EMIRATES AIRLINES

Staff Career Development Support in the Private Sector

Background

While most organisations offer training to their employees partly to build their morale and motivate them to stay, Emirates Airlines offer their flight attendants the opportunity to develop new skills that build their confidence to become independent when they leave the company. Emirates Airlines has adopted the ICDL programme for their air cabin crew staff to empower them with essential skills to diversify their competence and enhance their job prospects when they exit Emirates Airlines.

Originally, the career of a flight attendant was for young women who were required to quit once they became married, pregnant or reached the age of 30. Now the job is open to men and women of all ages. Prior height, weight, and age requirements have been relaxed. However, flight assignments remain stressful due to the physical and mental duties associated with the job, let alone the overnight stays away from home. That's why airlines around the world expect high turnover among flight attendants and why there is a constant demand for new staff.

In 2008, Emirates Airlines, therefore, sought to engage with the ICDL programme as a solution for those air hosts and hostesses that leave the airline business without skills that are suitable for the on-the-ground job market, with the aim of making it easier to attract capable staff into the industry if they know they will be supported with transferable skills when they come to leave.

Description and Delivery Details

As a result, Emirates Aviation College - Aerospace & Academic Studies - has endorsed the ICDL programme as the ICT competency standard for its students and staff. This move made Emirates Airlines the region's first airline to have an in-house ICDL-approved training centre.

Emirates Aviation College's state-of-the-art in-house training centre is an approved ICDL training and testing centre to provide training and testing in accordance with the ICDL syllabus and international standards. It is from here that the ICDL training and testing for a large volume of staff takes place.

Emirates Airline was ranked as the Middle East's largest carrier and the 7th largest in the world in 2008, based on international passenger traffic. Emirates Airlines is a fast-growing international airline with one of the youngest fleets in the sky and more than 400 awards for excellence worldwide. Emirates Airlines flies to more than 100 destinations in over 60 countries and has more than 10,000 cabin crew staff. It has been fundamental in establishing Dubai as the Middle East's commercial centre and aviation hub. It operates nearly 700 flights per week across six continents from its base at Dubai International airport, which has the capacity to handle 70 million passengers per year.

Impact

The investment by Emirates Aviation College in the ICDL programme represents an industry-leading approach to staff recruitment, looking beyond the immediate return on investment for staff training and considering the long term needs of new recruits even after they have left the company.

This demonstrates a commitment to skills development that looks outside narrow job-related boundaries and takes account of the bigger picture in terms of employee welfare.

Mohammed Al Budoor, Vice Chancellor, Emirates Aviation College, said:

"Since its establishment, the college has expanded and diversified to offer an extensive range of educational opportunities designed to give students a strong foundation for success in their career pathways. As Emirates Airlines continues to reach new heights in service and efficiency, we need to respond by empowering all our students with the necessary skills to enable them to deal with the challenges of today's rapidly changing world. We consider that the ICDL global standard for IT competency is key to achieving this."