

# Dubai College of Tourism announces collaborative partnership with Liverpool John Moores university

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Dubai College of

Dubai College of Tourism (DCT), part of Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism) has announced a collaborative partnership with Liverpool John Moores University (LJMU), one of the oldest and largest higher education institutions in the United Kingdom, further enhancing the DCT proposition to provide its students multiple pathways to success through a diversity of world-class academic offerings.

The partnership began with the signing of a Memorandum of Understanding (MOU) between the two institutions. The MOU was signed virtually by both parties, with Dubai College of Tourism represented by General Manager, Essa Bin Hadher and Professor Ian G Campbell, Vice Chancellor and Chief Executive from Liverpool John Moores University.

Progression to the degree programme highlights the flexible learning options that DCT students can avail of across five core specialisations - **Tourism, Retail Business, Culinary Arts, Hospitality and Events**. The MOU paves the way for DCT students meeting the required GPA requirements to progressively complete a three-year programme of studies that starts at Certificate level leading to a Diploma and eventually a BA(Hons). It also reflects DCT's commitment to develop a workforce of skilled young professionals, both Emiratis and expatriates, which will set the bar for service consistency and professional excellence across the tourism industry, ensuring the delivery of an exceptional experience to every visitor at every tourism touchpoint in Dubai.

Under the collaborative partnership, DCT will become the training provider of LJMU, allowing graduates of DCT's diploma programmes that maintain a sufficient GPA score to continue to obtain a 'top-up degree', as a student of LJMU and graduating with a BA (Hons) from a renowned and highly accredited UK institution. DCT and LJMU will jointly develop the curriculum for degree programmes that allow students to acquire one of the following: BA (Hons) Events Management; BA (Hons) International Tourism Management; BA (Hons) Retail Business Management and BA (Hons) on Culinary Management. The current batch of students who are following Diploma courses at DCT will be the first to get an opportunity to enrol for the degree programme when they graduate in January 2021.

**Essa Bin Hadher, General Manager of Dubai College of Tourism**, commented: "Dubai College of Tourism is delighted to partner with an educational institution of the calibre of Liverpool John Moores University as we share the same values and principles when it comes to providing higher education for all; that is practical, student centric and focused on real job outcomes. The opportunity to follow on to a degree programme is a key part of our strategic plan to build lasting international academic partnerships that enable the provision of world-class education and allow Dubai to tap into a local and global pool of tourism talent. Many high school graduates who have completed our Certificate and Diploma programmes have already found employment in different roles, and we believe this collaborative partnership will contribute further towards nurturing a new generation of tourism professionals, who are much sought after by the industry."

**Professor Ian G Campbell, Vice Chancellor and Chief Executive, Liverpool John Moores University**, said: "We at Liverpool John Moores University (LJMU) are delighted to be working in partnership with Dubai College of Tourism. Together we will offer programmes that will equip students with the necessary skills and knowledge to make a real impact, not only the United Arab Emirates tourism and hospitality sector, but globally. A key element of this partnership is the alignment of both institutions' core principles of providing high quality, industry-focused programmes, which address the needs of local, national and international employers. We are at the start of what I anticipate will be a long and fruitful relationship with Dubai College of Tourism and I look forward to welcoming new students to the LJMU community."

DCT's Certificate and Diploma programmes are approved by Dubai's Knowledge and Human Development Authority (KHDA). As a vocational education institution, DCT provides a hands-on approach that is unrivalled within the industry - be it through industry collaboration initiatives, immersive site visits, year-round guest lectures or an active internship programme specifically designed for students to excel within the industry.

The signing of the MOU between DCT and LJMU follows close on the heels of DCT receiving accreditation for eight of its core Certificate and Diploma programmes from the London-based Institute of Hospitality, the world-renowned entity dedicated to the career development of tourism and hospitality professionals worldwide.