

The Emirates Academy of Hospitality Management

The Art of Arabian Hospitality – Study Tours



Industry Relations and International Office

About The Emirates Academy of Hospitality Management

The Emirates Academy of Hospitality Management (EAHM) in Dubai is one of the world's leading hospitality business management universities and an integral part of the global luxury hotel company, Jumeirah Group. It is a leading provider of University-level hospitality business education designed to develop the hospitality leaders of the future.

EAHM works in academic association with Ecole hôtelière de Lausanne and all programmes of study are fully accredited by the Ministry of Higher Education and Scientific Research in the United Arab Emirates, the Institute of Hospitality in the United Kingdom and THE-ICE (International Centre of Excellence in Tourism and Hospitality Education) in Australia. It is also a higher education member of the Council of International Schools (CIS).

The Professional Training & Development Department at EAHM has more than 17 years of success in providing expert advice, professional development and training solutions to the hospitality and tourism industry here in Dubai and internationally. Our Professional Development Programmes (PDPs) are highly rated by our clients and the consulting we have provided has helped shape many of the businesses in the market today.



UNITED ARAB
EMIRATES
MINISTRY OF
EDUCATION



Institute
of Hospitality
ACCREDITED



ACCREDITED MEMBER
International Centre
of Excellence in
Tourism and Hospitality
Education (THE-ICE)



Associated to member THE-ICE International of Excellence

Our Accreditations



The Art of Arabian Hospitality

1. The Emirates Academy of Hospitality Management
2. Campus Location
3. Study Tour Overview
4. Our Faculty
5. PHD Faculty led Lectures
6. Cultural Activities
7. Luxury Hotel Site Visits
8. Our Campus



1. The Emirates Academy of Hospitality Management



<https://www.youtube.com/user/emiratesacademy>

2. Unique Campus Location



3. Study Tour Overview

International Students and Faculty interested in discovering the Art of Arabian Hospitality and behind the scenes access to Uber Luxury Hotel Properties. Participants also attend a selection of PhD qualified faculty led lectures addressing business strategy and culture in the UAE and in Hospitality.

PHD FACULTY LED LECTURES

Leadership Workshop
Doing Business in the UAE
The Role of Tourism in the Economy
Risk Management in the Events Industry
Introduction to Jumeirah Group
Cultural Awareness Presentation
Change Management
Customer Service



CULTURAL ACTIVITIES

Arts, Heritage and City Tours
Sheikh Muhammed Cultural Center of Understanding
Dubai Mosque Tour
Private guided tour of Old Dubai or New Dubai
Saruq Al Hadid Museum
Dubai Museum
Dubai Mall visit
Mall of the Emirates visit
Abu Dhabi Tour
Grand Sheikh Zayed Mosque Tour, Abu Dhabi
Luxury Hotel Showaround and back of house (maximum of 3 properties)
EXPO2020 Site visit
Dubai World Trade Centre Site Visit



ADDITIONAL ACTIVITIES AVAILABLE

Wild Wadi Water Park
Desert Safari
Sea Plane
Dubai Parks and Resorts
Louvre Museum, Abu Dhabi
Ferrari World, Abu Dhabi
At the Top Burj Khalifa Observation Deck
The Frame, Dubai

4. Faculty at EAHM

- ❖ Recruited from around the world
- ❖ Extensive international industry experience
- ❖ Terminal academic degrees in their area of expertise

Specialists in:

- ❖ Hospitality education
- ❖ Cross cultural management
- ❖ Service industry research
- ❖ Business management
- ❖ International award winning culinary team



5. PhD Faculty Led Lectures (sample)



Five Star Customer Service – The Next Level

This interactive lecture is designed to help participants understand the importance of delivering consistently, high-quality, customer/guest service. Whatever the product or service, you must remember that the focus of the job is to "keep the customer happy". The lecture will also deal with the importance of team work and how to efficiently handle challenging and/or difficult customers.

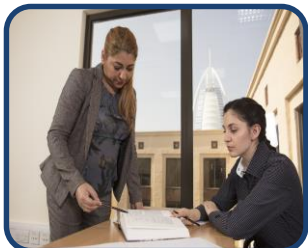
- Define: "Quality", "the Customer" and "Service"
- Understand the importance of every single customer interaction
- Understand and Apply a Quality Service Model
- Understand the Importance of Complaints and Learn how to Manage Them
- Understand the Importance of Teamwork and Become Better Team Members
- Design and develop their own WOW effect.



Doing Business in the UAE

Although western business culture has been embraced in the professional environment, the social and business cultures and expectations in the UAE may surprise and alienate an unprepared traveler. When planning a trip to the UAE, it is critical to familiarize yourself with the country's professional customs, culture and social expectations. Developing effective and appropriate communication is a key factor in the development of successful and productive business strategies and working relationships in the UAE.

