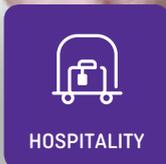


dct

كلية دبي للسياحة
Dubai College of Tourism

DISCOVER YOUR POTENTIAL

With courses in





Learning Activity 9.1
Dealing With Conflict in a Cross-Culturally Sensitive Setting

In previous topics, the importance of achieving cultural awareness in the workplace was discussed. If such a state of conflict occurred due to cultural awareness, it can be resolved by combining the cross-cultural knowledge and the conflict resolution approach.

How would you deal with the scenario based in your Student Learning Guide in your workplace?



THE DUBAI COLLEGE OF TOURISM

Empowered Today. Employed Tomorrow.

The Dubai College of Tourism (DCT) is Dubai's premier tourism college, **created to give you the theoretical knowledge and practical skills to succeed in your career.** Through a variety of initiatives such as day trips, site visits and guest lectures as well as our working internship programme, DCT provides a hands-on approach that is unrivalled within the industry.

DCT is:

- o **Dedicated to training the next generation** of tourism professionals by educating and empowering the future leaders, entrepreneurs and employees of Dubai's expanding tourism industry across five key areas – Tourism, Events, Hospitality, Retail Business and Culinary Arts.
- o **Established by Dubai's Department of Tourism and Commerce Marketing** (Dubai Tourism), DCT allows students to learn by doing, and delivers the knowledge, skills, and competencies required through both theoretical teaching and practical experience.
- o **Supported by the industry** with a curriculum that has been designed to have a strong focus on industry involvement and building industry connections, offering students practical courses that are taught by established professionals and include immersive site visits, engaging group assignments, guest lecturers and internships.
- o **Accredited** by Dubai's Department of Knowledge and Human Development (KHDA).

DCT LOCATION

Students will study in a purpose-built college facility at Dubai Tourism's headquarters. This unique location will provide students with proximity to the industry and a vibrant working environment that will inspire and educate students while introducing them to the everyday practices of their chosen career.

The campus is located at One Central on Sheikh Zayed Road between the Dubai International Convention and Exhibition Centre and Emirates Towers, and close to Dubai World Trade Centre metro station. This vibrant location at the epicenter of Dubai's events, business and hospitality industries provides an unrivalled environment for students to be based.



Dubai College of Tourism is located on the **4th floor, Offices 2, One Central, Dubai.**

DCT PROGRAMMES

Dubai welcomed 16.73 million overnight visitors in 2019*, retaining its ranking as the fourth most visited city in the world. With tourism driving Dubai's future GDP, there is no better time to join this exciting and booming industry.

Following the Technical and Vocational Education Training (TVET) framework, each of DCT's courses provides theoretical and practical knowledge and skills based training in the following five areas: **Tourism, Hospitality, Retail Business, Events and Culinary Arts**. With mandatory long-term internships providing even greater hands-on experience, these programmes are the ideal preparation for success within the industry and for enhancing personal and professional growth.

**Source: Business Intelligence & Reporting - Dubai Department of Tourism and Commerce Marketing*







TOURISM

Tourism is a collection of activities, services and industries that delivers a travel experience, including transportation, accommodation, food and beverage establishments, entertainment businesses and other hospitality services for people travelling away from home. **Studying Tourism at DCT exposes students to a range of tourism services and skills providing a sound knowledge of both office and field-based industry functions and the confidence to apply them in the real world.**

The rapid growth of Dubai's tourism industry means that there are more employment opportunities in this sector, and the practical focus of this course will open doors to the industry's top employers. **DCT graduates will be ready to take on roles with inbound and outbound tour operators, tourism boards and information centres, destination management companies and more.**





EVENTS



Given Dubai's unprecedented growth, the city has evolved into an epicenter for high-profile events. Dubai hosts over 500 unique entertainment and business events annually, ranging from cultural shows, conferences, festivals, and concerts to spectator sport events.

Events like these don't happen on their own. Lights, cameras and fireworks are impressive, but an equally impressive set of skills is required to manage them.



The key to a successful event is organisation, planning and execution. **Events at DCT, focuses on these areas, and ultimately in empowering students to be event planning professionals.** Students study the entire process of event planning and operations which includes, sales, site selection, event registration, finance, indoor theming, managing safety and risks, acquiring necessary permits, arranging for speakers or entertainers, catering and marketing.







RETAIL BUSINESS

The DCT Retail Business course covers all skills and knowledge related to selling a product or service to a consumer in order to make a profit. Dubai is the 2nd most important global retail destination in the world for consumers and brands* generating a high demand for retail experts. So if you have an eye for detail, a love of great brands or the desire to lead a successful team, then consider a future in retail.

Students will study subjects such as Service Excellence, **Sales and Marketing, Merchandising and Retail Stock Management**. On completion of the course you will be prepared to take front line positions such as sales personnel and customer service support or behind the scenes roles such as merchandising and market research.

**Data from DTCM Report, The Outlook: Dubai's Hotel Industry, February 2018*





HOSPITALITY



Hospitality is the art of making people welcome and offering all amenities for a comfortable stay.

