

Press Release

DUBAI COLLEGE OF TOURISM CELEBRATES SUCCESS OF INITIATIVES AND LOOKS TO THE FUTURE

Dubai, UAE; 24 April 2018: The Dubai College of Tourism (DCT), which is a part of Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism), is celebrating the success of its multiple initiatives at this year's Arabian Travel Market (ATM). DCT, featured on the Dubai stand, has been revealing details of its vocational training institution, as well as showcasing its interactive industry training tools. The College is looking ahead to another busy year, as it continues its work as the primary enabler of human capital in Dubai's tourism and hospitality industries.



DCT's mandate covers multiple educational programmes across the sector. The College is responsible for the implementation and roll-out of training tools for tourism and hospitality professionals. DCT also helps job seekers through its Medyaf programme to provide the tourism industry with local talent to help cope with the rising demand that is bound to be created by Dubai's Tourism Vision 2020, which aims to attract 20 million visitors annually by 2020.

Commenting at ATM, **Essa Bin Hadher, General Manager of Dubai College of Tourism** said: "With Dubai's tourism sector set to employ a workforce of more than half a million by 2020, dedicated training for the industry has never been more important. The three separate strands of DCT's remit (the vocational college, the industry training tools and Medyaf initiative) work in unison, supporting Dubai Tourism's overarching strategy of building a network of world-class professionals (at home and abroad) who will become advocates for the city within the emirate's burgeoning tourism and hospitality industries. Furthermore, with tourism undoubtedly becoming one of the key pillars driving Dubai's economy, it is essential that we work to attract more UAE Nationals to enter the industry through initiatives like Medyaf."



Launched at last year's ATM, DCT's innovative industry training tools *Dubai Expert* and *Dubai Way* have also been warmly welcomed by professionals within the tourism and hospitality sectors. *Dubai Expert* is an innovative online educational asset created exclusively for travel agents in international markets. It uses the concept of gamification to educate users on the breadth of the emirate's tourism proposition. *Dubai Way* meanwhile uses interactive videos to train customer facing staff in the emirate, with the aim of ensuring excellent customer service at every touchpoint in the emirate.

Many learners have taken and passed the *Dubai Way* programme over the past year, including staff from hotels and groups such as Emaar, JA Resorts, Sheraton and Raffles. Tourist facing staff from Dubai Airports, Dubai Municipality, Roads and Transport Authority and GDNRFA have

also completed the Dubai Way training. Participation in *Dubai Expert* has also been excellent, with the programme attracting a large number of travel agents from Russia and CIS markets, Germany and Australia in particular, and around the world.

DCT will continue the roll-out of these training tools over the next twelve months, with updates to the *Dubai Way* programme being initiated by Q4 of 2018. One such update will be an advanced Level 3 module on 'Inclusive Service'. This focuses on how to provide the best customer service to People of Determination, highlighting the role that empathy plays in achieving this goal, as well as providing advice on how to appropriately handle customer service scenarios for customers with such disabilities.

Also announced at ATM 2017 was DCT's vocational training college. The courses provided by the college have been designed to bridge the gap between in-house training and a diploma and will ensure a steady pipeline of highly-trained tourism professionals for the city. The practical and flexible vocational courses are focused around five core faculties - Tourism, Events, Hospitality, Retail and Culinary Arts - and have been designed to help young people to learn various trade and soft skills from established professionals in the industry.

The College is currently working with its first intake of students on the *Certificate of Culinary Arts course*. The college will also be opening its new purpose-built facilities at Dubai Tourism Headquarters adjacent to the Dubai World Trade Centre this July. The Dubai Tourism HQ is a vibrant working office environment that will inspire and educate students while introducing them to the everyday practices in various careers.

- Ends -

About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate.

Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, Dubai Festivals and Retail Establishment and Dubai College of Tourism.

For further information please contact:

Dubai Tourism

mediarelations@dubaitourism.ae

[+971] 600 55 5559

[+971] 4 201 7631