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Introduction

The Ministry of Tourism seeks the development and organization of the tourism industry in Saudi Arabia through the development of integrated tourism programs and activities, providing the tourist with all the elements required for a memorable trip. Such programs and activities are developed in line with international standards, guaranteeing high quality and unique tourism products and promoting tourism all over the Kingdom.

This Guide will help you dear investor in understanding the process for issuing licenses through the electronic platform provided by the Ministry of Tourism. Investors may obtain instant licenses for tour operations once all licensing requirements are provided and all undertakings are approved.

This Guide provides illustrative instructions for using the electronic licensing system, facilitating access to services and information provided.
Definitions

**Tour Operator:**
Any Licensee who organizes, promotes or sells tourist trips and programs within the Kingdom or abroad to the public for a fee, provided that he provide two or more of the services stated in the law and the regulations.

**Tour Guide:**
Any natural person Licensed to practice tour-guiding services and accompany tourists at tourist attractions in the Kingdom, and provide them with information relating to such attractions, for a fee.

**Tourist Program:**
an itinerary for a tourist trip offering two or more of the services stated in the law and the regulations, with the aim of spending quality time inside the Kingdom or abroad for a fee.

**Tourist Programs Platform:**
an electronic platform that aims at monitoring the performance of Tour Operators and Tour Guides in addition to regulating their performance when marketing, promoting and executing Tourist Programs. The Platform also measures the level of efficiency of their performance and its impact on the tourism movement in Saud Arabia.

**Head Office:**
The headquarters where the Tour Operator or Tour Guide practice his activity and the official address for exchanging communications, correspondence and notifications related to tour operations with all relevant agencies.

**E-Outlet:**
an electronic platform where the service provider offers, sells or promotes products or services; or exchange relevant data in accordance with applicable laws and regulations.

**Branch:**
Any place that is administratively and organizationally affiliated with the Head Office, including E-Outlets and those located in the buildings of other entities, for the purpose of operating tours in accordance with applicable laws and regulations.

**Marketing Outlet:**
A means or tool used by the service provider to display and market tour operation services in specific events or places for specific periods of time in accordance with the law, regulations and procedure manuals.
Services

1. Arranging transportation and car rental services for tourism purposes.
2. Arranging tourist accommodation and lodging.
3. Arranging tourist catering.
4. Arranging entertainment programs and services.
5. Arranging tour programs and tour guide services.
6. Arranging travel insurance with licensed insurance companies.
7. Providing management services for tourism destination.
8. Providing facilitation services at official insurance companies.
9. Arranging visiting services to conferences, exhibitions and events.

Licensing Requirements

The applicant shall fulfill the following conditions and requirements prior to submitting his/her application:

1. The application shall be made online via this link (www.tlg.mt.gov.sa).
2. The applicant shall be a Saudi national, whether a natural or legal person, male or female, or a foreign investor with a valid License in accordance with applicable laws and regulations.
3. The natural person shall be legally competent; otherwise, the person acting on his behalf shall obtain permission from the relevant agency.
4. The applicant shall not have been convicted of any crime impinging on honor or integrity, unless rehabilitated.
5. The applicant shall provide the commercial register, stating the official title of the Head Office to be licensed, or a proof of registration in an accredited entity for registering e-businesses such as (Maroof).
6. The applicant shall provide the municipality license if the Head Office is located on a commercial street, or provide a proof for practicing the activity via an E-Outlet in accordance with applicable laws and regulations. The applicant shall agree to the Ministry of Tourism right to suspend or revoke the license if deemed necessary with no rights or compensations.
7. The applicant shall pay license fees.
8. The applicant shall pay all penalties and fines if any.
9. The applicant shall register the national address in accordance with applicable laws and regulations.
10. The applicant shall provide a preliminary conceptual study for practicing tour operations in line with the National Tourism Development Strategy. The study shall include the following:
    • the geographical zone inside the Kingdom
    • the targeted markets to visit the Kingdom
    • the type of tourism services and programs (historical, safari, entertainment, marine, adventures, camps, unit hotels, desert camps, luxury resorts, travel agencies, tour guiding, restaurants, entertainment sites, biking, mountain climbing, hiking, water sports).
11. The applicant shall undertake the following:
    • registration in the Tourism Programs Platform to provide the Ministry of Tourism with direct data and information and enabling the Ministry of Tourism in monitoring the number of beneficiaries from offered tourism programs in accordance with the mechanism approved by the Ministry.
    • accuracy of all data and information provided.
Financial Fees for Tour Operations

