

## DUBAI COLLEGE OF TOURISM ANNOUNCES ACCELERATOR COURSE FOR JANUARY 2019 INTAKE

- **A fast-track Certificate in Tourism course provides students with a fast paced pathway to success**
- **Flexible learning options allow students to progress to an Applied Bachelor's degree in just two and a half years**

**Dubai, UAE, 11 December 2018:** Dubai College of Tourism (DCT), part of Dubai's Department of Tourism & Commerce Marketing (Dubai Tourism), is now accepting intakes for a fast-track Certificate in Tourism programme. Running from January to August 2019, the course will be conducted at an accelerated pace to allow students to earn an accredited Certificate in as little as eight months. The course is recognised by the Knowledge and Human Development Authority (KHDA) as a Level 4 Certification under the Authority's General Education Qualification framework. On completion of the Tourism Certificate, students will commence onto a month-long internship programme in August with a leading industry stakeholder, following which, they will be able to progress to the Diploma programme by September 2019.



Taught by highly respected industry professionals, DCT is a vocational education college that is accredited by KHDA allowing students to gain both academic knowledge and on-the-job experience. Moving away from the traditional academic university programmes, the college provides a hands-on approach that is unrivaled within the industry – from collaborative initiatives with industry partners to immersive site visits,

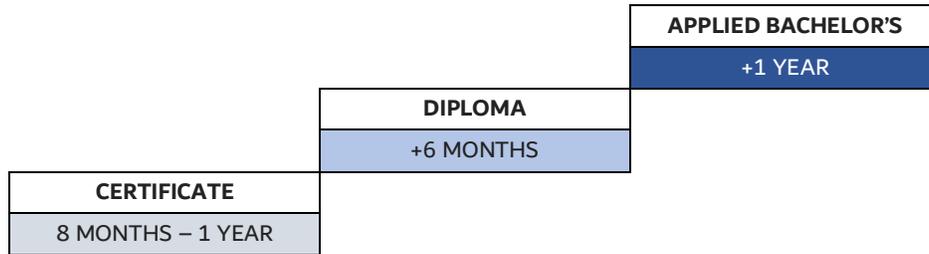
year-round guest lectures, and DCT's active internship programme which has been specifically designed to ensure students excel once they enter the industry.

### **Dubai College of Tourism's route for progression**

DCT's educational programmes offer skills-based training across five core disciplines: Retail, Tourism, Hospitality, Culinary Arts and Events, with each certificate course running for a period of one year (or for eight months with the fast-track Certificate in Tourism programme). After successfully completing their first year, graduates receive a Certificate endorsing their achievement, before they transition into the workforce. Students who wish to continue with their education have the opportunity to extend their time at the College, subject to meeting progression requirements. These include receiving an average cumulative grade score of a merit or above overall for the year, maintaining excellent attendance with a record of more than 90%, and a track record of good behaviour throughout the year.



Upon successful completion, students can then work towards their Diploma, an additional six-month course. This involves more intensive study, practical-based experiential learning and increased interaction with industry professionals. Upon completion of the Diploma programme, students are then qualified to apply for the Applied Bachelor's degree. Studying towards this final qualification will take an additional year. Students studying at DCT have the opportunity to attain an Applied Bachelor's degree over the period of just two and a half years, for a much lower cost than traditional universities.



In addition to industry support and collaboration, DCT focuses on the future careers of its students by helping them build résumés with relevant work experience and empowering them to expand their network of industry contacts. To do this, the College provides a specialised curriculum approved by an Advisory Council made up of industry experts, alongside personalised mentoring session from Career Planning advisors. This ensures all programmes are truly relevant to today's market and the industry's future employment requirements.

For more information on courses, course fees and to apply for DCT's upcoming intakes, visit <https://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, and Dubai Festivals and Retail Establishment.

#### **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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