



dct

كلية دبي للسياحة
Dubai College of Tourism

Dubai College of Tourism

**The 'Tricky Bits' of Curriculum Management During the Crisis:
internships/placements and practical classes**

THE-ICE Webinar 8

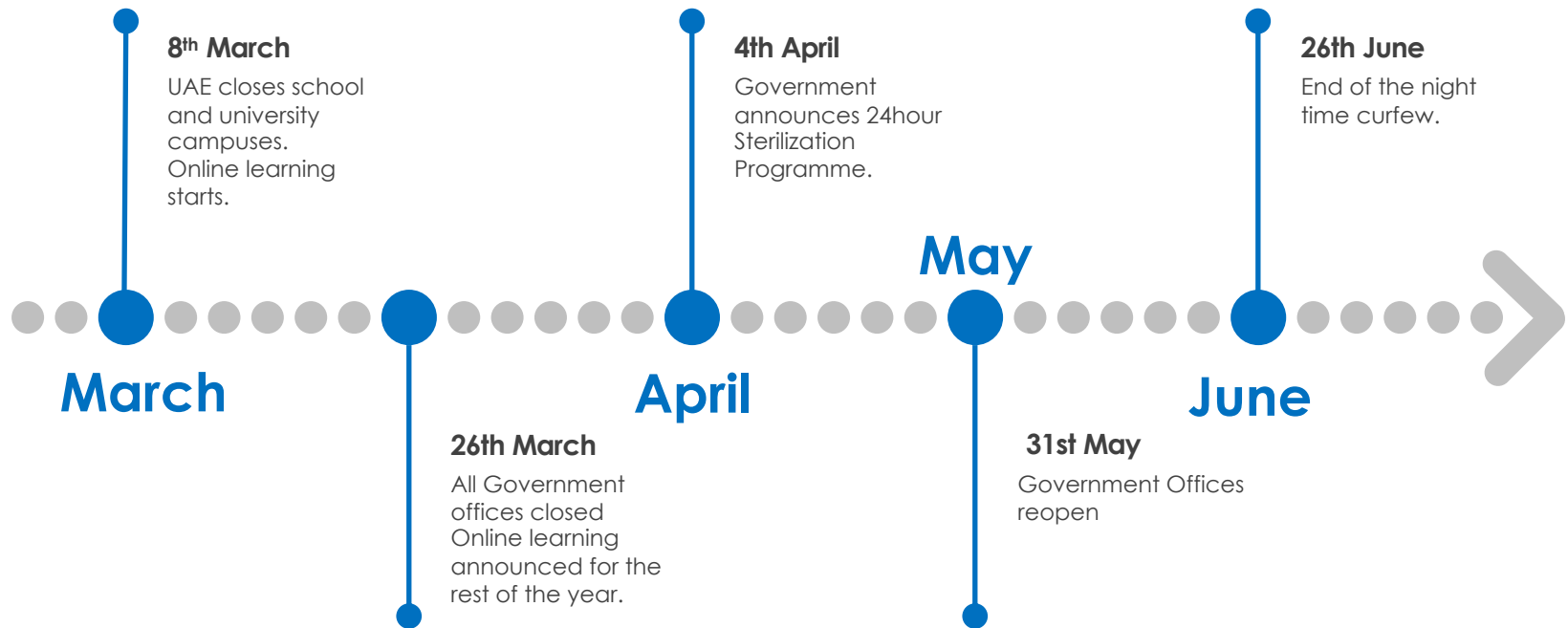
August 2020

Dubai College of Tourism Context

- Dubai College of Tourism (DCT) is a start up vocational college
- Established by Department of Tourism and Commerce Marketing (DTCM) in 2015 in line with the 2025 Dubai Tourism strategy, it aims to attract and train young 'Dubaians' to work in the Tourism related sectors
- The college has developed and launched Certificates and Diplomas in 5 key areas; Tourism, Hospitality, Events, Retail Business and Culinary Arts.
- The college took its first full cohort of students in September 2018.
- DCT follows a lean business model. Students shares a campus with DTCM and has a small full time team.
- Its programmes are affordable and focus on hands on practical learning.



