



Establishment Kit

Welcome to Dubai Way

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.

We invite your organization to thoroughly utilise the 'Dubai Way' platform, ensuring that all your employees become Dubai Way Champions.

All of the training programmes within the platform are delivered through engaging practical video lessons and interactive activities.

By working together, we can ensure our tourist-facing workforce have the knowledge they need to deliver consistent information and service. As a result, Dubai will be better placed to become the most visited city in the world by 2025.

Maryam Allouz
Head of Tourism Industry Support



Dubai Way



Our flagship programme, Dubai Way provides learners with excellent knowledge of Dubai and how to combine this knowledge with customer service skills 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 better equipped to consistently 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.
- Provide a consistent level of customer service and information to everyone.
- Describe Dubai's tourism industry and their important role within it.
- Develop a sense of civic duty and ambassadorship towards Dubai.
- Champion the values and principles of 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'.

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'.

Autism & Sensory Awareness



Dubai strives to be the go-to travel destination for people of determination. Now, our goal is to ensure that people with autism also choose Dubai as their travel destination.

Why is this important? The World Health Organisation estimates that one in one hundred people has autism (this is an estimate as diagnosis rates and methods may vary). That's eighty million people worldwide, all looking for inclusive experiences and service on their traveller journey. Dubai can be the destination people with autism and their families explore, and our latest training offering can equip traveller-facing staff to provide those inclusive, positive experiences.

Building on the Inclusive Service course, the Autism and Sensory Awareness course is the first step towards Dubai's goal of becoming a Certified Autism Destination. To achieve this goal, traveller-facing staff need to be trained and certified in autism awareness.

The content for the Autism and Sensory Awareness course was developed in collaboration with the International Board of Credentialing and Continuing Education Standards (IBCCES).

In this new course, traveller-facing staff will learn the following about people with autism:

- ❖ What their common behaviours and needs are
- ❖ The appropriate language to use
- ❖ What travel challenges they face
- ❖ How to deliver inclusive, excellent service to them.

The course is presented in a variety of engaging lesson formats, while knowledge acquisition checks will track each learner's progress. It also includes a Resources section with a downloadable Action Plan that can be used as a reference for important terms and to document ideas and observations.

By completing the Autism and Sensory Awareness course, traveller-facing staff will have the tools to provide positive experiences to visitors with autism, and help Dubai reach its goal of becoming a Certified Autism Destination.

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 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'.

19 Measures of Sustainability

In order to ensure that our tourism industry becomes more sustainable, Dubai Sustainable Tourism has created 19 measures of sustainability that every hotel in the city needs to implement. This course has been specially designed to introduce all hotel employees to each of these 19 measures, and provides practical, simple ways in which employees can help your hotel meet its clean energy and sustainable development targets.

This course will enable learners to:

- Recall the objectives of the Dubai Sustainable Tourism initiative
- Describe their role in sustainable tourism
- Recall and describe Dubai Sustainable Tourism's 19 measures of sustainability
- Explain how they can positively contribute to the 19 measures of sustainability

Chinese Traveller Standards



Chinese Traveller Standards

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.

Developing a China Ready Plan

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.

Introduction to Israel & Jewish Travellers



In September 2020, the historic Abraham Accords were signed. As a result, the UAE is now welcoming Jewish travellers from Israel, and the rest of the world. This course, Introduction to Israeli and Jewish Travellers, will help you understand our Jewish guests' culture and customs and provide them with the level of hospitality Dubai is famous for.

This course will enable you to:

- Recall how the Abraham Accords impact tourism in Dubai.
- Identify the difference between Israel, Israelis, Jews and Judaism.
- Recall key phrases in Hebrew.
- Recall key observances in Judaism.
- Recognise that observance of Judaism is not the same for everyone.
- Recognise what Shabbat is and how it impacts service.
- Recall the definition of Kosher as well as which foods are kosher and which are not.

Introduction to Health Tourism



Dubai is already associated with exceptional service and experiences worth returning for. But in recent years, more international travellers have turned to Dubai for a different kind of experience - the Dubai health experience. And the expectations for exceptional service are even higher. In this Introduction to Health Tourism course, we'll examine those expectations and explain how your health facilities can meet, and exceed them.

This course will enable you to:

- Define health tourism.
- Recall what health tourists expect from a healthcare destination.
- Recognise Dubai's vision for health tourism.
- Recall the role of the Dubai Health Authority and Dubai Health Experience in delivering this vision.
- Identify the purpose and requirements of an International Patient Management Programme.
- Recognise how to develop an attractive health tourism package.

Hospitality Training Courses



We have added the following specialised industry courses for all hotel staff:

- Food & Beverage Service
- Improve your Beverage Skills
- Front Office
- Hospitality Management
- Running Successful Events

In addition the course Food Safety Standards, in collaboration with Dubai Municipality, is available for free for all hotel employees.

