

A NOTE FROM THE MANAGING DIRECTOR

Looking back over the years since the Academy opened its doors in 2001, I can proudly affirm that we are well advanced in achieving our mission “To be a world leader in facilitating university-level learning in the field of hospitality and tourism management.”

The Academy now has over 300 undergraduate students from 50 countries, increasing to over 400 very soon. I am pleased to report that our graduates have successfully secured employment with the leading regional and international hospitality and tourism companies.



As a direct consequence of our success, we recently opened a new building, tripling our academic facilities and re-confirming our status as a leader in modern technology.

The Academy is part of Jumeirah, which operates some of the world’s most exceptional properties. This, combined with our unique academic association with Ecole hôtelière de Lausanne and our location in Dubai, the fastest growing hospitality, travel and tourism destination in the world, provides our students with an unrivalled advantage.

I invite you to embark on your path to academic and professional excellence with us at The Emirates Academy of Hospitality Management!

Ron Hilvert,
Managing Director

The Tourism and Hospitality Industry

The hotel, travel and tourism sector is one of the largest and most dynamic industries of today's global economy. By the end of 2010 travel and tourism will account for 11.3% of global GDP, and more than 234 million jobs.

Dubai, as the world's fastest growing hospitality, travel and tourism destination, shares significantly in this success. In 2006, international tourist arrivals grew by over 8%; Dubai had over 400 operating hotels; 40,000 available hotel rooms; and 5.4 million hotel guests staying in excess of 14 million hotel guest nights; all generating over AED 9.7 billion in revenue.

Dubai is projecting more than 15 million visitor arrivals and 460,000 tourism jobs by 2015. To meet this demand over 106,500 new hotel rooms are being developed, together with a vast array of inspirational new

mega-projects, such as Dubailand, the Burj Dubai Tower and the Palm Islands, all guaranteed to attract even more business and leisure travellers.

The Emirates Academy of Hospitality Management is located in this unique city which is now firmly recognised as a high quality destination for the business and leisure traveller alike. Dubai is home to the world class Jumeirah Group, and most of the world's best known hospitality chains are represented in the Emirate. All combined, this provides a wealth of worldwide exciting career opportunities for graduates from The Emirates Academy of Hospitality Management.



JUMEIRAH

Jumeirah properties are regarded as among the most luxurious and innovative in the world and have won numerous international travel and tourism awards. The fast growing Dubai based luxury international hospitality management group encompasses the world renowned Burj Al Arab, the world's most luxurious hotel, the multi-award winning Jumeirah Beach Hotel, Jumeirah Emirates Towers, Madinat Jumeirah and Jumeirah Bab Al Shams Desert Resort & Spa in Dubai, Jumeirah Carlton Tower and Jumeirah Lowndes Hotel in London and Jumeirah Essex House on Central Park South in New York.

The group's activities are however, not restricted to hotel and resort management. The Jumeirah Group portfolio also includes Wild Wadi, regarded as one of the premier water parks outside of North America and The Emirates Academy of Hospitality Management, the region's only third level academic institution specialising in the hospitality and tourism sectors.

Building on this success, Jumeirah Group became a member of Dubai Holding in 2004, a collection of leading Dubai based businesses and projects, in a step that aims to initiate a new phase of growth and development for the group.

Jumeirah's ambitious expansion plans to grow its portfolio of luxury hotels and resorts worldwide to 62 by 2012 are well underway with projects currently under development in Dubai, Abu Dhabi, Aqaba, Doha, Phuket, Shanghai, Bermuda and London.

As part of Jumeirah, The Emirates Academy of Hospitality Management is integral to a group destined to be a world leader in hospitality services. The backing of this prestigious group ensures that the Academy's graduates will be introduced to top hospitality and tourism companies. Another substantial benefit of this association is that the proximity of the group's hotels to The Emirates Academy of Hospitality Management facilitates live operational exposure and provides students with the opportunity to work in Jumeirah's properties throughout their academic programme.



IT at the Academy

At The Emirates Academy of Hospitality Management, emphasis is placed on training students in the practical applications of information technology within a tourism and hospitality environment. From day one, the Academy's students are exposed to the latest IT systems to be found in the world's finest tourism and hospitality organisations. Whether it is an accounting system in a financial management class or a point-of-sales system in a food service practicum, IT is integrated into all courses.