The hospitality industry is much broader than most other industries and relies heavily on providing an excellent level of service to ensure that every customer is satisfied. Home to the world's most luxurious hotel brands, Dubai's hospitality industry offers incredible opportunities to those with excellent people skills and a positive attitude.



This sector suits those with an eye for detail and a flair for service. **Hospitality at DCT combines theory and practical education to cover subjects such as Customer Service, Front Office Operations, In-House Functions and Planning, Food and Beverage Service and Marketing.** Through a mandatory internship, students gain real-life work experience to prepare them for a successful career in hospitality.





Jumeirah



CULINARY ARTS

Culinary Arts at DCT teaches students not only the art and craft of gastronomy, but also business skills, safety and nutrition fundamentals as well as critical thinking and communication. The ability to learn in a hands-on environment is important for every industry, but none more so than this one. **DCT students receive hands on training from industry professionals, personalised mentoring from teachers and complete an internship.**

The continued scope and diversity of Culinary Arts in Dubai is essential to tourism success and positive visitor experience. **DCT offers a culinary education that looks beyond the obvious focus on food preparation, and explores career opportunities in a variety of organisations such as catering companies, food production companies, hotels, hospitals, independent restaurants and bakeries.**



2020/2021 ENROLMENT

The total course fees for the 2020/2021 academic year are listed in the table below for Tourism, Retail Business, Events, and Hospitality programmes:

Programme	Total Credits	Duration	Programme Fee	Cumulative Fees	Internship
Certificate	68	1 year	AED 25,000.00	AED 25,000.00	1 month
Diploma	22	1 year	AED 25,000.00	AED 50,000.00	4 months

* Each credit has a value of AED 400.

**Please note that both the DCT Certificate and Diploma programmes include a mandatory internship in industry for all students.

The total course fees for the 2020/2021 academic year are listed in the table below for the Culinary Arts programme:

Programme	Total Credits	Duration	Programme Fee	Cumulative Fees	Internship
Certificate	68	1 year	AED 30,000.00	AED 30,000.00	1 month
Diploma	22	1 year	AED 30,000.00	AED 60,000.00	4 months

* Each credit has a value of AED 500.

**Please note that both the DCT Certificate and Diploma programmes include a mandatory internship in industry for all students.

Once offered a place on a course, students have 30 days to accept their place and secure it by paying the non-refundable deposit of AED 2,000. This amount is later deducted from the total programme fee.

Emirati and UAE residents will be able to pay the fees in 10 equal monthly instalments. Postdated cheques will need to be provided to DCT by 10th September 2020.

DCT SCHOLARSHIPS

DCT is proud to offer a range of **scholarships** to enable students to study at our institution.

YEAR OF TOLERANCE 2020: 25% Discount

In line with DCT's mission to provide quality education and opportunities in the tourism sector for young people calling the UAE their home, DCT will provide the Year of Tolerance Scholarship to students who can provide a copy of a grade 12 (or equivalent) high school graduation certificate from a UAE registered school or college.

UAE NATIONALS: 25% Discount

As part of Dubai Tourism's ongoing commitment to support UAE Nationals in the tourism industry, UAE Nationals will receive a 25% discount on course fees.

DCT AWARDS

We also provide a range of merit awards in recognition of academic achievement as well as awards supporting students demonstrating exceptional industry promise.

MEDYAF AWARD: Discount of 3,750 AED/year

For a student who holds a UAE passport and shows exceptional promise and interest in the industry.



INDUSTRY PROMISE AWARD: Discount of 1,750 AED/year

For a student who shows exceptional promise and interest in their chosen industry during the admissions process.

ACADEMIC MERIT AWARD: Discount of 2,750 AED/year

For a student who has exceptional performance in Grade 12 and performs well during the admissions process.

EXTRACURRICULAR MERIT AWARD: Discount of 1,750 AED/year

For students who can demonstrate exceptional performance in the arts, sports or an another extra-curricular activity.

CORPORATE AWARD: Discount of 1,750 AED/year

For students who can demonstrate a parent works in the tourism industry through producing a current employment contract.



PROGRESSION

All certificate programmes have been designed to help students excel in their chosen specialty and to prepare them to directly enter the workforce. Previous graduates have secured positions with companies such as Jumeirah, Emaar, and Hilton.

Students who wish to continue with their education can progress to the Diploma programme which takes an additional year of study. **The Diploma Management courses focus on teaching students more supervisory, teamwork and leadership skills;** they also study Customer Relationship Management, elective specialist subjects in their chosen subject area, and complete an industry internship placement of 4 months.



How to apply to DCT

Apply to DCT by completing the online application form at dct.ac.ae

Once you have applied, you will be invited for a motivational interview and an English and Numeracy test. If successful, you will receive an official offer letter for a place on your chosen course.

We look forward to receiving your application and welcoming you to a fulfilling and rewarding education at **Dubai College of Tourism**.



Online at www.dct.ac.ae Email us at info@dct.ac.ae Call us at +97144032834

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