



# Striving for excellence: Airports' Service Quality in the United Arab Emirates

Iva Bulatovic<sup>1</sup>, Juan Dempere<sup>2</sup>

Higher Colleges of Technology, the United Arabs Emirates

## Abstract

Numerous researchers and industry representatives focus on service quality in times of uncertainty and high-demanding customers. This paper aims to present the current state of service quality in the case of the United Arab Emirates airports. The research is based on a qualitative and quantitative approach. For the purpose of the study, international travelers were asked to assess the service quality in two major airports – Abu Dhabi International Airport and Dubai International Airport. Results showed that the average quality rate of these two airports is above 3.5 (out of 5), which is satisfactory. However, there is still room for improvement, and this paper provides a clear guideline on eliminating identified pain points in passengers' experience map. The findings could help decision-makers and quality experts address key challenges and work on achieving service excellence.

**Keywords:** airports, service, quality, travel industry, UAE, United Arab Emirates