

# EMBRACE ARABIA

Embracing Cultures

## Cultural/Tourism Consultancy

Embrace Arabia is a team of professional consultants with a unique depth of knowledge about the Arabian Gulf region and who can guide you to a greater understanding of the region's lifestyles, customs and business practices. We create and conduct Cultural/Tourism training, Inter-cultural programs and special Guiding sessions and trainings that are unique, thought provoking and ones which help to a deep understanding of guiding/cultural differences and deliver tips for future success.

## Training and Consulting Service Profile

### Tailor made knowledge development

#### Objectives

Embrace Arabia's Cultural Tourism Training and Consulting Seminars, Workshops and Personal Coaching sessions will help tourism, hospitality and service professionals

- to further develop their understanding of tourism and service industry,
- create awareness of sustainable and cultural focused tourism,
- improve the image of tourism industry and professionals,
- broaden their local and general core and factual knowledge,
- enhance their interpretation- and presentation **performance** level,
- improve their customer service skills,
- assist them in their self-branding by creating a personal style.

#### Formats

Advanced training and presentation methodology will be applied in order to archive the objectives in the most effective way. The spectrum ranges form Lectures, Workshops, and Instructor-lead practical exercises to personal coaching

# Embrace Arabia

## Programs for Tourism and Service Professionals

Embrace Arabia can provide modular training covering all aspects of direct dealing with customers in tourism and service industry.

### 1. Introduction to the Tourism Industry

The participants will gain a better understanding of the tourism industry and will learn to differentiate between recreational, MICE and business travellers and understand their different expectations and needs.

The participants will become more aware of their own unique position within the industry and understand the personal responsibility towards research, continues learning and knowledge update.

#### Training Type

The Seminar "General information on the Culture & Tourism Industry and the parallel sectors and businesses involved with it" aims to give participants a deeper understanding of the different segments of the tourism industry.

#### Training Objectives

The training will add the following values to the participants:

- The participants will gain a better understanding of the tourism industry.
- The participants will learn to differentiate between recreational, MICE and business travellers and understand their different expectations and needs.
- The participants will become more aware of their own unique position within the industry and understand the personal responsibility of a guide towards research, continues learning and knowledge update.
- The participants will experience research techniques and practice this in a real life scenario.
- The participants will learn how different background of the visitors will determine different ways of guiding and presenting information. They will learn in practical exercise how to select and link information with a more individual approach.

## **Workshop Details**

Structure of the tourism industry

Embrace Arabia trainers will give an overview of the structure of the tourism industry and identify specific aspects of recreational, business and MICE tourism.

Role of the tourism professionals

Trainers will explain the crucial role of tourist professionals as ambassadors of their country and region and reliable source of information for their guests. Trainers will focus on the ethical aspects as well as the role-model character of the profession.

Constant Learning and updating of information

Participants will gain a greater understanding why constant learning and updating of information is essential. Trainers will explain research methods and advise about reliable sources of information.

## **2. Skill development**

### **2.1. Effective Communication**

#### **With a special focus on Tourism and Service Industry**

The course designed to develop skills of effective communication and presentation with a special focus on tourism and service industry. The participants will be introduced to the basics of presentation and interpretation and gain a deeper understanding about the role of tourism professionals as ambassadors and representative of their region. The participants will experience research techniques and practice this in a real life scenario.

### **Workshop Type**

In the two day communication seminar participants will be introduced to techniques of effective communication and presentation.

### **Workshop Objectives**

Participants will learn basics of communication science and understand how communication is received as a combination of verbal and nonverbal messages. During practical exercises students will learn how they come across towards

their audience and how they can improve their personal communication and presentation style.

### **Workshop Details**

Practical exercises and knowledge development will constantly alter during the workshop.

Main focus will be given on individual presentations in order to create awareness about how verbal and nonverbal communication linked with each other.

Participants will learn to use their body language in order to underline their words and how to establish rapport with their customers.

Voice training as well as practical advises on how to overcome nervousness will give participant practical the tools to improve their communication skills in a very easy and effective way. Participants will get advised on how to create a individual style of presentation that fits their own personality.

## **2.2.Intercultural Awareness Training**

Embrace Arabia's Intercultural Awareness Training courses raise cultural awareness and enable participants to communicate effectively across cultures.

### **Workshop Type**

Embrace Arabia Intercultural Training courses are designed to meet the specific needs of our clients depending on their specific requirements and existing skills set and will usually take about half day.

### **Workshop Objectives**

Tailored in close collaboration with the organisers operating in UAE, our Cultural Awareness Training courses will develop their cultural awareness and enable participants to communicate and work more effectively with counterparts from other cultures here in the Middle East. It will create a better understanding how different cultural backgrounds lead to different ways of working and dealing with each other.

### **Workshop Details**

A Cultural Awareness Training course typically highlights the following topics

- The Middle East/Gulf society before discovery of oil
- Key influences of the Gulf Culture
- Islam in Focus
- The Culture - Core Cultural Values
- Values and Stereotyping
- Business Elements, Concepts and Applications
- The Business Environment
- UAE in Focus
- Special Issues

## **2.3.Psychological basics and group-handling**

Group psychology and a basic understanding of behaviour science will enable participants to effectively manage groups of visitors and deal even with difficult or complaining customers in a professional and effective way.

