

Case Study

Tourist Guide Training Programme in Abu Dhabi



Background

The Abu Dhabi Tourism & Culture Authority (TCA) <https://tcaabudhabi.ae/en/default.aspx> conserves and promotes the heritage and culture of Abu Dhabi Emirate to provide a world-class, sustainable destination of distinction to enrich the lives of visitors and residents alike. The Authority manages the Emirate's tourism sector and markets it internationally as a destination through a wide range of activities aimed at attracting visitors and investment.

TCA's policies, plans and programmes relate to the preservation of heritage and culture, the protection of archaeological and historical sites and the development of museums, including the Louvre Abu Dhabi, Zayed National Museum and Guggenheim Abu Dhabi.

Our Role

TCA commissioned AlphaPlus to revise the curriculum and training methodology, training content and certification for the tourist guide licensing

programme in order to raise standards among newly trained tourist guides. Working with our local partner, CareerNet, and with People 1st, AlphaPlus undertook a major revision of:

- the curriculum and training methodology for the tourist guide licensing programme
- the learning resources that support the licensing programme
- the assessments used to decide whether trainee tourist guides have met the required standard
- evaluating the quality of training provided to trainee guides

Our role was to redevelop this programme and raise its quality, including providing trainer training and improvement interventions for the training team.

The new tourist guide accreditation process was successfully rolled out in Abu Dhabi in 2017.

<https://industrydevelopment.tca.abudhabi.ae/Default.aspx>



We help make educational assessments better

AlphaPlus is an education service business that specialises in **standards, assessment and certification**. We help our clients design, develop, deploy and evaluate **qualifications** and their **underpinning assessments**.

Our work spans the public and private sectors, schools, colleges, vocational and professional learning.

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Our role

- Review of course structure
- Review of delivery methodology
- Training needs analysis
- Production of a new competency framework
- Production of associated courseware & assessment materials

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