

# Developing a Tourist Guide Training Programme for the Abu Dhabi Tourism & Culture Authority



## 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 Club 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.

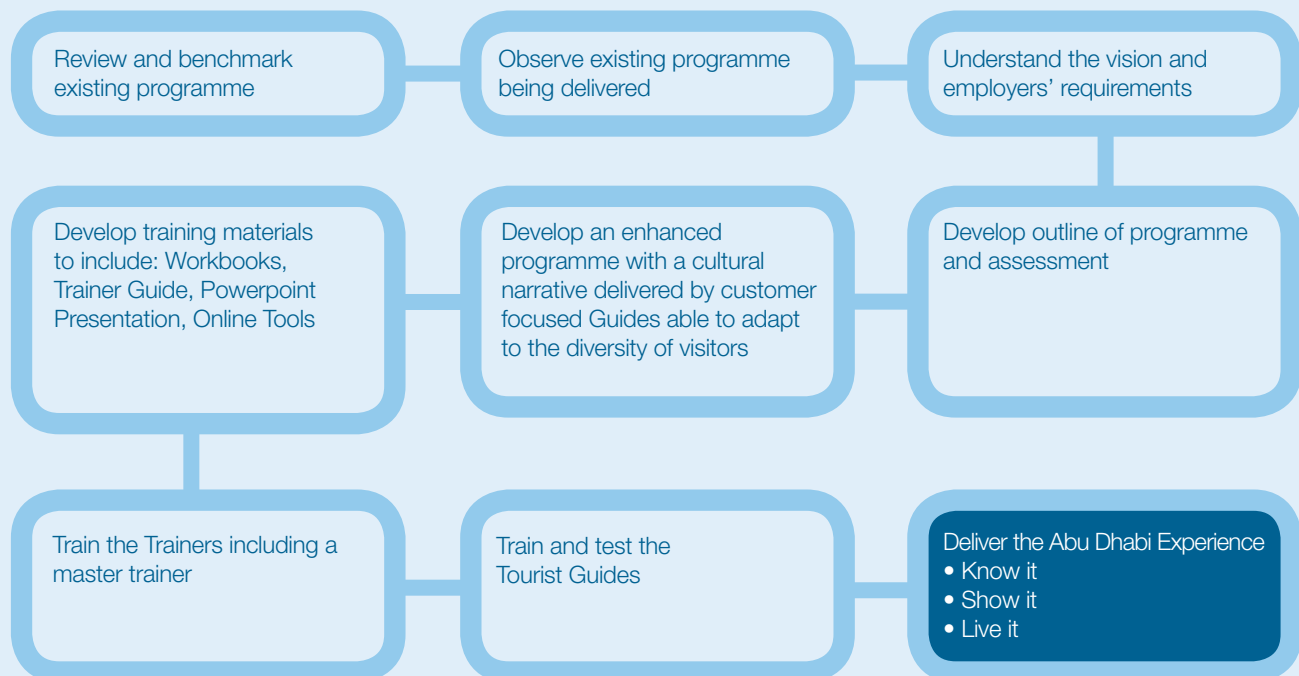
Participants - Tourist Guides • Taxi Drivers • Concierge • Cabin Crew • Tour operator

### 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 is an employer-led skills and quality assurance expert.

We develop and quality assure industry relevant skills solutions in the UK and internationally across apprenticeships, work-based learning and technical vocational education, as well as providing a consultancy service internationally to support countries in developing sustainable skills models.

Our employer-led approach gives us an unparalleled insight into the skills priorities now and in the future, with critical industry partnership collaborations that bridge the gap between employers and government.

### People 1st International

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