### **Workshop Type**

During the Instructor lead training session participants will get practical advised about how to deal with groups of people. Participants will understand how to control groups of individuals and difficult customers in effective but diplomatic way by using effective ways of communication and staying in control if the situation.

### **Workshop Objectives**

Participants will learn that the effective handling of groups and a basic understanding of behaviour science will help them to plan, control and react in difficult situation more effective and professional.

### **Workshop Details**

Group handling

During the group-handling training the students will experience that a clear communication, good positioning and the establishing of a platform technique will enable them to handle and control even big groups of people with ease.

Behaviour and difficult customers

In a short academic introduction the participants will learn what behaviour is and how a specific behaviour will lead to predictable reactions. In practical role-plays they will learn to first analyse the situation before reacting and how to de-escalate even tense discussion with difficult customers by dealing with those situation in a professional way.

## **3. Knowledge development**

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Embrace Arabia Trainers will assist students in gaining a better base of knowledge and assist them to improve their interpretation skills.

### **Workshop Type**

In a combination of trainer lead self-study, classroom-sessions and model tours participants will further build up their knowledge base and be coached on presentation and guiding skills.

### **Workshop Objectives**

Participants will learn to gain and update their knowledge by using different research techniques and how to link their factual information with the places they are guiding. They will learn techniques to make their commentaries interesting and tailored for their specific audience.

### **Workshop Details**

During the classroom sessions research and knowledge development will be the major subjects. Trainers will explain how to utilise factual information in a entertaining format.

The following subjects will be the main focus:

- Geography and political structures
- History – historical places and personalities
- Religion and Culture
- Nature and Environment
- Places and events of interest to visitors
- Future developments

Model tours and site-visits will help the guides to further develop their interpretation skills by linking facts and subjects to places and events. Guides will get individual feedbacks in order to help them developing a personal style.

## **4. Medic First Aid Training**

Emergency First Response training provided by Embrace Arabia follows an international training curriculum and will lead to an internationally recognized certification. Emergency First Response courses follow current emergency patient care standards as published in the American Heart Association Guidelines for Cardiopulmonary Resuscitation and Emergency Cardiovascular Care and the Basic Life Support (BLS) group of the International Liaison Committee on Resuscitation (ILCOR).

For further reference upon the training standards:

[www.emergencyfirstresponse.com](http://www.emergencyfirstresponse.com)

Mastering these skills with the guidance of a skilled Emergency First Response Instructor will give participants the confidence to provide care in an emergency situation.

### **Training Type**

Instructor lead 3 phases classroom training for two days, 8 hrs each day

- Knowledge development
- Skill development
- Scenario practice

The training and the written exam will be conducted in English.

Upon request and for additional reference training manuals in Arabic language can be provided

### **Training Objectives**

The training will teach the participants how to provide emergency care for someone in need.

The course is designed to:

1. To Help participants remember appropriate emergency care procedures during times of need.
2. To Encourage them to apply those procedures by assisting those needing emergency care.
3. To Raise the participants confidence level when dealing with guests in difficult situation and those who are in need for extra care.
4. To Develop guides that are more qualified and expert in the area of guiding to empower consistency in professional guiding in the Culture and Tourism industry.

## **6. On-Job Coaching**

In order to improve personal performance, identify strength and weaknesses individual coaching will help organisations to develop their staff effective at their workplace.

Coaches will monitor candidates while performing their regular duties and identify in one to one feedback session strengths and weaknesses and give individual practical advised how to overcome weak areas and develop a personal style. In one to one practical guiding session the trainer will develop with the guide a personal image for the guide in order to use his strengths to develop an individual style and help them in the process of self branding.

## **Training Type**

Individual coaching for half day - 4 – 5 hours - per participant

## **Training Objectives**

Skill improvement for staff with already a good basic performance will be most effective on an individual basis and with a clear focus on their personal workplace.

## **Training Details**

1. The participants will be monitored for a while by a coach performing their regular duties - dealing with regular guest in their regular workplace. (Shadowing)

The main focus will be on the following areas:

- Group-handling and customer service
- Communication – verbal communication and body language
- Content of tour/& information given
- Guiding skills

2. The trainer will in a one to one feedback session highlight strengths and weaknesses of the participants and give them individual practical advised how to overcome weak areas.

3. In a one to one practical guiding session the trainer will develop with the guide a personal image for the guide in order to use his strengths to develop an individual style and help them in the process of self branding.

## **Assessments for participants**

1. Guiding skills

- Establishing a platform
- Building up rapport
- Vocal technique
- Verbal and nonverbal communication

2. Content

- Interest
- Selection and continuity
- Use of words and interpretation

3. Interpersonal Ability

- self-presentation
- grooming, appearance, overall impression
- customer service
- handling challenging situations/difficult customers