**Business name-:** Duba Tours and Hospitality Company

**Company Address-:** Duba City, Emirates Rd-E611

**Company Email Contact-:** [Duba.tours&hospitality@gmail.com](mailto:Duba.tours&hospitality@gmail.com)

**Business General Description**

Through the Duba Tours and Hospitality Company, I will be offering the tourism travel services into various recreational centers in Dubai while at the same time providing accommodation packages to both the local and international tour travelers.

**Mission statement**

The mission statement that will act as the guiding principle of the company is “To become the most preferred partner in tours operations and event management in the Kingdom of Saudi Arabia and overseas” in line with this mission state4ment, I will offer the safest services in the travel and tourism sector while at the same time impacting unforgettable experience to our customers.

**Goals and objectives**

The main goal for the company is to appropriately manage all the travel needs of our esteemed customers. Secondly, we shall ensure the provision of reasonable prices for our travel and hospitality services.

**Business Philosophy**

The most important thing to me in this company is seeing a growth in the tourism industry while ensuring that I offer the best and quality services to my clients more than the competitors are doing. A good experience for my clients will be the best level of satisfaction that I will have gained in the long run. I will market my services and products to all the residents in Duba and Saudi Arabia at large. I will also enhance my marketing to other global clients through the assurance of the various spots that they can find enjoyment and leisure experience.

I got into this industry since I realized that it is an area that is largely growing with the increasing acknowledgment by the people to the appreciation of the beautiful sceneries and relaxation spots available. I foresee a long-term change in that with a few years to come, there will be more and more people willing to share this experience. The shorter change is tied to the effects of the Covid-19 pandemic which has impacted restriction on the travel industry (NAGRAJ, 2020). One of the key strengths that will help in running the business is the availability of skilled and experienced personnel in this area of travel and hospitality. The company will succeed in that we are offering the best prices for our products. These make up my competitive strengths. We are planning to offer an online experience whereby the clients can book for our services in advance. They will be able to view the many services and products we offer. The company is a partnership since there will be easier development of services as capital will not be an issue.

**Products and services**

The company will offer a variety of products and services fit for every class of our clients. First, we have well planned packaged tours whereby couples as well as individual tourists can book for offer. Secondly, we shall offer accommodation which will vary based on the financial capabilities of the clients. There will be classily fitted rooms that will make our clients fell the experience on offer. Additionally, when in full capacity, we shall be helping in booking hotels which will be our partners for the clients. Travel insurance will also be part of our venture for business expansion and in ensuring that our customers have the best experience in a safe manner. In the journey to our full development, we shall be renting cars which our clients will be using on a personal level from our partners.

For competitive advantage, we shall ensure that the quality of our services is the greatest that other companies in the industry have offered. We seek to win the hearts of our clients in that they will have the opportunity for personal carriage such as in the case of a family through our private car packages. The online booking experience will make up the greatest experience in that the customers must not visit the company to book or view our products and services. Additionally, this industry has not gained full capacity of the market in Saudi Arabia which is the opportunity that we want to exploit ("Saudi Arabia | Wild Frontiers", 2020).

**References**

NAGRAJ, A. (2020). *Covid-19 impact on the GCC's travel and tourism sector: When will it pick up again?*. Gulf Business. Retrieved 12 October 2020, from https://gulfbusiness.com/covid-19-impact-on-the-gccs-travel-and-tourism-sector-when-will-it-pick-up-again/.

*Saudi Arabia | Wild Frontiers*. Wild Frontiers. (2020). Retrieved 12 October 2020, from https://www.wildfrontierstravel.com/en\_EU/destination/saudi-arabia.