COVID19 Precautions in Dubai



Short Term: Immediate Actions To Complete Term 2

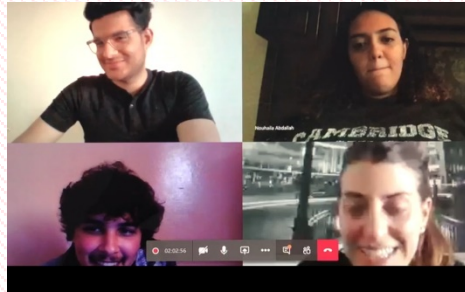
BASIC TECHNOLOGY



**WITHIN 48HOURS
INSTALL & TRAIN ALL
STAFF & STUDENTS IN
MICROSOFT TEAMS**

CONTINUATION OF LEARNING

CURRICULUM



**SWITCH OR ADJUST
MODULES**

APPROPRIATE MODULES

TRIAL NEW LEARNING APPROACHES

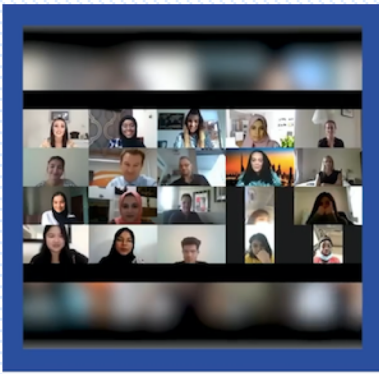


**TRIAL MORE
INNOVATIVE ONLINE
LEARNING
APPROACHES**

PLANNING FOR TERM 3

Medium Term: Planning and Delivering Term 3 Virtually

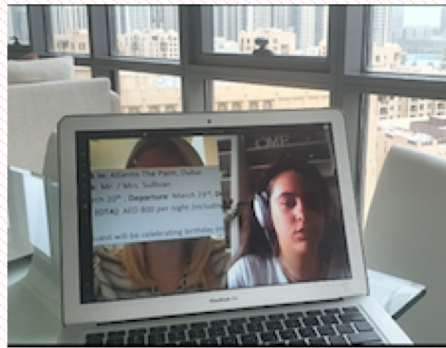
GROUP PROJECTS



**GROUP WORK WAS
POPULAR AND
SUCCESSFUL**

**CAPSTONE PROJECTS
ADJUSTED**

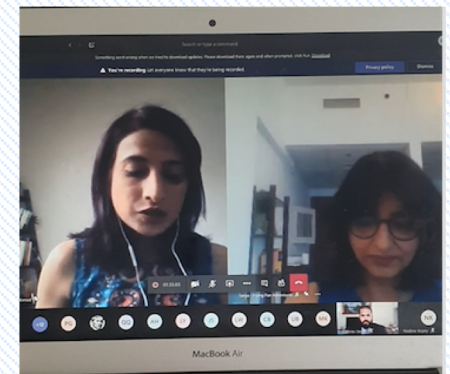
ASSESSMENTS



**PRESENTATIONS,
PROJECTS & ROLE PLAYS
NOT IMPACTED**

**PRACTICALS & TESTS
ADJUSTED**

SPEAKERS

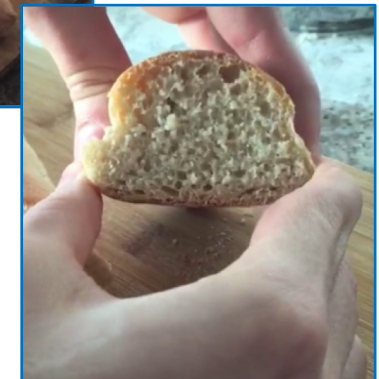
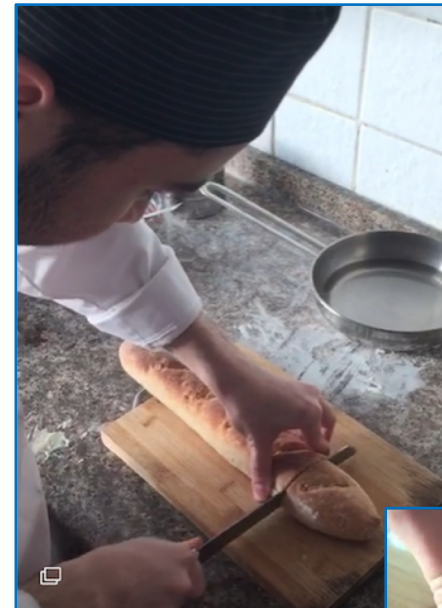
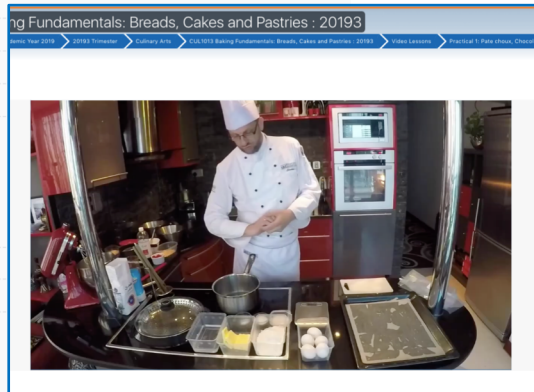