PRICING

Per Person Per Course Pricing

Courses	Prices																
Dubai Way	150 AED																
Sustainable Tourism	375 AED																
19 Measures of Sustainability	150 AED																
Inclusive Service	150 AED																
Introduction to Israel and Jewish Travellers	150 AED																
Chinese Traveller Standards	150 AED																
Developing a China Ready Plan	150 AED																
Food & Beverage Service	150 AED																
Improve your Beverage Skills	150 AED																
Front Office	150 AED																
Hospitality Management	150 AED																
Running Successful Events	150 AED																
Introduction to Health Tourism	150 AED																
Food Safety Standards (in collaboration with Dubai Municipality)	Free																
<p>Enterprise Pricing</p> <p>Increasing access to training, lowering costs and improving operational efficiency is a key priority. Our courses are all designed to contribute towards Dubai becoming the most visited and most recommended destination in the world.</p> <p>Please refer to our Enterprise Model fee structure below, where fees are determined according to the Hotel Room count.</p> <table border="1"> <thead> <tr> <th>Hotel Room Counts</th> <th>AED - Annual Fees</th> </tr> </thead> <tbody> <tr> <td>1-100</td> <td>3,000.00</td> </tr> <tr> <td>101-150</td> <td>3,500.00</td> </tr> <tr> <td>151-220</td> <td>5,200.00</td> </tr> <tr> <td>221-320</td> <td>7,700.00</td> </tr> <tr> <td>321-470</td> <td>11,200.00</td> </tr> <tr> <td>471-690</td> <td>16,500.00</td> </tr> <tr> <td>More Than 691</td> <td>21,000.00</td> </tr> </tbody> </table>	Hotel Room Counts	AED - Annual Fees	1-100	3,000.00	101-150	3,500.00	151-220	5,200.00	221-320	7,700.00	321-470	11,200.00	471-690	16,500.00	More Than 691	21,000.00	
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How it Works?



1 Once your establishment confirms its participation in the Dubai Way, 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. This code is exclusively for your establishment.



3 Provide the establishment code to employees who can then proceed to register online.



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 employees who register are approved by the establishment administrator, they 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.

How an Employee Registers?



- 1** Register online at dubaiway.ae. You will need your employer's establishment code and your Emirates ID to complete the registration process.



- 2** Once you have registered, select the training course you would like to take.



- 3** Your employer must approve your course request. Once the course is approved, you can continue the training.



- 4** After you have finished the course. You will then be able to download and print a copy of your certificate.

USER GUIDE

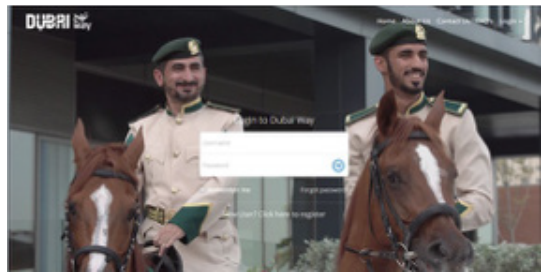


ESTABLISHMENT ADMINISTRATOR GUIDE

Below are the steps required for an establishment to operate the Dubai Way platform.

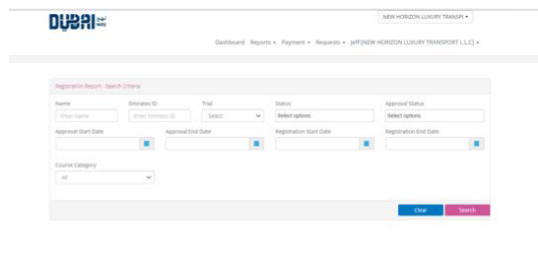
STEP 1:

- Click on 'Login'.
- Use the establishment email address and password to Login.



STEP 2:

- The Registration Report page will appear with five tabs across the top bar.

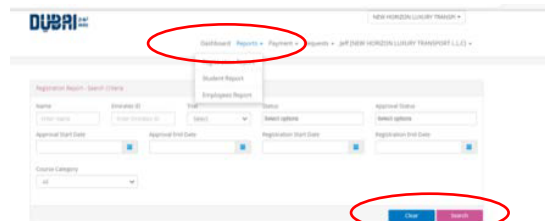


STEP 3:

The registration report shows all students who have registered with the establishment code.

