

## DUBAI COLLEGE OF TOURISM HOLDS WORKSHOP FOR MODHESH WORLD VOLUNTEERS

**Dubai, UAE, 21 June 2018:** The Dubai College of Tourism, part of Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) hosted a workshop on customer service for all the young volunteers of Modhesh World, with training on how to provide the best service to visitors to the edutainment destination.



Mariam Al Maeeni, Director, Industry Nationalisation, Dubai College of Tourism, said: "At Dubai College of Tourism, we strive to attract young members of society who have a desire to volunteer and be part of Dubai Tourism's numerous events throughout the year. There is currently a specific focus on youth, who are given top priority by the College as it seeks to enhance their presence in Dubai's tourism workforce spanning hospitality, retail and entertainment. We have, therefore, been working to organize specialized workshops that are in line with the nature of the event."

Al Maeeni added: “Modhesh World volunteers joined a training workshop on customer service before the event kicked off, taking part in the professional guidance day to help prepare them to deal with and serve Modhesh World visitors – and following the training, we are truly confident in their capabilities. They will be deployed across the destination to sell tickets, welcome visitors to Modhesh World, supervise the events, activities, and the theatre, and to guide visitors to the events and games locations, as well as answering all their questions along the way.”

The 19<sup>th</sup> edition of Modhesh World started on 7 June at Dubai World Trade Centre and will run until 25 August. It is organized by Dubai Festivals and Retail Establishment (DFRE), an agency of the Department of Tourism and Commerce Marketing (Dubai Tourism) and one of the most anticipated summer family events, providing different activities and events combining fun, entertainment and education.

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**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, and Dubai Festivals and Retail Establishment.

**For further information, please contact:**

Dubai Tourism

[mediarelations@dubaitourism.ae](mailto:mediarelations@dubaitourism.ae)

[+971] 600 55 5559

[+971] 4 201 7631