

# Destination: Service excellence

Dubai's Tourism Vision for 2020 is to attract 20 million international overnight visitors per year. Achieving this requires training the city's tourist-facing professionals to deliver service that inspires repeat visits.

## TOOLS & FEATURES



Localization Services



Interactive lessons



Curriculum design

## CHALLENGE

Core to achieving this ambition was redefining traveler expectations through industry-leading service excellence across all tourism products. The Dubai College of Tourism (DCT), the country's preeminent vocational hospitality and tourism college, is tasked with attracting and developing professional capabilities across all tourism and hospitality staff in Dubai.

Our challenge was to help the DCT develop and distribute interactive training that would empower tens of thousands of tourist-facing professionals with the skills, knowledge and behaviors they need to deliver the kind of world-class service that inspires repeat visits.

## SOLUTION

The vast majority of Dubai's tourist-facing workforce come from other countries. This meant our training needed to accommodate a diversity of cultural and educational backgrounds, teaching practical knowledge and skills to learners who have never experienced being a tourist themselves.

In partnership with the Dubai College of Tourism, we developed the training materials for The Dubai Way - a two-part curriculum available in multiple languages.

**Dubai Way Level 1 20 Lessons**

**Dubai Way Level 2 30 Lessons**

Our interactive training solution focused on teaching knowledge and resourcefulness to tens of thousands of users - from taxi drivers to front of house hospitality professionals and airport staff - everyone who has contact with the city's international visitors.

The training was based on the following guiding principles:

- Lifelong learning
- Innovation
- Inclusiveness
- Relationships
- Industry focus
- Excellence

The curriculum is delivered on the Lobster Ink learning platform, which enables learners to access the content on any device, anytime. Concise, interactive lesson formats ensure the training is both engaging and effective so learners can apply their new knowledge immediately.

White labeled and fully Dubai Tourism College branded, the [Workspace](#) provides managers across sectors to easily monitor their learners' progress and performance whilst providing one centralized hub for city-wide learning and development.

## RESULTS



95% satisfaction rate from learners who have completed The Dubai Way training.



Dubai International Visitors Survey (DIVS) scores have seen an 18% increase since the inception of The Dubai Way training.



The Dubai Way is currently used by hundreds of thousands of Dubai's tourist-facing professionals.