

## **DUBAI COLLEGE OF TOURISM LAUNCHES CHINESE TRAVELLER STANDARDS PROGRAMME TO FURTHER ENHANCE EXPERIENCE OF CHINESE VISITORS**

- Programme will support Dubai's 'China Readiness' strategy in recognition of China's emergence as a leading source market
- Staff employed in tourist-facing roles will be trained on ways of delivering exceptional experiences to Chinese visitors
- Series of four courses that make up the new programme will be part of Dubai Way online training, run by Dubai College of Tourism
- Participants will learn about Chinese culture and how it shapes the behaviour of these travellers; programme will include details on the kind of experiences they look for when travelling overseas

**Dubai, UAE, 30 April 2019:** As a part of Dubai's 'China Readiness' Strategy, the Dubai College of Tourism (DCT), an institution established by Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism), has launched the Chinese Traveller Standards, a unique programme designed to train tourist-facing staff employed across the sector in Dubai on ways of delivering personalised, exceptional experiences to Chinese visitors.



The Chinese Traveller Standards will be embedded into the Dubai Way programme, one of the interactive training tools developed by DCT. Launched for tourism and hospitality professionals, the programme now caters to a wider audience of employees across a number of touch points, from hospitality and retail to the domestic transportation service.

The Dubai Way programme, which can be accessed online and on all smart mobile devices, is delivered through practical video lessons that impart standardised information and instructions, including specific modules on cultural awareness, professional and social etiquette and customer service. Those who wish to enroll are not required to take up the Dubai Way programme but will be encouraged to do so prior to registration.



Commenting on the launch, **Essa Bin Hadher, General Manager of DCT**, said: “With China emerging as one of the fastest growing source markets for Dubai’s tourism industry, the Chinese Traveller Standards programme will equip staff employed in tourist-facing roles with the knowledge, guest relations and service skills that are so critical in guaranteeing an enriching and memorable experience for our Chinese guests. Chinese tourists are now laying emphasis on personalised itineraries and experiences, and look forward to discovering something new each time they stay in the city.

“Adding this new module to our successful Dubai Way programme will ensure that hospitality professionals across the city are empowered to offer our Chinese visitors a more valuable experience, helping to elevate the city as a preferred holiday destination of choice. The training programme also fits well into Dubai’s ‘China Readiness’ strategy to cope with the anticipated increase in demand from Chinese travellers to the emirate, underlined by the sustained growth from this key source market.”

The Chinese Traveller Standards feature a series of four courses that are aimed at providing students with valuable insights into Chinese culture and how it shapes the behaviour of these tourists, teaching general etiquette and the conduct to be followed when serving Chinese guests. The course also elaborates on the type of experiences that Chinese visitors enjoy and how to identify such activities in Dubai and personalise them in a way that would be appreciated and remembered by these visitors.

In the first three training courses, participants will see Dubai from the perspective of a Chinese traveller, learning ways of overcoming the language barrier to help them communicate effectively and make suitable recommendations for customised itineraries. The final course will be based on Dubai's 'China Readiness' strategy, as it will help equip students with the necessary skill sets to deal more effectively with the expected influx of Chinese visitors to Dubai. This course is designed to help participants draw up a plan to support their respective establishment's marketing strategy to attract Chinese visitors, enlightening them on Chinese outbound tourism trends, and giving them a better understanding of China's travel industry and digital ecosystem including navigation apps and payment solutions.

Statistics published by Dubai Tourism show that Dubai welcomed 857,000 Chinese overnight visitors in 2018, a 12 per cent increase in year-on-year growth, positioning China as Dubai's fourth leading source market.

To register for the Chinese Traveller Standards programme, please visit <https://dubaiway.ae/>.

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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 runs the first-of-its-kind multi-disciplinary educational platform in the region. The College provides foundation, certificate and diploma courses in tourism, hospitality, retail, events and culinary arts through the TVET accreditation framework. DCT aims to be recognised as the premier vocational institution in the region with its courses bridging the gap between in-house training and a full bachelor's degree, ensuring a steady stream of highly trained tourism professionals for the city. 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, please visit [www.dct.ac.ae](http://www.dct.ac.ae).

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