



كلية دبي للسياحة
Dubai College of Tourism

DCT FACTBOOK

2022-2023

QUICK FACTS

First intake: September 2017

General Manager: Essa Bin Hadher

Location: One Central, Offices 2, Trade Centre, Dubai, UAE

HISTORY AND PURPOSE

In preparation to host an expected 23 million tourists a year by the year 2025, Dubai's Department of Economy and Tourism (DET) launched the Dubai College of Tourism (DCT), with the aim of ensuring that the services Dubai's visitors experience all along their journey are exceptional, thus contributing to Dubai's aspirations of becoming the world's most visited city. Dubai College of Tourism was established to be a world class vocational tourism college that would drive professional excellence in all tourism and hospitality service personnel in Dubai.

The 'job-focused' training on offer at DCT provides a clear path to a myriad of exciting and rewarding career opportunities within Dubai's tourism and hospitality sectors.

VISION

The provision of innovative, accessible and exceptional education and training that supports people to enter, enhance or advance within the tourism industry.

MISSION

- To equip the industry workforce with necessary competencies and skills to deliver an exceptional and authentic visitor experience.
- To champion vocational education as an attractive pathway.

VALUES

- Student Focused
- Lifelong learning
- Innovation
- Inclusiveness
- Relationships
- Industry focused
- Excellence

GOVERNANCE

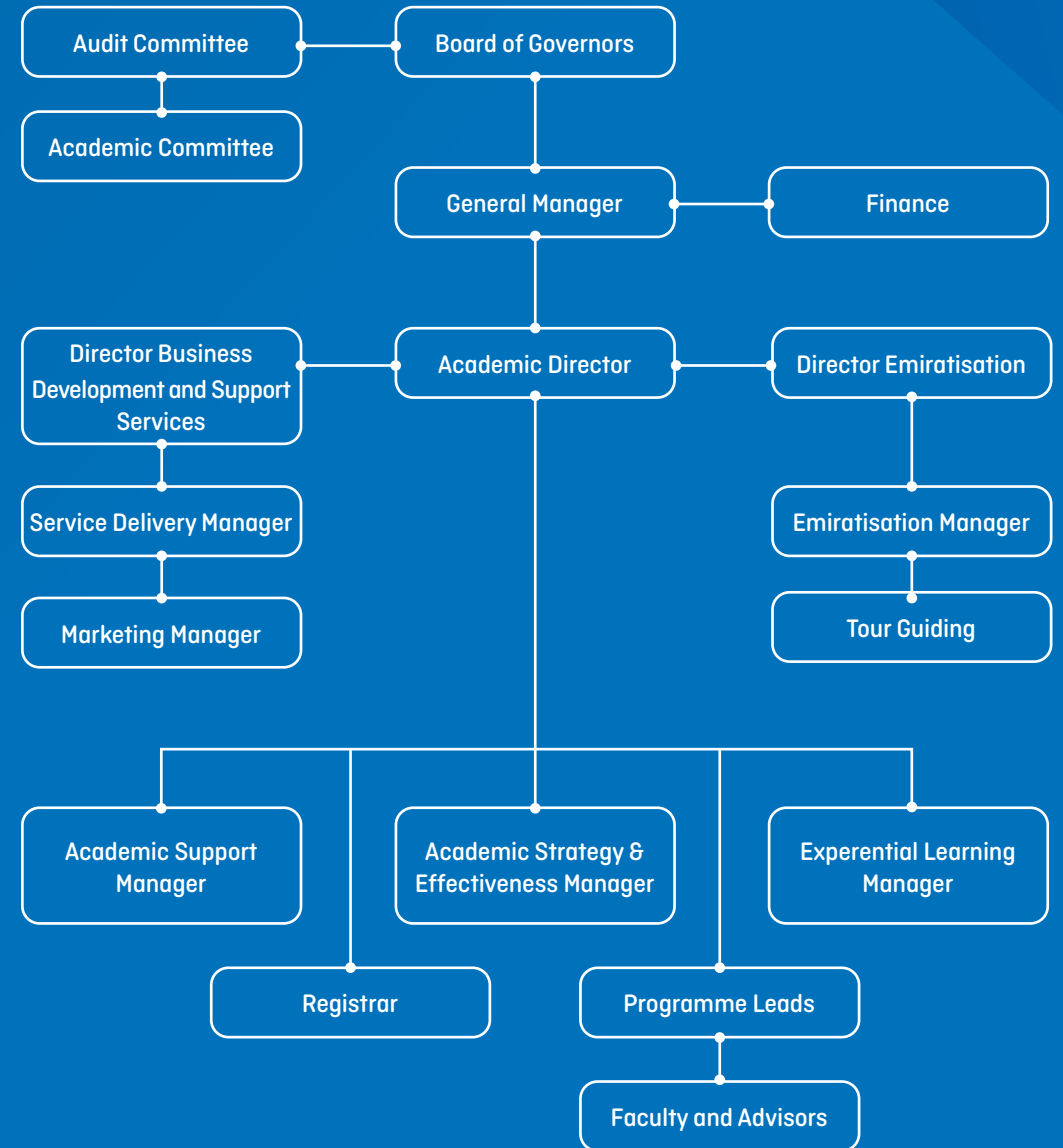
Dubai College of Tourism has a diverse Board of Governors with representation of industry, education, technology, government, law and tourism. The Board of Governors consists of two sub-committees; Audit and Academic.

