



Training Programmes

About Us

Dubai Way is the training and engagement platform for anyone in Dubai who interacts with a tourist as part of their job.

Having the correct knowledge and information combined with excellent customer service skills, are critical to delivering exceptional experiences for all visitors to Dubai.

Created in association with Dubai Tourism and industry experts, all Dubai Way programmes are delivered through engaging practical video lessons. Students will explore history, discover the roots of our culture and the path of our incredible development and progress. They will learn about our astounding attractions and impressive infrastructure and how to use the knowledge they gain to deliver the best customer service.

We invite your organization to participate in 'Dubai Way', 'Inclusive Service', 'Sustainability' and 'Chinese Traveller Standards' training programmes and ensures that all your employees become Dubai Way Champions.

By working together we can provide our tourist facing workforce with the knowledge they need to deliver consistent information and service, enabling the enhanced level of experience our visitors expect. As a result, Dubai will be better placed to become the most visited city in the world and welcome 25 million visitors by 2025.



Dubai Way

Dubai Way is a unique course. It provides learners with excellent knowledge and background of Dubai and how to combine this knowledge with skills they can use to provide memorable experiences to all travellers visiting Dubai.

By better understanding the tourism industry, Dubai's unique selling points and the key pillars of the Dubai brand, learners will be better placed to interact with both travellers and residents, and always provide authentic experiences and excellent customer service.

This course will enable learners to:

- Have the knowledge and skills to help travellers with typical requests and how to provide suggestions for more complex requests.
- How to provide a consistent level of customer service and information to everyone.
- How to describe Dubai's tourism industry and their important role within it.
- A sense of civic duty and ambassadorship towards Dubai.
- The values and principles of the Dubai Way.

Note: This training course meets the criteria for the requirements of the Hotel Classification section 4.1.1. 'There is a training calendar and records that all staff members are trained in Dubai Way and in other programmes as determined by Dubai Tourism'.

Price: 375 AED/ Staff



Inclusive Service



People of determination are just like you and play an important part in Dubai - 'the city for everyone'. They have the same rights as you, and deserve the same excellent customer service. To provide this service, you must first understand disability. The Inclusive Service training programme aims to expand learners knowledge with videos, real-life stories, activities and assessments.

This course will enable learners to:

- Explain the difference between showing empathy and sympathy.
- Discuss the difference between an impairment and a disability.
- Recall the correct terms when communicating with, and about, people of determination.
- Define different types of impairments and understand the challenges associated with each of them.
- Understand and explain how to provide inclusive service to people of determination.

Note: This training course meets the criteria for the requirements of the Hotel Classification section 4.9.3 'Universal Access Policy'.

Price: 375 AED/ Staff

Sustainability

The Dubai Sustainable Tourism initiative provides support to the hotel industry to ensure everyone works together towards the goals of the Dubai Integrated Energy Strategy 2030, Dubai Plan 2021 and Dubai Clean Energy Strategy 2050.

With this training programme learners will gain knowledge of the three pillars of sustainability:

Environmental Pillar: We take our natural resources for granted and sometimes we forget that those resources are not unlimited

Economic Pillar: The world's population is increasing and people are aspiring to have high consumption lifestyles and consuming more than their fair share.

Social Pillar: As a global citizen, we must never turn a blind eye to social disruptions that threaten the wellbeing of people, heritage and culture.

This course will enable learners to:

- Understand the role they play in championing sustainability.
- How everyone can contribute to increase energy efficiency and resource consumption.
- Implement best operating and environmental practices.

Note: This training programme meets the requirements of the criteria outlined in the 'DTCM Hotel Classification Sustainability Requirements (Page 20) Personnel Training'.

Price: 750 AED/ Staff



Chinese Traveller Standards



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World-class, tailored service. That's what Chinese travellers expect when they visit Dubai. Learn how to exceed those expectations with this Chinese Traveller Standards, training course. Discover Chinese customs and behaviour. Learners will find out how to overcome language barriers so that they can communicate efficiently and provide experiences and meaningful recommendations. By the end of this course, learners will see Dubai from a Chinese traveller's perspective.

This course will enable learners to:

- Recall the link between culture and tailoring service.
- Recall the defining aspects of Chinese culture and how these shape travellers' behaviour.
- Recognise what Chinese travellers desire from their travel experience.
- Identify experiences in Dubai that Chinese travellers would appreciate.
- Recall general standards to follow when serving Chinese travellers.

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Millions of Chinese travellers will choose to visit Dubai. To capitalise on this growing market, you must be prepared. The developing a China Ready Strategy course will get you ready by sharing insight into the Chinese traveller market. Gain knowledge about China's travel trade landscape, digital ecosystem, navigation apps and payment solutions. By the end of the course, learners will develop an action plan to position their business for market success.

Price: 375 AED/ Staff

How it Works?



1 Once your establishment confirms its participation in the Dubai Way, platform you will receive an email with an activation link to register your establishment.



2 Once registered successfully, you will receive an email with the code for your establishment.



3 Insert this code into your student kits and distribute these to your employees. This code is exclusively for your establishment.



4 Students will register for Dubai Way programmes. The list of registered students is always available for the establishment administrator to view from the Dubai Way platform. A monthly invoice will be generated based on the number of registered and approved students.



5 Once approved, your employees can proceed with their course, and complete their assessment.



6 You will receive Dubai Way Certificates of Completion and Dubai Way pins to distribute to your employees who successfully become Dubai Way Champions.

Have questions?

On dubaiway.ae, our live chat team are available to answer your questions 24 hours a day.

