

DUBAI COLLEGE OF TOURISM ENCOURAGES EMIRATI AND EXPAT STUDENTS TO APPLY FOR FINAL SCHOLARSHIP SPOTS

- Full scholarships for DCT's retail course still available
- 'City of Gold' scholarship initiative run in collaboration with Dubai Gold and Jewellery Group

Dubai, UAE; 7 August 2018: Full scholarships offered by the Dubai College of Tourism (DCT), part of Dubai's Department of Tourism and Commerce Marketing (Dubai Tourism), for its retail course are still available and both Emirati and expatriate students are encouraged to apply.

Many UAE nationals and resident expatriates from different nationalities have already applied to secure the 20 'City of Gold' scholarships that are being offered by DCT for its **Certificate in Retail** course, in collaboration with the Dubai Gold and Jewellery Group (DGJG). However, DCT has revealed that a few more full scholarship spots are available and are open to all nationalities, subject to eligibility. The retail course commences on 9th September this year.



All interested applicants must include with their applications, a motivation letter detailing why they should be chosen as a recipient of the scholarship. Candidates must also complete the online application procedure to take part in DCT's **Certificate in Retail** course. In addition, they will be required to complete an English language assessment and numeracy test, followed by the final stage of the application process which is a mandatory in-person interview.

The 'City of Gold' scholarship is the first in a series of initiatives that are being awarded under the Dubai College of Tourism Scholarship Fund aimed at further attracting talented Emirati and expatriate residents into the city's rapidly evolving tourist-facing workforce. The Scholarship Fund will award several other full academic grants that will be developed and maintained in collaboration with leading industry partners.

Each of the 20 recipients of the 'City of Gold Scholarship' will be provided with academic funding to 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.

Commenting on the scholarships programme, **Essa Bin Hadher, General Manager of Dubai College of Tourism**, said: "Dubai College of Tourism is pleased with the response to our scholarship initiative. The College is working with partners and industry leaders to design and deliver innovative and career-centric programmes, as part of our efforts to develop the next generation of leaders for the tourism industry. The financial support provided to students pursuing our **Certificate in Retail** course demonstrates our partners' commitment to the growth and sustainability of our tourism industry, and in particular the retail sector's contribution to this important economic sector. We would encourage both Emiratis and expatriates, who have an ambition in this field, to take up a worthwhile career choice by applying for one of the remaining grants."

DCT's one-year full-time **Certificate in Retail** course aims to shape the future of Dubai's retail landscape by building awareness of the industry through technology-led processes and structures; developing emerging talent in a customer-centric culture; and fostering career growth by providing students with comprehensive practical focus. The programme also includes industry internships, hands-on training and access to industry expertise to provide students with valuable real-world skills and practical applications.

For more information about DCT courses and to apply for scholarships visit <https://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).

About Dubai Gold and Jewellery Group

The Dubai Gold & Jewellery Group (DGJG) is a trade body for the gold and jewellery industry of Dubai with more than 600 members representing the entire gamut of the gold trade, including bullion, jewellery manufacture, wholesale & retail. This not-for profit trade body was formed under the patronage of the Dubai Department of Economic Development to support the first edition of Dubai Shopping Festival back in 1996. Since its inception, the group is committed to developing and sustaining Dubai's status as the 'City of Gold' and the 'Jewellery Destination of the World'. DGJG also

represents the interests of the gold and jewellery trade in Dubai through liaising with government organizations and spearheading various member beneficial initiatives.

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