

## DUBAI TOURISM ELEVATES CUSTOMER SERVICE TRAINING WITH ENHANCEMENTS TO INDUSTRY PLATFORMS ‘DUBAI EXPERT’ AND ‘DUBAI WAY’

**Over 30,000 participants trained to date across industry e-learning initiatives**

**Dubai, UAE, 6 February 2019:** Dubai College of Tourism (DCT), a department of Dubai’s Department of Tourism & Commerce Marketing (Dubai Tourism), continues to evolve and strengthen its guest relations and customer service training capabilities with further updates to the Dubai Way programme and Dubai Expert training tool. Launched in 2017, these innovative online learning initiatives serve as critical assets for Dubai’s local workforce and international sales network, with over 30,000 participants having completed the training to date.



**Essa Bin Hadher, General Manager, Dubai College of Tourism,** said: “The Dubai Way and Dubai Expert platforms reflect our continued investment into innovative technology in order to develop a knowledgeable and well-rounded workforce. They are an integral component in helping us deliver our Tourism Strategy

2022-2025, ensuring a high level of guest satisfaction across all traveller touch points. Both platforms have been designed to impart the latest information about the emirate, offering practical guidance through best practice cases to help professionals fulfil globally recognised standards of tourism and hospitality. We are encouraged that over 30,000 people have already used the training tools to-date and we will continue to enhance both tools to complement the dynamic nature of Dubai's ever-evolving tourism proposition.”

The platforms' technological capabilities are crucial to elevating the business to business (B2B) travel industry landscape in Dubai, offering enriching learning experiences that impact the full spectrum of the tourist journey – from building awareness on the breadth of Dubai's diverse destination offering to ensuring an enhanced visitor experience whilst they stay in the city.

Dubai Expert features an interactive interface that allows international travel agents to keep up-to-date with the latest news, information, and tourism developments across the city, as a well a remote 360 experience to help them better advise customers who are looking to visit Dubai. The latest updates to Dubai Expert include enhancements to the platform's interface, which is now available in 14 languages across 40 countries. The gamified learning tool also includes dedicated leader-boards, adding a competitive dimension to enable users to earn special 'medals' and help them secure added incentives such as the opportunity to participate in specialised familiarisation trips hosted by Dubai Tourism.

The Dubai Way programme has been designed for tourist-facing professionals working across various touch points of the tourism experience, from hospitality and retail to the domestic transportation service. Now featuring a new advanced module on 'Inclusive Service' that focuses on providing the highest standards of customer service to people of determination, reflecting Dubai's all-inclusive society, the programme uses engaging videos to impart standardised information and instructions, including specific modules on cultural awareness, professional and social etiquette, customer service, Dubai values and ethics, the Dubai brand, and an introduction to basic Arabic. All participants who complete the programme are crowned 'Dubai Way Champions'.

Together, Dubai Way and Dubai Expert ensure a high level of customer care and intricate knowledge of the city as Dubai prepares to welcome 25 million visitors a year by 2025 in line with the Tourism Strategy 2022-2025 with both platforms continuously evolving in line with ongoing developments in technology, with regular updates installed to reflect new destination offerings across the emirate.

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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.

### **About Dubai College of Tourism (DCT)**

DCT seeks to deliver the first-of-its-kind multi-disciplinary educational platform in the region. The College will provide foundation, certificate and diploma courses in tourism, hospitality, retail, events and culinary arts through the TVET accreditation framework. The college is also responsible for delivering fundamental programmes specifically designed for those working within the tourism industry, such as 'Dubai Way' (for tourist-facing staff in Dubai) and 'Dubai Expert' (an interactive online training tool for international travel agents). For more information, email [info@dct.ac.ae](mailto:info@dct.ac.ae)

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