

## DUBAI COLLEGE OF TOURISM OPENS DOORS TO ITS NEW STUDENT CAMPUS

*The college is located within the new Dubai Tourism headquarters, benefitting from the diverse and cosmopolitan surroundings of the Dubai World Trade Centre*

**Dubai, UAE 6 March 2019:** Dubai College of Tourism (DCT), an institution established by Dubai's Department of Tourism & Commerce Marketing (Dubai Tourism), has successfully opened the doors to a brand new, purpose-built college facility at Dubai Tourism's headquarters, located in One Central, in the dynamic Dubai World Trade Centre area. Fostering a vibrant and social learning environment, the unique location provides students with tangible proximity to the industry while introducing them to the everyday practices of their chosen career. The new site is located between the Dubai International Convention and Exhibition Centre and Emirates Towers, with easy access to the Dubai World Trade Centre Metro station.



The premises will cater to students studying towards their Certificate, Diploma and Applied Bachelors programmes across five core disciplines: Retail, Tourism, Hospitality, Culinary Arts and Events. With

the capacity to accommodate up to 150 students, the capped class sizes ensure the students benefit from the interactive and practical focus of a vocational education.

The facilities offer a contemporary, urban design, with an innovative learning environment that offers students spacious study spaces, a multi-purpose auditorium, a dedicated student lounge, diverse study spaces, and various break-out zones. In addition, Culinary Arts students will enjoy access to state-of-the-art kitchen facilities to conduct their practical sessions with selected leading industry partners. With easy accessibility to a number of nearby leisure facilities such as cafés, restaurants, convenience stores and several shops, all within walking distance, the site allows students to relish in a cosmopolitan campus life.



Commenting on the launch of the new college, **Essa Bin Hadher, General Manager of DCT** said: “Fostering and nurturing educational development in a professional environment has long been a key focus for the Dubai College of Tourism, guiding our continued efforts to invest in empowering our students to succeed within today’s fast-paced tourism industry. We are therefore delighted to announce the launch of our new campus, designed with the aim of providing a modern and holistic educational environment catered towards the emerging talent of our city, and meeting the growing student demand. These premises feature several state-of-the-art academic facilities that are essential to creating an atmosphere conducive to learning and cultivating a sense of belonging among our students.”



DCT is a vocational education college that is accredited by the Knowledge & Human Development Authority (KHDA), allowing students to gain both academic knowledge and on-the-job experience. With a specially curated curriculum that meets the needs of both students and future employers, DCT courses move away from the traditional academic university programmes to provide a hands-on approach that is unrivalled 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.



For more information, please 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, 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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