**EASY TO ORGANISE
GUEST SPEAKERS
WHICH INCREASED
ENGAGEMENT**

Medium Term: Culinary Arts

The screenshot shows a web browser interface for a Learning Management System (LMS). The URL is learn.dctlearn.ac.ae/course/view.php?id=298. The page title is "Practical Assignments". The assignments are listed as follows:

- Practical 1. 27 April**
 - Baked Cheesecake
 - Blue(Berry) Compote
 - Panna Cotta
 - Rasp(Berry Coulis)
- Practical 2. 29 April**
 - Chocolate Souffle
 - Sauce Anglaise
 - Crepe Suzette
 - Brandy Snap
- Practical 3. 4 May**
 - French Meringue Macarons
 - Raspberry Jam Butter
 - Italian Chocolate Macarons
 - Chocolate Ganache
- Practical 4. 6 May**
 - Chocolate Mousse
 - Toffee Chard
 - Rasp(Berry) Bavarois.
 - Butterscotch



1. Provided students with equipment and ingredients lists in advance and pre-recorded practical in chefs kitchen

2. In house production team edited the videos and then uploaded them to our LMS

3. Students photograph and video their cooking process and finished dish and upload on LMS

The Challenge of delivering Internships

Internships form a vital part of the vocational learning experience and are one of the key factors in students deciding to study at DCT.

No hotels were open, no events were taking place, malls were closed and tourists were not able to enter the UAE.

We were unsure when the situation would change.

Options/ Choices:

- 1) Postpone until the situation returns to normal
- 2) Try to place some students with companies virtually
- 3) Try to find virtual internships which still meet the learning outcomes

Internships: Leveraging Partnerships

- Leveraged our partnership with Hilton
- Gained support from Hilton leadership including:
 - Jochem-Jan Sleiffer President Middle East, Africa & Turkey,
 - William Costley Senior Vice President of Operations
 - Christian Gradnitzer Senior Director F&B Development, Openings & Operations MEA
- 5,500 properties globally and 24 in Dubai and a further 8 within the UAE



○ Jeff Strachan; ○ Olivia Turner; ○ Christian Gradnitzer; ○ William Costley

Monday, April 20, 2020 at 10:23

[Show Details](#)

CAUTION: This email is originated from outside the DTCM & SDG managed systems. Do not click links or open attachments from the sender and expect the content.

Jeff, Olivia,

I have launched the idea internally and we are enthusiastic about your proposal.

Christian is our head of F&B for my region and he will coordinate the resources for both projects. I have also copied William, our SVP operations for the region (and a Scotsman as well) who can assist if needed.

Thank you for giving us this opportunity to further extend our collaboration with your college!

Christian will give you a call asap.

Regards,

JJ

Hilton Internships Summary Video

CULINARY INTERNSHIP : Students worked with 4 Executive Chefs



Yannis Manikis
Executive Chef
Conrad Dubai



Luigi Vespero
Executive Chef
Waldorf Astoria DIFC



Steven Smalley
Executive Chef
Hilton Jumeirah



John Buenaventura
Executive Chef
Hilton Yas Island

“This has been a very valuable initiative for myself and I am sure the students, they have managed to still further their knowledge and experience through this very difficult time with the online format. Well done to the college to keep this program still moving forward when many would have just stopped, a pleasure to work with everyone on this project”

