

Law No. (1) of 1997
Establishing the
Department of Tourism and Commerce Marketing¹

We, Maktoum bin Rashid Al Maktoum, Ruler of Dubai,

After perusal of:

Decree No. (6) of 1989 Establishing the Dubai Commerce and Tourism Promotion Board,

Do hereby issue this Law.

Article (1)

This Law will be cited as “Law No. (1) of 1997 Establishing the Department of Tourism and Commerce Marketing” and will come into force on the day on which it is published in the Official Gazette.

Article (2)

The following words and expressions, wherever mentioned in this Law, will have the meaning indicated opposite each of them unless the context implies otherwise:

Ruler: His Highness the Ruler of Dubai.

Chairman: His Highness the chairman of the DTCM.

Emirate: The Emirate of Dubai.

DTCM: The Department of Tourism and Commerce Marketing.

Director General: The director general of the DTCM.

©2015 The Supreme Legislation Committee in the Emirate of Dubai

¹Every effort has been made to produce an accurate and complete English version of this legislation. However, for the purpose of its interpretation and application, reference must be made to the original Arabic text. In case of conflict the Arabic text will prevail.

Article (3)

A government department named the “Department of Tourism and Commerce Marketing” is hereby established. The DTCM will exercise the functions and powers stipulated in this Law and in any regulations issued in pursuance hereof. His Highness General Sheikh Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, is hereby appointed Chairman of the DTCM.

Article (4)

The DTCM will be responsible for regulating, improving, and developing the tourism industry and commerce marketing in the Emirate with a view to increasing the national income, and fostering understanding among the peoples of the world.

Article (5)

For the purpose of performing its functions stated in the preceding Article, the DTCM will have the duties and responsibilities to:

1. supervise tourist and archaeological sites;
2. develop and implement the plans and programmes which aim to attract tourists from around the world into the Emirate;
3. develop and implement comprehensive tourism publicity programmes, and manage and supervise all operations related to the provision of official tourist information;
4. consider and determine projects related to tourism, in light of the plans for developing the tourism industry in the Emirate;
5. hold, or participate in, symposia, conferences, exhibitions, and other tourist activities within and outside of the Emirate;
6. approve and sponsor the holding of the above-mentioned tourist activities in the Emirate;
7. endeavour to provide all means of comfort and leisure to tourists, and facilitate, in cooperation with the competent entities, processing their documents;
8. regulate the tour guide profession, and other professions related to the tourism sector, and supervise the qualification of those engaged in these professions;
9. license, classify, and supervise hotels and furnished apartments;
10. supervise guest houses and restaurants;
11. license, classify, and supervise tourism, travel, and tourist transport agencies;

12. develop and implement plans which aim to develop trade relations between the Emirate and countries of the world; and
13. perform any other duties related to the functions of the DTCM stipulated in the preceding Article.

Article (6)

A Director General will be appointed to the DTCM pursuant to a decree issued by the Ruler. The Director General will be responsible for applying and implementing the general policy of the DTCM and managing its executive body.

Article (7)

The Director General will develop the organisational structure of the DTCM, and implement this organisational structure upon its approval by the Chairman.

Article (8)

The DTCM may establish affiliated offices outside of the Emirate. These offices will undertake tourism promotion and commerce marketing in accordance with the instructions of the Director General and under his supervision.

Article (9)

The Chairman will issue the regulations required for the achievement of the objectives and purposes of this Law, including prescribing the fees that must be collected, methods of collecting them, and the guarantees that must be provided.

Article (10)

Any person who violates the provisions of this Law or the regulations issued in pursuance hereof will be punished, upon his conviction by the court, by a fine of not more than ten thousand Dirhams (AED 10,000.00) and/ or by imprisonment for a period not exceeding six (6) months.

Article (11)

Effective as of the day on which this Law is issued, all the rights, assets, and obligations of the Dubai Commerce and Tourism Promotion Board will be transferred to the DTCM.

Article (12)

Decree No. (6) of 1989 Establishing the Dubai Commerce and Tourism Promotion Board is hereby repealed. Any provision in any other law or legislation will also be repealed to the extent that it contradicts the provisions of this Law.

Article (13)

This Law will be published in the Official Gazette.

Maktoum bin Rashid Al Maktoum
Ruler of Dubai

Issued in Dubai on 4 January 1997
Corresponding to 25 Shaban 1417 A.H.