- Introduction to Culture
- Culture Shock
- Types of Culture and strategies to manage different cultures
- UAE Economy and History
- Planning integration
- UAE Culture
- Cross Cultural Communication

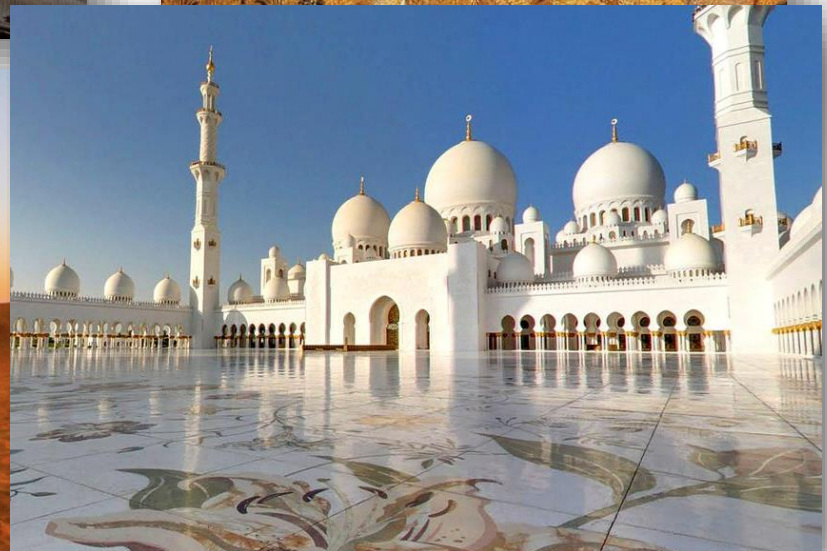
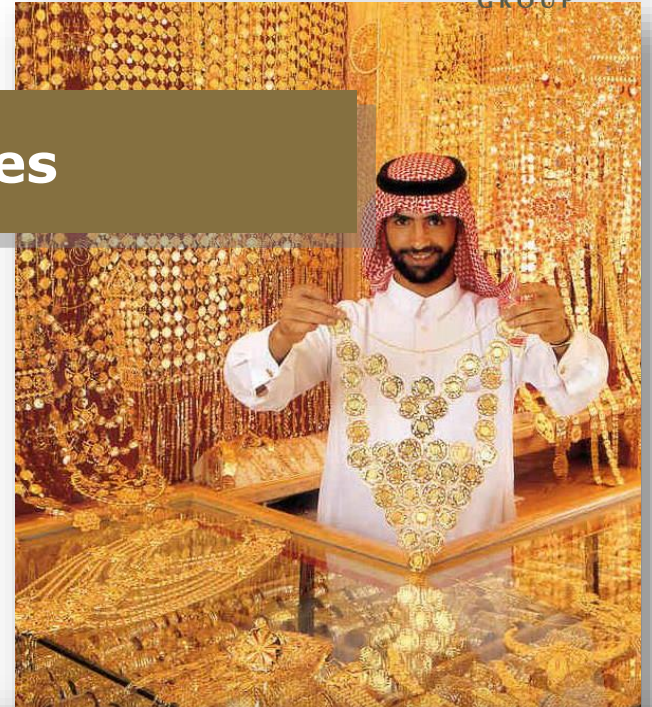


Leadership in Hospitality

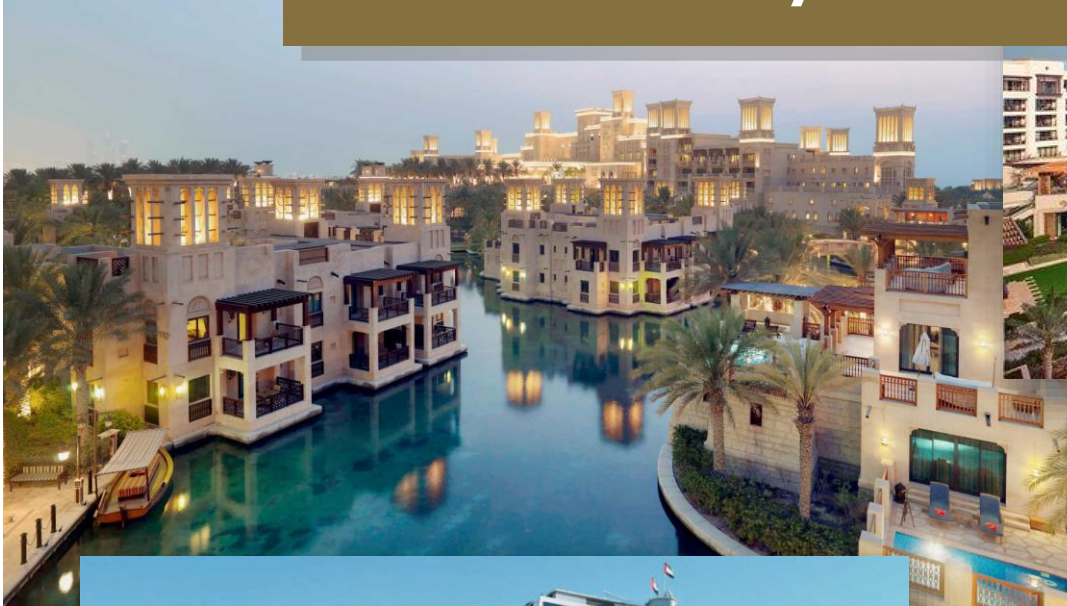
What makes a truly effective leader? We know that leaders are able to set strategy, goals, motivate, develop capabilities etc. But how do they achieve this? This course looks at the significant performance differences between good and exceptional leaders. Case studies from hospitality are utilized to examine different leadership styles and their effect on results. Emphasis is placed on emotional intelligence competencies and their development at an individual and business level. Strategies for initiating behavioral change are given.

- Implementing the Skills needed to Create a Climate for Success
- Use Effective Planning and Organization Skills
- Effectively use a Time Management System
- Inform, delegate, and motivate teams to achieve Objectives
- Use Effective Communication Skills
- Assessing Performance and Give Constructive Feedback
- Recognize and Manage Conflict

6. Cultural Activities



7. Luxury Hotel Site Visits



8. Our Campus



On-Campus Accommodation



Facilities



On-Campus Dining Options



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