Our Board of Governors includes:

NAME	ROLE
His Excellency, Helal Saeed Al Marri Director General, Dubai Department of Economy and Tourism	Chairman of the Board
Laila Suhail Chief Executive of Strategic Alliances and Partnerships, DTCM	Member of Board Member of the Audit Committee
Sahia Ahmed CEO, Regulatory Policy and Governance	Member of Board Chair of the Audit Committee
Tarek Magdy COO, DCTCM	Member of Board Member of the Audit Committee
Oscar Ibrahim Associate Vice President, Marketing Strategy and Media	Member of Board Member of the Audit Committee
Dr. Ziad Azzam Ex CEO, Taaleem Group	Member of Board Member of the Academic Committee
Dr. Craig Thompson CEO, THE-ICE	Member of Board Chair of the Academic Committee
Emma Banks Vice President, F&B Strategy and Development Europe, Middle East and Africa, Hilton	Member of Board Member of the Academic Committee



ORGANISATIONAL STRUCTURE



ACCREDITATION

NATIONAL

Dubai College of Tourism is accredited as a training provider by the Ministry of Education of the United Arab Emirates.

INTERNATIONAL RECOGNITION

Dubai College of Tourism programmes in Tourism, Events, Hospitality and Culinary Arts are globally accredited by the Institute of Hospitality.



Institute
of Hospitality

ACCREDITED

DCT is also proud to have obtained international recognition from the following organisations:

- **THE-ICE:** Dubai College of Tourism is currently an Observer of the International Centre of Excellence in Tourism and Hospitality Education (THE-ICE), an international accreditation agency and a global network of leading quality tourism, hospitality, events and culinary arts (TH&E) institutions.
- **AMFORHT:** Dubai College of Tourism is proud to be a member of AMFORHT - the World Association for Hospitality and Tourism Education and Training.
- **CHRIE:** Dubai College of Tourism is a member of The Council on Hotel, Restaurant and Institutional Education (CHRIE), a non-profit professional association, that aims to continually improve the quality of global education, research, service and business operations in the hospitality and tourism industry.
- **AEME:** Dubai College of Tourism is honoured to be members of AEME (Association for Events Management Education), and to work together to support and raise the profile of the Events discipline through the sharing of education and best practice.
- **WorldChefs:** As of June 15th 2021, DCT is a member of the WorldChefs Recognition of Quality Culinary Education (RQCE) programme. The programme recognises educational companies, associations and institutions worldwide which offer culinary and pastry arts that meet and exceed global standards for quality culinary education as established by the Worldchefs Education Committee.

OBSERVER OF THE-ICE



PROGRAMMES OFFERED (2022-23)

DCT offers certificate and Level 5 Award courses in four core subject areas: tourism, hospitality, culinary arts and events. The programmes follow the National Qualifications Framework for the UAE (QFEmirates) and are approved by the Ministry of Education (NQC L4) (NQC L5).

1. Tourism Programmes:

- Certificate 4 in Tourism Operations
- Level 5 Award for Tourism Supervisors

2. Hospitality Programmes:

- Certificate 4 in Hospitality Operations
- Level 5 Award for Hospitality Supervisors

3. Events Programmes:

- Certificate 4 for Events Coordinators
- Level 5 Award in Event Organisation

4. Culinary Arts Programmes:

- Certificate 4 in Culinary Operations
- Level 5 Award in Culinary Arts

The vocational training on offer has been designed in partnership with the industry; students gain practical experience through internships that lead to jobs after completion of the course, as well as enhanced future opportunities for progression within the industry.