The Academy boasts a wide range of IT facilities and services that are freely available to all students. For instance, while on campus in Dubai or during their internships around the world, students can always be reached on their virtual phone and fax numbers. They also have a single ID card that provides them with access to their dormitories as well as to other student areas on campus.

Every student is provided with a laptop which is connected through a broadband wireless network covering most of the campus, including the student dormitories, pool area and clubhouse. Using their laptops, students can access their email, check class schedules, keep updated on the latest announcements and browse through the library's electronic resources.

Since its opening in 2001, the Academy has been a technology showcase for the hospitality industry. The Emirates Academy of Hospitality Management was the first entity outside the US to implement a wireless point-of-sale system from market leader InfoGenesis. It was also the first educational institute in the world to use SharePoint Portal Server, Microsoft's Intranet portal and document management solution.



CAMPUS LIFE



The Emirates Academy of Hospitality Management has been meticulously planned to fulfil the exacting requirements of hospitality management education. The Academy's campus provides students with a safe, comfortable and dynamic environment conducive to learning, hard work and stimulating interaction. From high-speed wireless computer networks and internet access, to extensive sports facilities, the campus offers students everything they need to grow professionally and personally.

Accommodation

Students live in superbly appointed individual accommodation built specifically for this purpose. Every studio, with its own kitchen and bathroom, has internet access and is furnished to very high standards. Communal areas encourage a relaxed and informal atmosphere – a place to share ideas and enjoy time out.

Sports and leisure

Sports and leisure facilities are shared with management employees of Jumeirah, offering students the opportunity to interact with industry professionals on a daily basis. A clubhouse and comprehensive sports and leisure facilities, including a swimming pool, gym, volleyball court and tennis courts, are available on campus. In addition, public beaches are within walking distance of the campus. The numerous sporting clubs and associations in Dubai offer students an opportunity to participate in a wide range of sporting activities off campus too.

DUBAI



As one of the seven emirates comprising the United Arab Emirates, Dubai is located on the southern shore of the Arabian Gulf. It has a sub-tropical climate, with sunny days all year round and almost no rain. In Dubai you can enjoy a sophisticated urban lifestyle and still be within easy access of sandy beaches and secluded desert getaways. Contemporary high-rise buildings stand side-by-side with traditional souks and everywhere you can feel the energy that above all epitomises Dubai.

Unlimited opportunities

In recent years Dubai has witnessed tremendous growth, particularly in the hospitality, travel and tourism sectors. It is now firmly established as a high quality destination for business and leisure travelers alike. In addition to Jumeirah, most of the world's best-known hotel and restaurant chains are established in Dubai, and welcome talented graduates from the Academy.

The social scene

Dubai's diverse dining options, abundant recreational facilities and extensive shopping selection, make it an exciting and vibrant city for both residents and visitors. Add to that Dubai's safety record (voted by Interpol as the safest destination in the world for four years running) and there is no better living choice. Dubai offers literally thousands of restaurants, bars and venues to suit all tastes and budgets. Also renowned as a shopper's paradise, Dubai offers numerous shopping opportunities ranging from traditional souks to world-class shopping malls.

Sports and leisure

Dubai offers some of the finest sports and leisure facilities in the world. From deep-sea fishing to ice-skating and from golf to sand-skiing, Dubai is ideal for those seeking an active life. If the weather is too hot outside, you can even enjoy snow skiing in the world's largest indoor ski resort. For water sports buffs, conditions in the Gulf are perfect for sailing, windsurfing, water-skiing, scuba diving and deep-sea fishing trips. Dubai is the pioneer of golf in the Middle East, with championship standard golf courses to challenge the skills of even most experienced players. Other sporting activities available are flying, horse riding, shooting and archery, go-karting, cycling, ice-skating and ten-pin bowling. Dubai's deserts also offer countless off-road activities, including dune bashing, sand-skiing, sand-surfing and mountain climbing.



ACADEMIC PROGRAMMES

The Emirates Academy offers a range of programmes of study. Whilst these are all business qualifications, they are also highly focused on the modern hospitality industry, equipping students for outstanding careers in today's industry.