<table>
<thead>
<tr>
<th>Request</th>
<th>Head Office</th>
<th>*Branch</th>
<th>*Marketing Outlet</th>
</tr>
</thead>
<tbody>
<tr>
<td>New/Renewed</td>
<td>36,000</td>
<td>27,000</td>
<td>16,000</td>
</tr>
<tr>
<td>Transfer Ownership</td>
<td>1,500</td>
<td>1,300</td>
<td>1,100</td>
</tr>
<tr>
<td>Change Location</td>
<td>1,500</td>
<td>1,300</td>
<td>1,100</td>
</tr>
<tr>
<td>Change Trade Name</td>
<td>1,500</td>
<td>1,300</td>
<td>1,100</td>
</tr>
</tbody>
</table>

* the license is valid for three years
* if more than one request is submitted (transfer of ownership or change trade name) for more than one Branch or Marketing Outlet, the maximum fee to be collected is **50,000 SAR**.

KPIs Measuring Efficiency & Effectiveness of Tour Operators

<table>
<thead>
<tr>
<th>KPIs</th>
<th>Scale*</th>
<th>Measurement Unit</th>
<th>Repetition Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of visitors benefiting from tourism programs per operator a year</td>
<td>40%</td>
<td>#</td>
<td>Quarterly</td>
</tr>
<tr>
<td>Violations ratio to the total number of beneficiaries from tourism services</td>
<td>5%</td>
<td>%</td>
<td>Quarterly</td>
</tr>
<tr>
<td>Complaints ratio to the number of beneficiaries from tourism services</td>
<td>15%</td>
<td>%</td>
<td>Quarterly</td>
</tr>
<tr>
<td>Satisfaction rate of services provided by the operator (GEI)</td>
<td>10%</td>
<td>%</td>
<td>Quarterly</td>
</tr>
<tr>
<td>Saudization rate at the operator’s business</td>
<td>10%</td>
<td>%</td>
<td>Annually</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The Ministry of Tourism is keen on facilitating investments and simplifying instant licensing process for low-risk practices through the following steps:

**Investment Process**

1. **Apply Online**
2. **Agree on Terms and Conditions**
3. **Submit the Required Documents**
4. **Pay the Fees**
5. **Receive Instant License**
6. **Inspection Visits**

**Electronic System**

This system is concerned with electronic licensing services provided by the Ministry of Tourism in order to facilitate services for investors. The services provided for tourism practices include the following:

1. **Applying For License**
2. **Updating License**
3. **Renewing License**
4. **Changing Trade Name**
5. **Transfer Ownership**
6. **Changing Location**
7. **Canceling License**
Creating an Account

To be able to apply and follow up your license application you need to create an account as follows:

1. Click on (create an account) button on the main page.
2. Select from Saudi Citizen or Resident, GCC National, Non Resident

You will be transferred to the New User Registration Page displaying all registration steps and the User Agreement.

3. Read and User Agreement and check the (I Agree) box and then click (Next)
4. You will be transferred to the Personal Information and Communication Data page, fill out the required fields and click (Next).
5. You will be transferred to the Password Page, Your ID number will be used as your User Name. Enter your password twice and click (Next).
6. You will be transferred to the Mobile Authentication Page, enter the required data and click (Send).
7. An activation text message shall be sent to your mobile number.

Signing In

1. From the main page, click (Sign In)
2. Enter the User Name (Your ID No.) and Password then check the box (I’m not a robot). You may check the box Remember Me so that the system would save your credentials, then click Enter
3. You will be transferred My Applications page where you can follow up your licensing applications.