

Developing a tourist guide training programme for the Abu Dhabi Tourism & Culture Authority

People 1st
International



Repurposing the Tourist Guide Training Programme (TGPT) to reflect and support Abu Dhabi's commitment to achieving its goal of establishing the emirate as an international hub of tourism, culture and heritage

Background

Currently undergoing a remarkable transformation as a world class leisure, residential and business hub, Abu Dhabi is also set to become a global cultural hub, housing the world's largest single concentration of premier cultural assets. From the Louvre Abu Dhabi, Zayed National Museum and Guggenheim Abu Dhabi, to UNESCO World Heritage sites, FIFA World Cup and F1 Motor Racing, all set alongside a backdrop of world-class shopping, dining, and hotels, Abu Dhabi is set to become a leading global tourist destination. In readiness, the Abu Dhabi Tourism & Culture Authority is eager to ensure Abu Dhabi's tourist guides are ready to provide an unsurpassed level of service to the influx of new visitors.

Our solutions

The Tourist Guide Training Programme is the Abu Dhabi Tourism & Culture Authority's flagship training scheme and is intended to elevate guests' overall visitor experience through engagement with passionate Abu Dhabi guides, all qualified to international standards. People 1st International, working with partners, redeveloped the programme content based on their extensive experience of destination recognition programmes and customer service training in the UK and delivered the new training to tour guides.

Outcomes & impact

Developed by CareerNet, in partnership with People 1st International and other stakeholders, the components of the course form an integrated programme of study, balancing theory with practical training. Graduates will become ambassadors for the destination able to reflect the values of Arabian hospitality and deliver a truly memorable and extraordinary visitor experience, validated by authenticity.

A destination's authenticity is defined by how meaningfully a visitor is engaged, can trust the information conveyed and is made to feel welcome. Visitor satisfaction levels reflect the quality and credibility of a destination and are increasingly relied on by visitors when choosing where to visit. By regulating and ensuring that the industry is both inclusive and accessible to all, we can ensure that the sector's future development is sustainable.

Abu Dhabi

“Developing the tourism industry is a stated priority in Abu Dhabi's drive to become a world-class destination for globally significant events. Working with and utilising the expertise of People 1st International in the field of developing skills for tourism and hospitality, resulted in the development of a new Tourist Guide Training Programme.

The TGTP helped Tour Guides learn how best to represent Abu Dhabi's history and culture, ensuring visitors enjoy their experience which will encourage them to keep returning, leading to long-term benefits for all stakeholders”

Patrick Lochrie,
CEO, CareerNet



Developing a tourist guide training programme

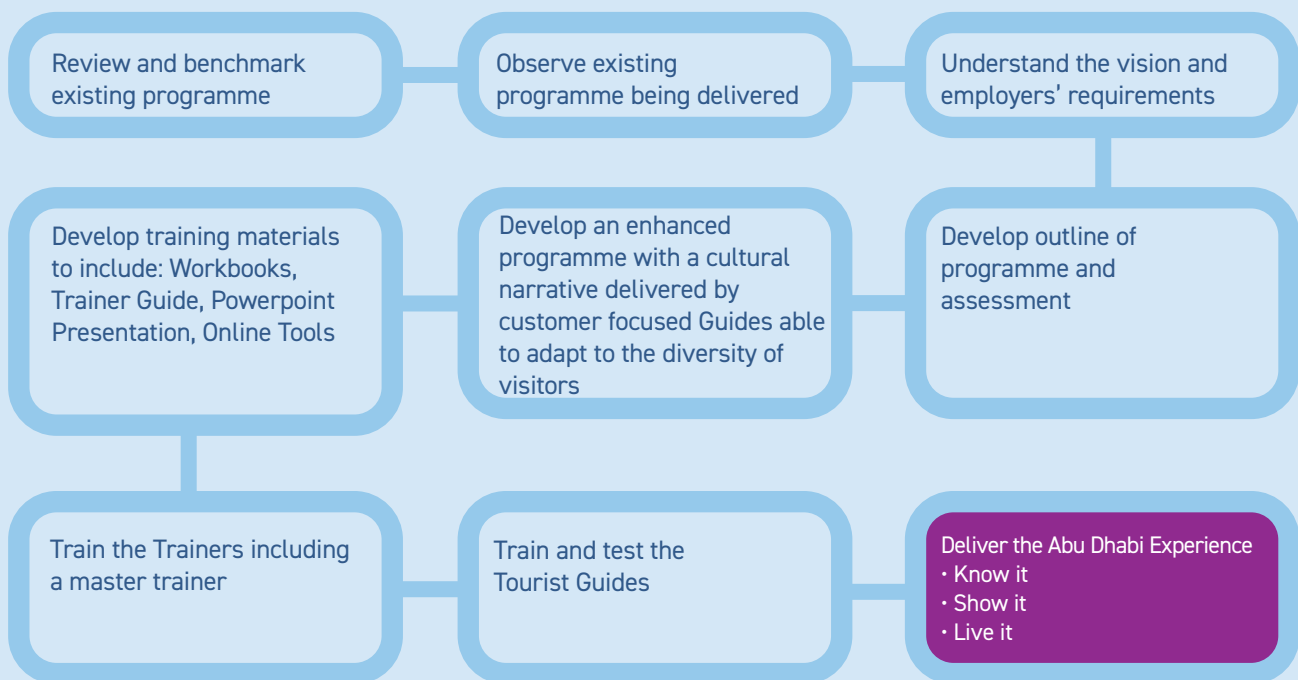
An interactive, blended learning programme was developed for the client.

It is delivered in two stages and will help participants to gain extensive and detailed knowledge about Abu Dhabi and learn and embed crucial soft skills including communication, presentation techniques and group management. It includes interactive, practical sessions over a period of 14 weeks with over 150 hours of learning.

Participants - Tourist Guides • Taxi Drivers • Concierge • Cabin Crew • Tour operator

Stage One
History and Culture of Abu Dhabi
Abu Dhabi Sites and Attractions

Stage Two
Principles of Guiding
Coach Guiding Excellence
Customer Service, Communication, and Presentation Skills and Techniques
Group Management



About People 1st International

People 1st International partners with industry, development banks, government agencies, NGOs and education providers to create sustainable approaches to workforce development. Providing consultancy, research and training solutions globally, we develop skilled, productive and inclusive workforces that help drive social and economic growth.

With over 50 years' experience in developing effective skills models and technical vocational education and training strategies, we use our unparalleled expertise to develop collaborative partnerships that foster positive change.

Building on our heritage as a sector skills council, we are proud to have worked in more than 50 countries to deliver responsive skills solutions that challenge social and gender exclusion, address the barriers to work and support continuous professional development.

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