**High school leavers offered new educational options**

**at Dubai College of Tourism**

***Government-backed vocational college launches its first course in September 2017***

**Dubai, UAE; 17 August** **2017:** With exam results season in progress, high school leavers across Dubai will be focused on taking their next steps towards their future careers. This time of decision-making can often be an extremely stressful period for young people, some of whom will want to continue to study, but do not wish to take the traditional academic route to university. This year, Dubai Tourism has provided an alternative option for students. Newly-inaugurated, the Dubai College of Tourism (DCT) is a government-backed institution that will specialise in vocational training for the Emirate’s thriving tourism and hospitality sectors.

The vocational courses offered by DCT have been designed to provide a middle ground between on-the-job training and a purely theoretical degree. Students will learn practical and marketable skills that have a direct application in real life, and the training will open new doors, allowing students to explore a myriad of exciting and rewarding career opportunities.

DCT’s courses are focused around five core faculties - Tourism, Events, Hospitality, Retail and Culinary Arts – and will help young people learn various trade and soft skills from established professionals in the industry. The college will educate and empower the future leaders, entrepreneurs and employees of Dubai’s expanding tourism industry, ensuring a steady pipeline of highly trained hospitality professionals for the city.

Until now, there have been very limited options for this type of vocational training within Dubai. According to a 2014 Deloitte study, only one to three percent of Dubai’s students enrol in vocational education after high school, something which could lead to labour shortages within key industries in the future. With Dubai’s tourism and hospitality sectors set to employ a workforce of more than half a million by 2020, the dedicated industry-focused vocational training offered by DCT, has never been more important.

DCT is now accepting applications for the September 2017 “*Introduction to the Tourism Industry”* course. To apply 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, and Dubai Festivals and Retail Establishment (formerly known as Dubai Events and Promotions Establishment).

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

DCT seeks to deliver the first-of-its-kind multi-disciplinary educational platform in the region. The College will provide foundation, certificate and diploma courses in tourism, hospitality, retail, events and culinary arts through the TVET accreditation framework. 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). For more information, email [dct@dubaitourism.ae](mailto:dct@dubaitourism.ae).

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