

STRATEGIC MAP 2016-2018

Promoting Investment Opportunities in the Emirate

Improving the Investment Environment & Achieving Competitive Advantages

Making Ajman a Niche Tourism Destination

Sectoral Objectives

External Promotion of the Tourism Destination & Events

Promoting Specialized Events and Conferences

Sustainability of Tourism Sector

Developing Archeological Tourism Sites

Creating Tourism Investment Opportunities

Key Strategic Objectives

Organizational & Operational Performance Sustainability

Planning & Managing Financial Resources Efficiently and Effectively

Developing Information Technology Capabilities

Developing Human Capital

Supportive Strategic Objectives