To run a registration report:

- Click reports
- Click registration report
- Click search

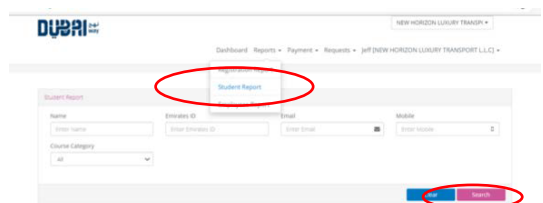


ESTABLISHMENT ADMINISTRATOR GUIDE

STEP 4:

- The student report shows all students who have registered AND who have moved to the establishment (using establishment change request)

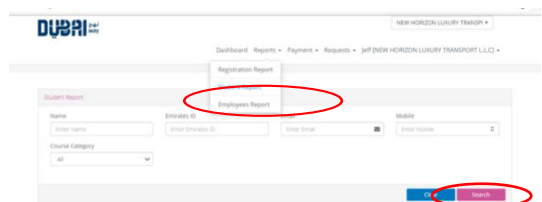
Click reports
Click student report
Click Search



STEP 5:

- The Employees report shows all employees who are sponsored on the establishment visa via GDRFA

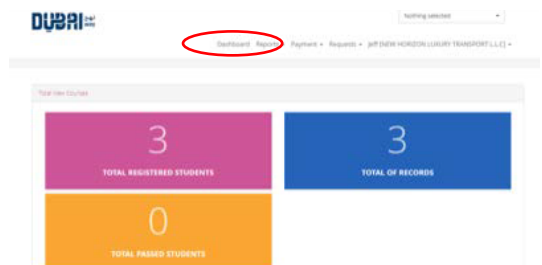
• Click reports
Click employees report
Click search



STEP 6:

- Dashboard - provides real time tracking of student enrolments.

Click Dashboard



ESTABLISHMENT ADMINISTRATOR GUIDE

STEP 7:

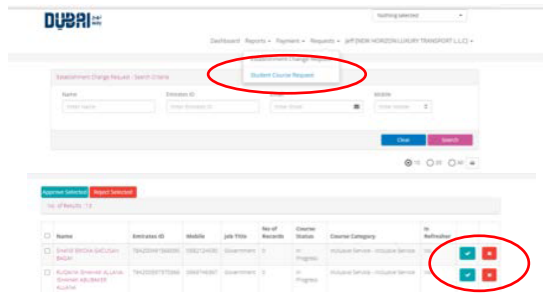
Student Course requests

- This will allow you, as the administrator to APPROVE or DECLINE course requests

Click requests

Click student course requests

Approve or decline request



STEP 8:

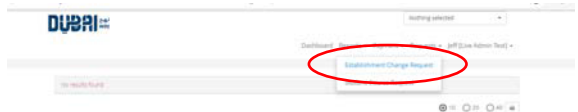
Change Establishment Request

This allows a student to move from one establishment to another.

First the student has to DELINK.

Then the student LINKS to the new establishment by using the establishments code.

Then the establishment administrator approves the student moving and the student records will appear in student reports.

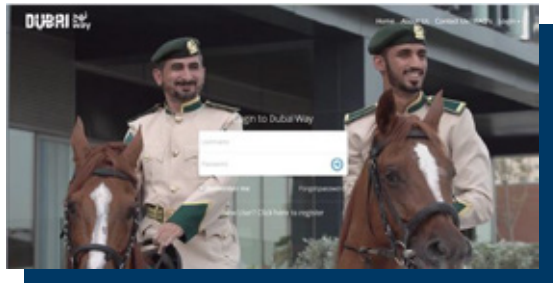


HOW TO UPDATE EMAIL ADDRESS

A student (Dubai Way Champion) may update their email address.

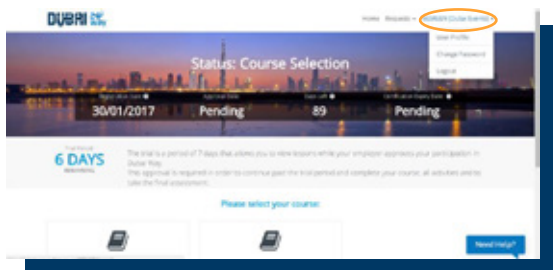
STEP 1:

- Click on 'Login' and enter your username and password.



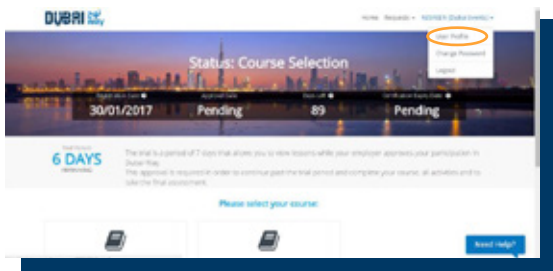
STEP 2:

- Navigate to the 'drop down menu' adjacent to your name/establishment.