Bachelor of Science Degree (with Honours) in International Hospitality Management

The Honours degree is the highest level of undergraduate qualification that any student can obtain. An Honours degree enables students to pre-qualify for entry onto a range of post graduate Masters Degrees and other post-graduate programmes.

This four year programme is designed to develop both competence in the operational management of hotels and academic ability in the discipline of management. The programme includes a quality assured and assessed five month internship that provides students with valuable work experience, and the opportunity to spend one academic year at the world renowned Ecole hôtelière de Lausanne in Switzerland.

Graduates from this programme are expected to rapidly climb through the management structure of hotel companies to be the leading senior professional of the future. Other graduates may choose to study specialist post-graduate courses in specific disciplines such as human resource management, marketing, finance or law.

Associate Degree in International Hospitality Operations

This is a two year programme of study that prepares graduates for supervisory positions in the hospitality industry. This programme may be studied on a part time basis. Graduates from this programme may opt to continue their studies to Honours level.

Post Graduate Programmes

The Emirates Academy is committed to developing a Masters Degree in International Hotel Management starting in 2009.

Study Abroad Programmes

Each year a small number of students from selected and reputable hospitality colleges are given the opportunity to join The Emirates Academy for one or two semesters. Whilst The Emirates Academy does not formally present these students with an award, they are given a full transcript showing the courses taken and a Certificate of their Achievements.

Language Centre

The Emirates Academy of Hospitality Management is the first to offer language courses specifically aimed at the Hospitality and Service industries. Our native-speaking instructors will teach you how to communicate in the language of your guests.



ECOLE HÔTELIÈRE DE LAUSANNE

The Emirates Academy of Hospitality Management is proud to have an academic association with Ecole hôtelière de Lausanne, the world's first hotel school. BSc students of The Emirates Academy of Hospitality Management have the option of spending two semesters in Switzerland, on the campus of this prestigious school.

Since the school was established in 1893, the name 'Lausanne' has come to be synonymous in the hospitality industry with excellence, managerial rigour, attention to detail and devotion to high standards. A lot is demanded of students, not only in terms of their intellectual capacity, but also their willingness to work hard, their leadership potential and their openness

to new cultures, ideas and philosophies. Studying at Lausanne provides an opportunity to experience a truly unique environment, full of motivated and motivating students.

Switzerland has a well-established reputation as both a world leader in hospitality education and as an outstanding place in which to combine learning with an unsurpassed lifestyle. Lausanne is located in the centre of Switzerland's Riviera- a quintessentially Swiss town within a spectacular environment. Study is of course demanding at the Ecole hôtelière de Lausanne, but social and sporting pursuits are encouraged as integral to a student's preparation for a career in the hospitality business.



"Running a hotel, a restaurant or a company working in hospitality management is no simple matter. It is both highly complex and extremely challenging, and requires not only a wide range of professional and operational skills, but also the ability to lead a team in a constantly changing environment."

Mr. Ruud Reuland, General Director, Ecole hôtelière de Lausanne

APPLYING TO THE ACADEMY

In order to ensure a world-class educational experience, The Emirates Academy of Hospitality Management has adopted specific entry criteria. While the Academy's application process is simple and convenient, it guarantees that only students whose profiles match our exacting requirements are selected. The two stages of the application process include the assessment of documentation followed by a personal interview.

The following is a checklist of all the documents and materials needed for your application:

- A completed application form (enclosed)
- Official transcripts from the school(s) you have attended during the last three years and a copy of the final diploma(s) received
- An evaluation form completed by one of your teachers, in a sealed envelope
- Your personal essay (see application form)
- Medical certificate attesting to your state of health and ability to follow practical sessions
- Copy of your certificates / diplomas and official test results attesting to your knowledge of English (e.g. TOEFL or IELTS), if applicable
- Copy of employment certificates (if available)
- Copy of any academic awards or honours
- Two recent passport-type photographs

The personal interview

The second stage of the application process involves a personal interview with representatives from the academic team at the Academy. This interview will normally be conducted at the Academy, or at another location agreed with the applicant. The interview lasts approximately 1 hour. The purpose of this interview is to explore the applicant's motivations and capabilities for a successful career in today's international hotel and tourism industry.

For detailed information on our application process, please visit www.emiratesacademy.edu