Steven Smalley

CULINARY INTERNSHIP: Students were tasked with weekly challenges

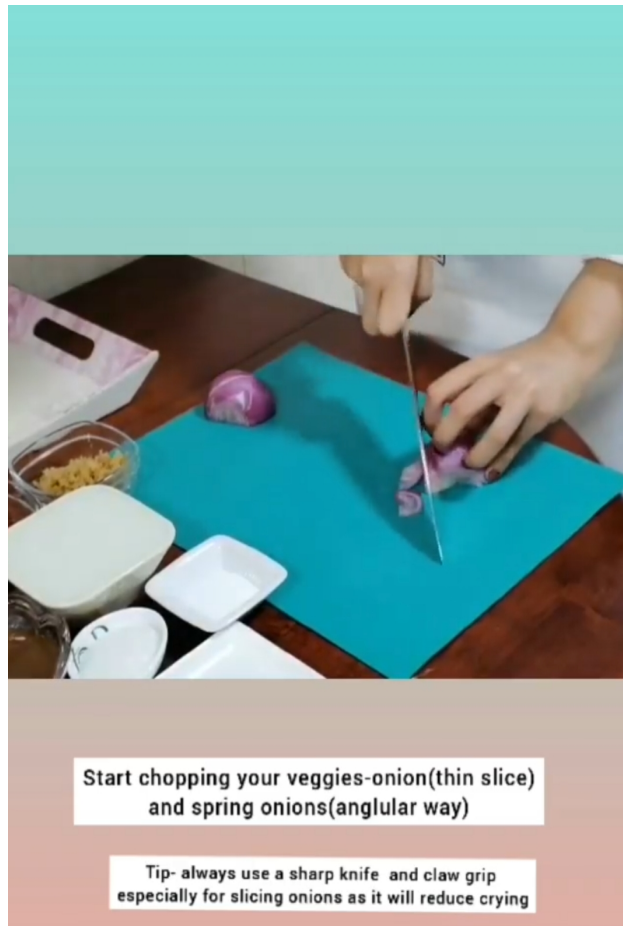
Sunday	<ul style="list-style-type: none">• Chef introduction• Set the weekly challenge• Demonstration/sharing some sample dishes in the chosen cuisine area• Students research their chosen dish and submit a workflow plan
Monday	<ul style="list-style-type: none">• Chef provides general and individual• Students to revise their plans and to begin practicing the dish.
Tuesday	<ul style="list-style-type: none">• Students to prepare a practice dish and submit photographs each step.
Wednesday	<ul style="list-style-type: none">• Chef provides general and individual• Students to create their final dish and film for YouTube/social media.
Thursday	<ul style="list-style-type: none">• Students edit footage and submit to chef along with a short reflection on their performance.• Chef to provide brief written feedback in a provided form

Challenges included:

- A regional Italian Dish
- A Korean Street Food Dish
- Thai Spring Rolls (prescribed)
- Paella Dish

CULINARY INTERNSHIP: Example of student work

“I really valued the internship, at first I did not think it would be serious, but once we started I noticed how much I learned in my internship and how much I improved each day”



HOSPITALITY INTERNSHIP: Students worked with 4 Hospitality Leaders



Mohamed Nazih
Director of Operations
Hilton Dubai Creek



Ashwin Bhat
Cluster Commercial
Director
Jumeirah & Creek
Hotels



Feryal Haddon
Cluster Director HR
Jumeirah & Creek
Hotels



Simon Bender
Director of Operations
Hilton Dubai Jumeirah

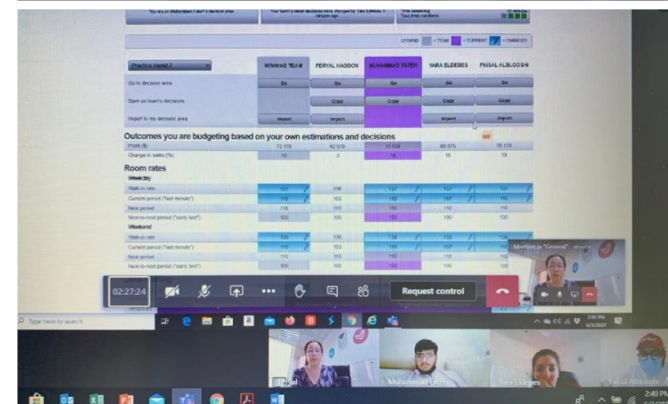
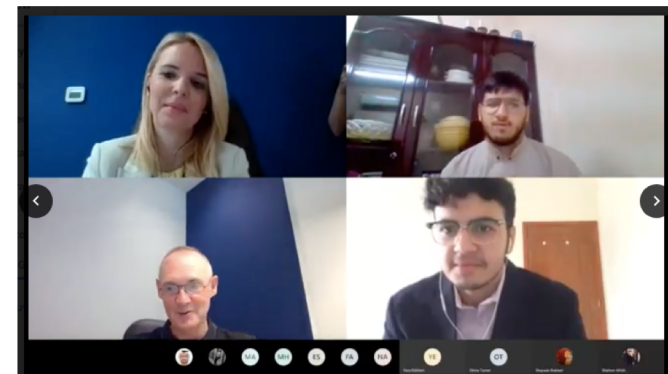
“The Hospitality virtual internship was to lead a hotel inclusive of all departments .This enabled students to be able to see the impact of their decision making on the hotel's top and bottom line, and improve their critical thinking. It a great tool provided by DCT for future hotel leaders”

Feryal Haddon

HOSPITALITY INTERNSHIP: Students were tasked with running their own virtual hotel

- Students used Cesim Hospitality - an interactive hospitality simulation game which focuses on running a hotel and a hotel restaurant. The simulation integrates concepts from various hospitality management related functions, including revenue management, sales channels, housekeeping, maintenance, staffing, and procurement.
- Students split into four teams of three. Each team assigned a 'leader' from Hilton.