STEP 3:

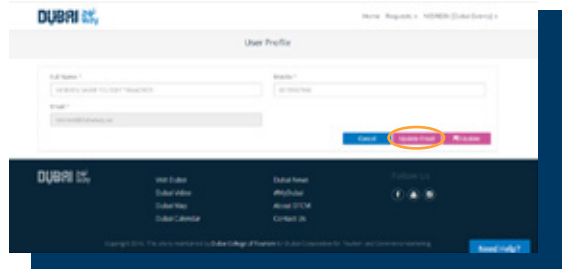
- Click on 'User Profile'.



HOW TO UPDATE EMAIL ADDRESS

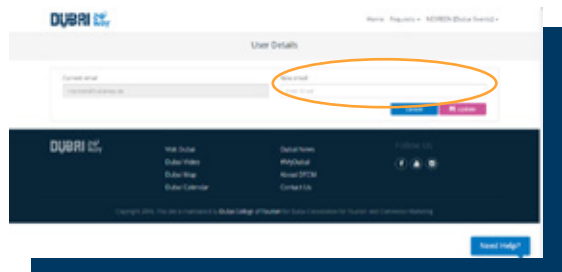
STEP 4:

- Click on Update Email. Press 'Update'.



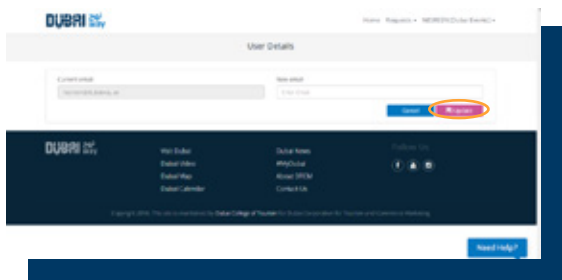
STEP 5:

- Enter the new email address.



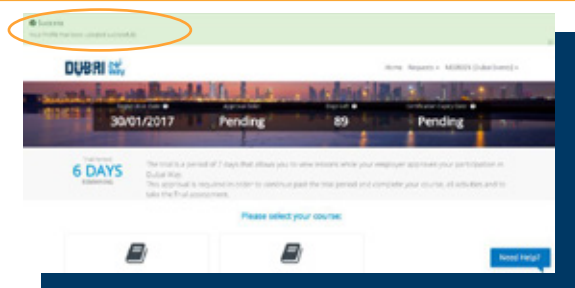
STEP 6:

- Press 'Update'.



STEP 7:

- The GREEN bar will appear notifying the that Profile has been updated successfully.

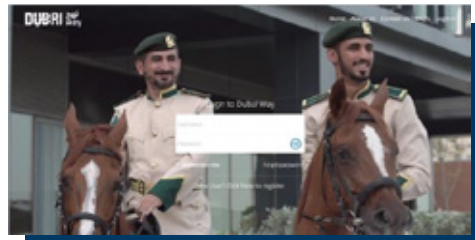


HOW TO PRINT COURSE CERTIFICATE

A student (Dubai Way Champion) is entitled to a certificate. To print the certificate follow the below guide.

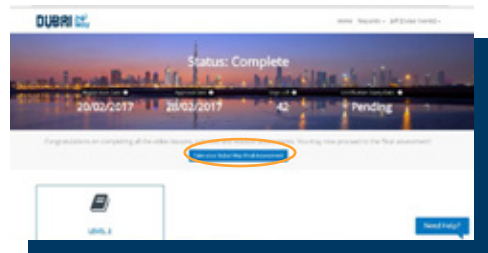
STEP 1:

- Click on 'Login' and enter your username and password.



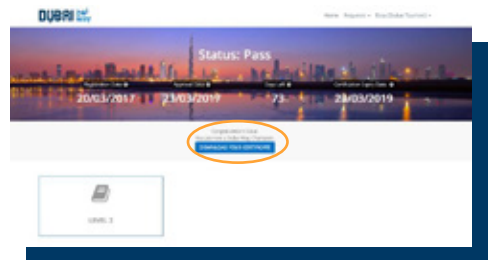
STEP 2:

- The final assessment must be completed before a certificate can be generated.



STEP 3:

- Once you have successfully completed the final assessment, the option to download certificate will appear onscreen.
- Click on 'Download Certificate'.



STEP 4:

- Once downloaded, the certificate can be printed.
- Best printing occurs in landscape format.



EMPLOYEES REPORT

With Dubai Way, you can now track the list of your employees from the portal.

You can view all staff data and extract their data by:

- ❖ Name
- ❖ Emirates ID
- ❖ Passport Number
- ❖ Establishment Code
- ❖ Trade License
- ❖ Residence Number

PAYMENT PROCESS

A guide to the payment process is available and will be shared with establishment administrator when registering with Dubai Way.

Have questions?

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

