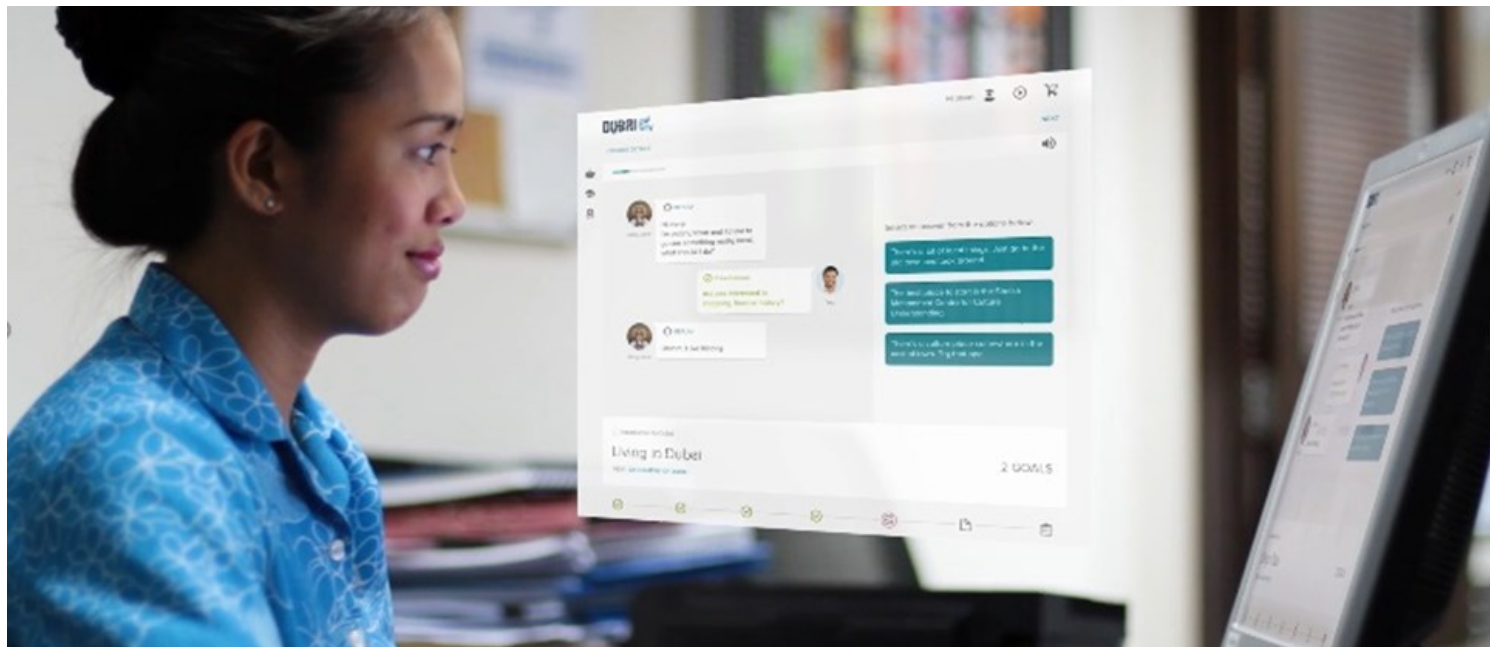


'Dubai way' training platform offers online learning resources to strengthen skillset of Tourism workforce

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Digital modules on 'Dubai Way' platform designed to help increase productivity and provide career development opportunities for tourism professionals

- *Selection of complimentary courses available for 'Dubai Way' organisations*
- *Fee reduction also available for 'Dubai Way', 'Inclusive Service' and 'Sustainable Tourism' courses*

As Dubai's residents make a collaborative effort to follow the guidelines of social distancing and organisations across the city implement work-from-home policies, tourism and hospitality professionals can still benefit from career development opportunities to enhance their skillset within the industry.

Interactive digital training courses on the 'Dubai Way' platform, developed by Dubai College of Tourism (DCT), part of Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism), aim to strengthen the emirate's guest relations and customer service capabilities by capturing the evolving needs of both the employees and the industry and empower organisations to maximise the full potential of their workforce. All modules can be accessed online and on smart mobile devices with easy registration, ensuring a flexible delivery format that is conducive to employees' work and life commitments.

As part of their #StayHome...KeepLearning initiative, DCT is offering a selection of complimentary courses for 'Dubai Way' registered organisations until further notice to help the industry prepare for the future once the global tourism industry reopens its doors. Courses include the popular '**Chinese Traveller Standards**' as well as '**Preparing a China Ready Strategy**' which have been designed to train tourist-facing staff employed across the sector on ways of delivering personalised, exceptional experiences to Chinese visitors. Other complimentary online courses on the 'Dubai Way' platform include '**Tour Guide Essentials**' and '**Tour Marketing & Management**' which support tour operators in harnessing specialist skills to maximize engagement while offering insights into the city's cultural and heritage attractions, teaching Tour Guides how to become even stronger advocates for the city. DCT will continue to add further complimentary courses over the forthcoming weeks.

DCT will also be offering five new complimentary courses for the next 90 days for all 'Dubai Way' registered employees including **Food Safety**, **Food and Beverage Service**, **Rooms Operations**, **Event Operations** and **Information Security** inviting hospitality industry professional to enhance their skillset in 5 key areas of

customer service and operations. These engaging new courses will be run in partnership with leading training and learning consultants, Lobster Ink.

In addition to the complimentary courses, organisations can benefit from a discounted rate on three courses for their employees, including the three levels of the **‘Dubai Way’** programme, with 25 modules per level; the **‘Inclusive Service’** course, designed to provide the best level of customer service to people of determination; and **‘Sustainable Tourism’**, which is designed to ensure enhanced sustainability within the tourism sector.

With an aim to provide an enriching learning experience that imparts the latest information about the city, Dubai Way offers practical guidance through engaging videos, tools, activities and assessments to help professionals fulfil globally recognised standards of service across 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 during their stay.

All training courses are available on the Dubai Way platform and organisations are encouraged to register to offer these courses to all their employees. Establishment administrators can monitor the training progress of their registered team members at any point.

For more details and to register, please visit <https://dubaiway.ae/>