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THE-ICE 16th IPOE Forum 2023

Panel 3: Evolving Technology, Robots, and Generative AI VS the Human Touch

Mr Jeff Strachan

Business Development Director, Dubai College of Tourism, United Arab Emirates



In September 2015, Jeff Strachan, joined the Dubai College of Tourism, a unique initiative from Dubai Department of Economy & Tourism, designed as the conduit to bring the Dubai brand to life through a number of grassroots human capital enablement initiatives including the online self-paced learning platforms Dubai Way and Dubai Expert and the campus based vocational curriculum including Tourism, Hospitality, Events, Retail Business and Culinary Arts. The platforms created by Dubai College of Tourism have now welcomed over 100,000 students.

Prior to this, Jeff had a sixteen-year career with Marriott International, where he was Vice President, Sales and Marketing, Middle East and Africa, responsible for then portfolio of 41 hotels across six brands. From 2005, Jeff was integral in the significant expansion of the Marriott portfolio across Middle East and Africa.

In 2013 Jeff became the owner of Siem Reap, based boutique hotel, Maison557 taking the hotel to #1 on the trip advisor rankings and consistently ranked among the top ten in Asia. He is also a shareholder in Ayana Journeys, an ethical and responsible tour operator, based in Cambodia. Jeff has written a number of future looking whitepapers for Phocuswright and the oft-cited Future of Travel in the GCC report, commissioned for Amadeus.

A Graduate of West of Scotland College, University of Liverpool and Open University (UK) with a Masters in Online and Distance Education, Jeff worked in Spain, London and Manchester before relocating to Dubai in 2000. Jeff is tremendously enthusiastic and excited with the work and development of Dubai College of Tourism and the impact it will make within the Emirate.