Week 1	<ul style="list-style-type: none"> • Sunday & Monday: Hilton Team leads to discuss the simulation, expectations, strategy etc with their teams • Tues -Thurs: Play practice rounds. 2 meetings daily with team leads.
Week 2	<ul style="list-style-type: none"> • Carry out rounds of the simulation
Week 3	<ul style="list-style-type: none"> • Team leads will meet with teams twice a day • The students will be required to submit decisions by 4pm on each day.
Week 4	<ul style="list-style-type: none"> • Carry out reflection activities with students to ensure they take away maximum learning. • Students to present reflection presentation to Team Leads and DCT staff. • Hilton Team Leads to complete feedback form for each student.



TOURISM/RETAIL INTERNSHIP: Research and report on a strategy to attract visiting friends and relatives to Dubai

The brief:

As the lock down eases and travel starts up again there will be BIG changes in how, where and why people travel. Dubai Tourism is relooking at its strategy to get MORE tourist to come to Dubai (ensuring their safety) and to encourage them to SPEND more (bigger basket).

Students worked in 4 groups and were given an area to focus on 1) Platforms 2) Target Audience 3) Communication and Messaging 4) Incentive and Reward. They undertook extensive research, compiled recommendations and collaboration.



“Working with DCT and their students was a pleasure. The interns were polite, engaged and eager to learn. Overall it was a smooth and enjoyable experience that DCT managed very well considering the need to shift from in-person to virtual internships.”

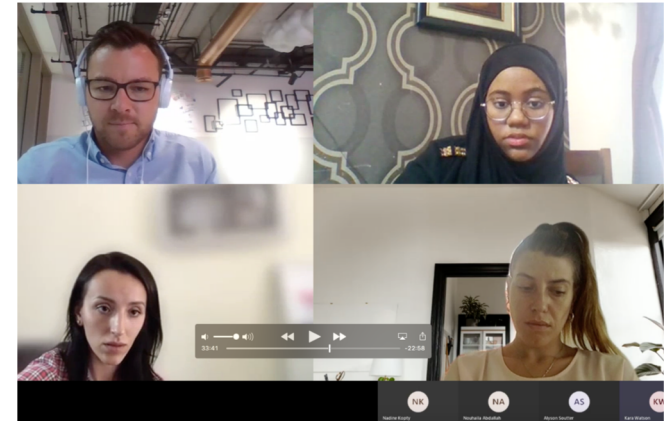
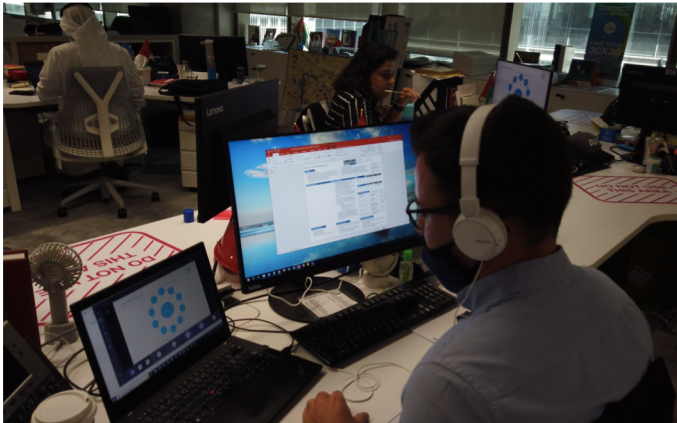
Zeina Rifai

BTO Manager - Dubai Tourism

EVENT INTERNSHIP: Development of new concepts for Dubai Fitness Challenge

The brief:

Dubai Fitness Challenge in 2020 will be considerably different from previous years due to the current global situation and rapid development of all things digital. You are asked to develop a new concept for DFC that is creative, innovative and addresses the current global (and local) situation. The concept needs to consider global relevance and key to success is to earn Dubai global PR through the proposed initiative (i.e. how can we get the whole world to talk about DFC)



"The DCT interns brought new ideas and concepts to our team which were creative, realistic and relevant to the current situation. Their perspectives triggered new ideas which will be implemented in real life events later on this year."

Kara Watson, Director Lifestyle Events - Dubai Tourism