations and initiatives for attracting tourists to Kurdistan Region.
3-5	Providing the required service to tourists rapidly.
3-6	Having an occupational safety system and taking care of the work environment.
<b>4</b>	<b><i>Marketing and Technology</i></b>
4-1	The tourism (company, office, agency) has a promotion mechanism (Printouts, Advertisement in the media, etc.).
4-2	Paying attention to electronic marketing.
4-3	Extent of utilizing electronic programs.
4-4	The tourism (company, office, agency) should have a promotion mechanism to promote Kurdistan Region abroad together with carrying out promotion for itself.
4-5	Existence of a (Logo).
4-6	Having partnerships with relevant local and foreign stakeholders (accommodation facilities, restaurants, transportation companies, etc...).
<b>5</b>	<b><i>Customer satisfaction</i></b>
5-1	Having a mechanism to receive and handle complaints.
5-2	Dealing transparently with the stakeholders and having a mechanism to know their satisfaction.
5-3	Having a mechanism to respond to customer queries.
5-4	Having a mechanism to ask for customers' feedback concerning the service provided.

<b>6</b>	<b><i>Results of work</i></b>
6-1	Increase in employee and customer satisfaction during the last two years
6-2	Reputation of the company
6-3	Awards and appreciation certificates that have been obtained for the last two years.
6-4	Business share (Market share) of the tourism (company, office, agency).

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