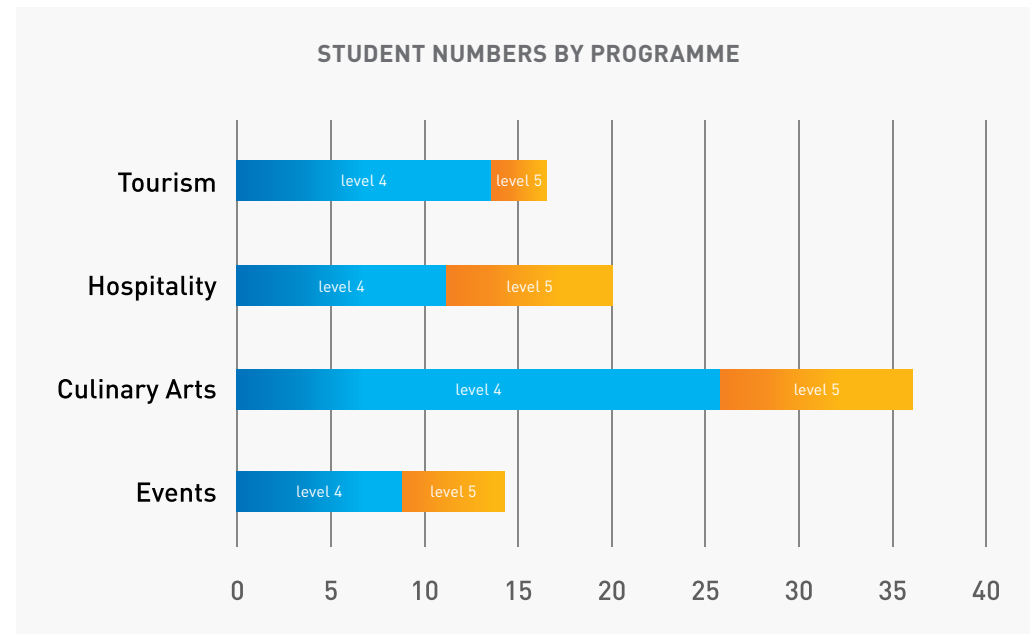


DUBAI COLLEGE OF TOURISM STUDENTS (2022-23)

