

What will you receive?

- **Exposure** – Experience Dubai’s remarkable tourism sector, which plays a pivotal role in the city’s economic growth.
- **Certificate of Participation** - Receive a Certificate of Participation from Dubai College of Tourism, recognising your commitment and successful completion of the programme.
- **A Special Discount on DCT Programmes** – As a participant in the Summer Industry Experience Programme, you’ll be eligible for exclusive discounts on full-time certificate programmes at the Dubai College of Tourism.

ENROL NOW!

Email admissions@dct.ac.ae

Spaces are limited for this exclusive programme. Don’t miss out on this unique opportunity to explore the Tourism industry in one of the world’s most iconic tourism cities.

ABOUT DCT

Dubai College of Tourism (DCT) was established by Dubai’s Department of Economy and Tourism (DET) to be a world class vocational tourism college that would provide innovative and exceptional education and training that supports people to enter, enhance or advance within the tourism industry.

At the DCT campus located within the headquarters of DET, the college offers tertiary full-time courses in **four core subject areas: tourism, hospitality, culinary arts and events**. These certificate and advanced diploma programmes follow the **National Qualifications Framework for the UAE (QFEmirates)** and are approved by the Ministry of Education (NQC L4) (NQC L5).

The **‘job-focused’** training on offer at DCT will be attractive for high school leavers who do not want to continue with **‘academic’** study and would like a clear path to a myriad of **exciting and rewarding career opportunities within Dubai’s tourism and hospitality sectors**. The courses have been designed in partnership with the industry; **DCT students will gain real practical experience through internships, site visits, industry guest speakers and volunteering opportunities**.



dct.ac.ae

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Summer Tourism Immersion Experience

A One Week Immersive Learning Opportunity for Grade 9 to Grade 12 Students!

Overview

Embark on an extraordinary journey into the heart of one of the world’s most dynamic and globally renowned industries. The **‘Summer Tourism Immersion Experience’**, hosted by the **Dubai College of Tourism**, offers a unique and enriching experience for high school students. This immersive, **one-week** programme provides unparalleled exposure to the diverse and fast-paced world of tourism, hospitality, and event management within the thriving city of Dubai.

Discover first-hand how history, culture, innovation, tourism, events and hospitality blend together to shape a world-class tourism destination. **This is a rare opportunity for students to explore the building blocks of the tourism industry and understand how each facet contributes to its global success.**

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Highlights

Industry-Focused Exposure

Gain exclusive insights through interactive sessions and guest talks led by industry experts. Learn the inner workings of tourism, hospitality, and event management from those shaping its future.

Hands-On Experiences

Explore iconic Dubai landmarks, participate in behind-the-scenes tours of world-renowned hotels, cultural sites, and attractions, offering a first-hand look at the tourism industry's key components.

Real-World Networking

Meet industry professionals and connect with peers passionate about the travel and tourism industry. This is an invaluable opportunity for students to build their network and gain valuable insights from top industry leaders.

Career Exploration and Skill Development

Develop essential skills like communication, presentation, customer service, and teamwork while discovering exciting career paths within tourism, hospitality, and event management.



Programme Details

Duration: 1 week (Monday to Friday)

Dates: 30th June – 4th July 2025 for Grades 11 & 12
7th July – 11th July 2025 for Grades 9 & 10

Timings: Monday - Thursday: 9.00am - 3.30pm
Friday: 9.00am - 12.00pm

Cost: 1,400 AED

Location: Dubai College of Tourism, 4th floor, Offices 2, One Central, Dubai, UAE

**A minimum number of students is required.*

What to expect?

- **Day 1 – Introduction to Dubai's Tourism Industry**
Engage in interactive activities, quizzes, and group discussions that introduce the diverse sectors of the tourism industry. Meet with industry experts and tourism students ready to launch their careers in this exciting industry.
- **Day 2 – Hospitality and Tourism**
Participate in a workshop focused on hotel operations and the significance of exceptional customer service. Gain exclusive behind-the-scenes access to a leading hotel in Dubai for a first-hand experience.
- **Day 3 – Events and Tourism**
Discover how Dubai's world-class events drive the city's tourism industry. Visit an iconic Dubai attraction that seamlessly blends culture with modernity, exemplifying the city's tourism offerings.
- **Day 4 – Trends, Career and Opportunities in Tourism**
Deep dive into the latest trends shaping the tourism, hospitality and events industries. Gain insights into potential career paths through expert-led sessions and group collaborations.
- **Day 5 – Career Opportunities in Tourism**
Showcase your newfound knowledge in a final presentation to an expert panel. Receive valuable feedback and celebrate your accomplishments during the farewell and certificate ceremony.

What's Included?

- Expert-Led Workshops and Guest Speaker sessions
- Exclusive Tours and Site Visits
- Programme Material and Certificate of Participation
- Daily lunch provided.

Why Choose This programme?

- **Global Perspective:** Dubai is at the forefront of global tourism and hospitality students will gain a unique, worldwide outlook on the industry.
- **Skill Development:** Beyond learning about tourism, students will also hone critical skills in communication, presentation, and problem-solving—tools that are indispensable for any career path.
- **Fun and Engaging:** Education comes alive in one of the world's most exciting cities, as this programme blends education with real-world experiences where students learn by doing, interacting with industry leaders, and exploring iconic
- **Profile Building:** Set your university application apart by participating in this unique opportunity allowing you to demonstrate initiative and a passion for learning.