





About Training Solutions

The Department of Tourism and Commerce Marketing (DTCM) established Training Solutions in January 2001 as a centre of excellence. It provides specific training solutions for the tourism sector to ensure that Dubai's tourism industry continues its world-class development with world-class people involved at all levels.

The courses are open to all individuals interested in enhancing their skills and tourism industry knowledge. They are of particular relevance to employees of tour operators and destination management companies, part-time exhibition and conference staff, and other personnel dealing with visitors.

Unless otherwise specified, all courses are held in the Training Department of the Department of Tourism and Commerce Marketing at the Cruise Terminal, Port Rashid.

English will be the medium of instruction and applicants must have an acceptable knowledge of the language – both spoken and written. Where applicable, candidates will be provided full documentation and course materials by the Department of Tourism and Commerce Marketing.

All refreshments will be provided by Department of Tourism and Commerce Marketing. Attendees should dress for comfort.

Dubai Tour Guide Award (DTGA) 10 days

If you are going to be or are currently working as a Dubai tour guide, the successful completion of this programme is compulsory in order to obtain your Tour Guide Licence.

The subjects that will be covered in this comprehensive course are:

General Information: Expect a sound, basic knowledge of Dubai's geography, culture and heritage, economy, key organisations and their respective responsibilities. In addition, the course will cover topics related specifically to tourism such as key regulations, locations of places of interest, activities and services, the environment and much more!

Organisation and Control of Groups: Planning and preparation, anticipating problems, time management, assertiveness, dealing with emergencies.

Presentation Skills: Language and culture issues, communication techniques, active listening, handling complaints, dealing with difficult individuals.

First Aid: The elements of the course are designed to provide candidates – who have little or no experience of First Aid – with the necessary skills to deal with everyday incidents. This course will also refresh the skills of more experienced first aiders.

Eligibility: This course is open to the general public and to persons working in the tour guiding industry.

Dubai Information Award for Hotels (DIAH) 4 days

This course is particularly useful to anyone from the hotel staff having direct contact with the general public.

General Information: Expect a sound, basic knowledge of Dubai's geography, culture and heritage, economy, key organisations and their respective responsibilities. In addition, the course will cover topics related specifically to tourism such as key regulations, locations of places of interest, activities and services, the environment and much more!

Eligibility: This course is open to the general public and to persons working in the hospitality industry.

Registration: Contact the Training Solutions Department on Tel: 04 3456125

Dubai Tour Guide Update (DTGU) One Day

Tour Guide Licences will be renewed annually only after completion of this update.

This one-day programme will give participants a unique opportunity to update themselves with the latest information on Dubai, as well as new services and products. Make enquiries about the topics scheduled for this year.

The one-day includes guest speakers from various companies, organisations and government departments in Dubai.

Eligibility: This is open to licensed tour guides only and must be completed on a yearly basis to keep the Dubai Tour Guide Licence active.

Requirement: Booking form, two photos, passport copies, visa copy, old licence copy and payment.

Masterclass

Masterclasses focus on various subjects related to Arabian culture, Dubai activities, history and the tourism industry. The courses will appeal to both the general public and persons working within the tourism and hospitality industries.

Eligibility: The courses are open to all tour guides and persons working within the tourism and hospitality industries.

Requirement: Booking form only.

GENERAL ADMINISTRATION



Dubai Tour Guide Regulations

Under By-Law (No. 1) of 2000, anyone wishing to work as a **Tour Guide** – whether on a **part-time or full-time basis** – must complete the Dubai Tour Guide Award to receive a Dubai Tour Guide Licence from the DTCM, which is a mandatory requirement for the tour guide.

Course Material: Full documentation and course material will be provided by the Department of Tourism and Commerce Marketing to all candidates.

Admission: Applicants are assessed to ensure they meet the criteria to successfully complete the DTGA course, prior to being offered a place. They will then be required to pay the full amount upon registration (Conditions apply if a refund is requested). Admission will be on a ‘first-come-first-served basis’.

How to Apply: Complete the attached booking form and forward it to the Training Solutions Team by return email or fax to 04 3450487.

Our team will call you and set a date to meet you to assess your suitability to attend a course and assist you with completing the application form. You are required to bring along two (2) recent passport size photos, one passport copy, visa copy and a no objection letter from your sponsor.

A letter will be sent to you within one working week of our meeting to confirm your admission and the course date.

