

## DUBAI COLLEGE OF TOURISM OFFERS HIGH SCHOOL GRADUATES RANGE OF CAREER CHOICES FOR FUTURE SUCCESS

*Admissions still open for September 2018 intake at government-backed vocational training college*

**Dubai, UAE; 14 August 2018:** With GCSEs and A-Level examination results due to be released shortly, high school leavers across Dubai will be focused on taking the next steps towards their future careers. The pressures of decision-making can often pose a dilemma for young people who want to continue their studies but do not wish to take the traditional academic routes – and it is important to remind students that there are alternative pathways to success.



This year, Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) is providing various options for students with its innovative programme of vocational education offered at its Dubai College of Tourism (DCT), that was established to lay the groundwork for talented Emiratis and expatriate residents in the UAE to join the city's rapidly evolving tourist-facing workforce. The College will commence its range of courses on 9 September 2018 and admissions for the new intake are still open.

The vocational courses offered by DCT have been designed to bridge the gap between hands-on training and a conventional university degree, preparing students for exciting and rewarding career opportunities. DCT's courses are focused around five core programme areas – Tourism, Events, Hospitality, Retail and Culinary Arts – and will help young people learn from established professionals in the industry. The programmes also include internships in the industry to provide students with valuable real-world skills and practical applications.

**Essa Bin Hadher, General Manager of DCT** said: “Students are often faced with grave academic pressures during this nerve-wracking period around results day, with some often finding themselves in a predicament about the future of their careers. As such, it is crucial to remember that there is no right way or shortcut to success – especially in Dubai's fast-paced tourism and hospitality industries. Dubai College of Tourism is committed to helping students develop their practical skills, industry talents and self-confidence by supporting and empowering young talent. This forms the basis of our practical courses and active industry collaborations, both aimed at providing students with a transformational educational experience that is tailored to meet the needs of future employers. We are committed to offering the highest quality training packages, delivered within a friendly and proactive environment. Whether it is through hands-on training and development throughout the duration of the programmes, industry-specific insights provided by our expert teaching staff, or our academic scholarship programmes, all DCT courses allow successful graduates to excel in the workplace.

DCT has recently partnered with the Dubai Gold and Jewellery Group, who are offering fully-funded scholarships for up to 20 students. These scholarships are being offered only to Emiratis and expatriate residents in the UAE.

This scholarship opportunity is on offer for candidates applying for DCT's Certificate of Retail course and will cover the total tuition costs throughout the year. Successful candidates will also be able to apply for

exciting career opportunities within the DGJG network upon completion of the course, allowing students to enter the workforce with practical experience and valuable industry connections.

DCT is also holding a series of Open Days during the summer months to help prospective students and their parents discover the DCT environment, the various courses on offer, and how a qualification from the college can help students forge an exciting and sustainable career in Dubai's booming tourism industry. At the Open Days held every Saturday, attendees can also find out about the college's teaching philosophy, its focus on vocational education, an introduction to the college's facilities, and the opportunity to interact with DCT's academic team. For those who cannot attend the Open Days, the college also offers the option of personal tours and briefing sessions for students and parents at a time that is convenient to them. The Open Days will take place from 2:00pm to 5:30pm at One Central, Building C2 Ground Floor.

To be a part of the September 2018 intake, apply for scholarships and to view the college's prospectus, visit [www.dct.ac.ae](http://www.dct.ac.ae).

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### **About Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism)**

With the ultimate vision of positioning Dubai as the world's leading tourism destination and commercial hub, Dubai Tourism's mission is to increase the awareness of Dubai among global audiences and to attract tourists and inward investment into the emirate. Dubai Tourism is the principal authority for the planning, supervision, development and marketing of Dubai's tourism sector. It markets and promotes the Emirate's commerce sector, and is responsible for the licensing and classification of all tourism services, including hotels, tour operators and travel agents. Brands and departments within the Dubai Tourism portfolio include Dubai Business Events, Dubai Calendar, Dubai Festivals and Retail Establishment, and Dubai College of Tourism.

### **About Dubai College of Tourism (DCT)**

DCT runs the first-of-its-kind multi-disciplinary educational platform in the region. The College provides foundation, certificate and diploma courses in tourism, hospitality, retail, events and culinary arts through the TVET accreditation framework. DCT aims to be recognised as the premier vocational institution in the region with its courses bridging the gap between in-house training and a full bachelor's degree, ensuring a steady stream of highly trained tourism professionals for the city. The college is also responsible for delivering fundamental programmes specifically designed for those working within the tourism industry,

such as 'Dubai Way' (for tourist-facing staff in Dubai) and 'Dubai Expert' (an interactive online training tool for international travel agents).

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