

DUBAI COLLEGE OF TOURISM TO LAUNCH FIRST SPRING TOURISM CAMP

- Camp to offer aspiring students a taste of a career in the tourism industry
- Five-day programme will cover the five disciplines taught at Dubai College of Tourism, giving students the chance to experience each of the core pillars of tourism
- Spring Tourism Camp will run for two separate weeks, starting from 31 March or 7 April

Dubai, UAE, 24 March 2019: The Dubai College of Tourism (DCT), an institution established by Dubai's Department of Tourism & Commerce Marketing (Dubai Tourism), has announced the launch of its Spring Tourism Camp programme, offering a unique introduction to the courses available at the college across its 5 core disciplines; Tourism, Retail, Culinary, Arts, Events and Hospitality. The camp will combine learning with entertainment to introduce Dubai as a world-class tourism and cultural destination, giving students an opportunity to experience first-hand the emirate's diverse destination offering.



DCT will hold two separate week-long camps, the first starting on 31 March targeted at 14-16 year old students, and the second on 7 April for students aged 11-13. Blending classroom activities and hands-on learning with fun and educational outings including site visits to some of the city's well-known tourist attractions, the camp will give participants an insight into the courses offered at DCT. Each day of the five-day programme will feature lessons and activities dedicated to each of the courses offered, giving them a preview into what they could learn as a DCT student.

Commenting on the launch, **Essa Bin Hadher, General Manager of DCT** said “Dubai College of Tourism is committed to empowering young talent, and our Spring Tourism Camp will offer students an innovative edutainment experience as they start to consider their future career options. Providing students, and parents, with an affordable and productive way of spending their upcoming school holidays, the camp's programme of activities is designed to increase awareness of DCT, offering students a taste of the different courses available at the college. The camp, which is open for both Emiratis and expatriate students, will also help enlighten on the possibility of a vocational education and career opportunities in Dubai's tourism industry, specifically through the courses offered at DCT that are tailored to meet the needs of future employers.”

As part of the camp schedule, classroom training will be conducted at DCT's brand new purpose built college facility, which was recently opened at Dubai Tourism's headquarters, located in One Central, in the dynamic Dubai World Trade Centre area. To register your interest or for more information on the Spring Tourism Camp, visit <https://dct.ac.ae/admissions/dct-spring-camp/>.

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.

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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). For more information, please visit www.dct.ac.ae.

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