You will then be required to deliver a ‘Certificate of Good Conduct/Police Clearance Certificate’, along with your payment, either by company cheque or cash, to our Head Office on the 10th floor of the National Bank of Dubai Building, Baniyas Street, Deira, Dubai, before 1.00 pm from Sunday to Thursday – Tel: 04 2230000. Take along a copy of the letter confirming your admission to the course.

Important: Absence for one day from the DTGA course will lead to expulsion from the course. In such a case, no refund will be given for any of the remaining days.

For more information:

Speak to one of our team members in person or email us!

Phone: 04 3456125

Email: trainingsolutions@dubaitourism.ae

Fax: 04 3450487

AICR

The AICR stands for “Amicale International des Chefs de Reception et Sous Directeurs des Grand Hotels” or commonly known as the “Association of Front Office Managers”. The AICR was founded in 1964 on the Côte d’Azur in France by the Chefs de Réception of several famous Grand Hotels. Over the past 40 years, the AICR has developed into an international organisation represented in 12 countries.

The Dubai chapter comprises of Front Office Managers for five-star hotels. AICR Dubai is an invaluable and exciting network offering a professional support mechanism of great benefit to the industry in Dubai.

The aims of the AICR are to facilitate and strengthen the professional relationships between members, to promote and publicise the importance of the profession, and develop the profile of the industry.

In addition to an AGM and international congresses, past events in other sections have included skill development, information sharing and product presentations. The group works closely with DTCM to promote the industry and Dubai through the association to attract more young people into the industry and develop their careers within Front Office.

A key event in the calendar of AICR Dubai is the ‘Receptionist of the Year Competition’. The Receptionist of the Year is held in the last season of the year and comprises of a first stage interview. If selected, the candidate is invited back for the finals and then has the opportunity to represent their country in the International Receptionist of the Year competition.

After the two stages of questions and interviews, the five finalist scores are collated and results are declared at the prize-giving awards’ function.

Finally, the winner represents the AICR Dubai section at the International Receptionist of the Year awards with a chance to win the coveted David Campbell Trophy.

If you wish to be a pioneering member or a sponsor for the section and for further information on the AICR, please visit the international website at www.aicrinternational.org



Dubai Concierge Group

The Concierge Group was set up by the DTCM in association with an industry partner to ensure that visitors receive the best possible service and access to information during their stay in Dubai.

The group incorporates all concierges in Dubai, providing a forum through which information about activities and events in the region can be passed.

Every year, the Concierge of the Year awards are held, rewarding concierges for outstanding service. This event has assisted in raising standards of performance and creating healthy competition between hotels.

The Dubai Concierge Group is also a member of the UICH Les Clefs d’Or (Union Internationale Des Concierges D’Hotels “Les Clef D’Or”).

Les Clefs d’Or (pronounced lay clay door), literally, means “keys of gold” in French. The crossed gold keys are the international symbol of the organisation. The keys displayed on a concierge’s uniform lapels assure travellers they are dealing with a seasoned professional; one who is dedicated to serving the guests’ every need.

Les Clefs d’Or USA has more than 520 members in over 30 states.

The crossed-key logo is internationally trademarked, and individual member countries trademark their own, customised versions of it. For example, the USA logo displays the American flag behind its crossed keys.

UICH boasts a 40-country membership roster and over 3,000 members worldwide.

American Hotel & Lodging Educational Institute (AH&LEI)

The Department of Tourism and Commerce Marketing’s Training Solutions – in partnership with the Educational Institute of the American Hotel and Lodging Association – brings great education and professional development opportunities to the UAE. The courses include skill-based and academic studies.

You can achieve globally recognised professional certification by academic study, work experience, or a combination of both. The AH&LEI Educational Institute certifies all levels from line-level, department level to the top executive level.

DTCM is the exclusive partner of the Educational Institute in the UAE. Franchising opportunities exist for first-class training organisations to join us in offering the best industry standards in continual, life-long learning for the hospitality industry. When it comes to professional certification, the hospitality industry looks to the experts.

The Educational Institute certifies and validates competencies for 40 certifications for designations from line-level to General Managers are earned through a combination of experience and education.

- Executive Level
- Department Heads & Directors
- Supervisors
- Line Level

Professional certification from the Educational Institute is the ultimate distinction of professional excellence for the hospitality industry.

I’Dad Al Maharat

The new hospitality programme I’Dad Al Maharat, has been designed to prepare UAE Nationals for positions in the tourism and hospitality industry. Essentially, it will:

Enable UAE National job seekers to demonstrate to prospective tourism and hospitality industry employers that they are ready, willing and capable to commence employment.