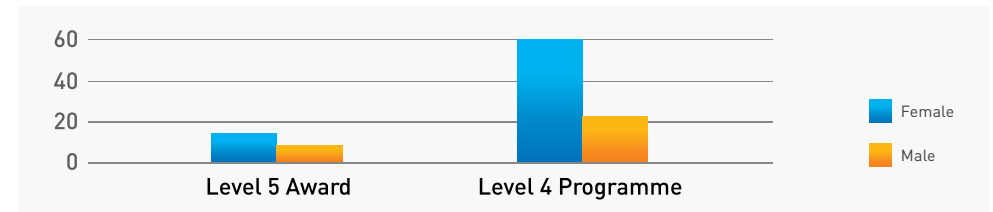
STUDENT ENROLLMENT

Total enrollment across all Programmes: 87

Student enrollment by Programme and Level

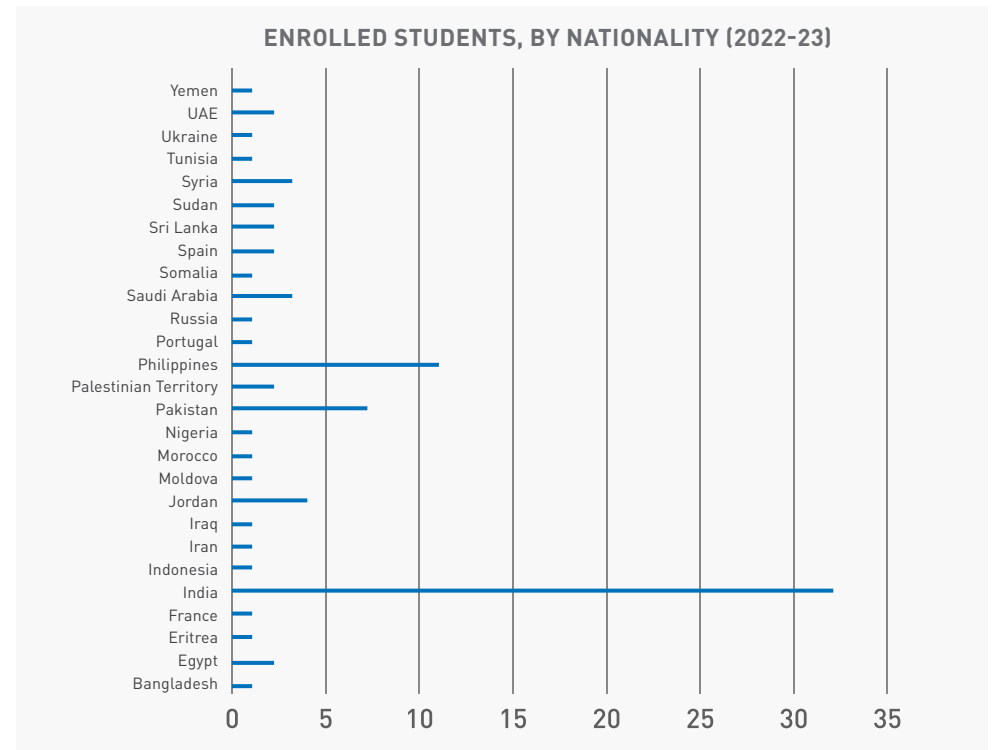


Gender mix across programme levels



Diversity

DCT takes pride in its inclusive student demographic, characterized by a diverse array of individuals representing a multitude of nationalities.



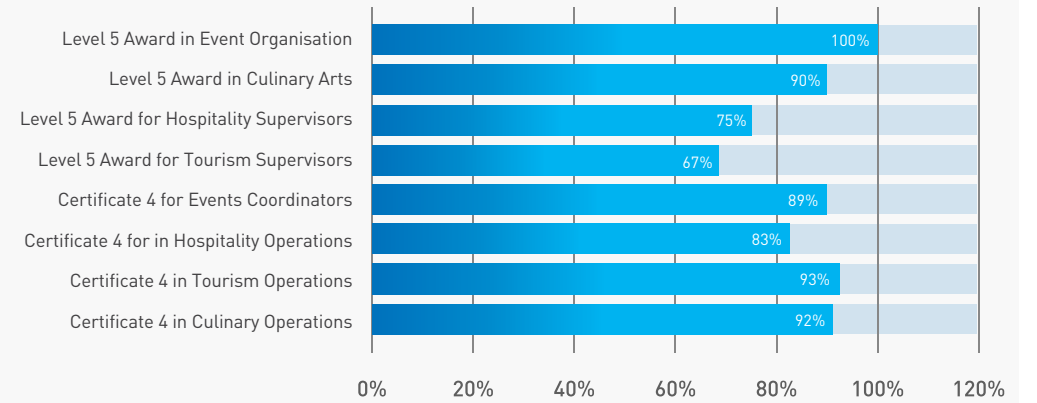
GRADUATION STATISTICS (2022-23)

86%
GRADUATION RATE ACROSS ALL PROGRAMMES

89%
GRADUATION RATE ACROSS LEVEL 4 CERTIFICATE PROGRAMMES

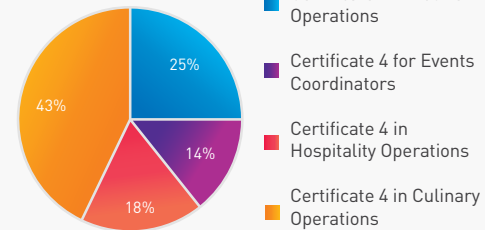
83%
GRADUATION RATE ACROSS LEVEL 5 AWARD PROGRAMMES

Graduation rate by Programme

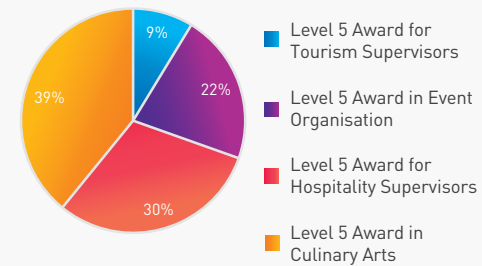


Split of graduates by Programme Area

LEVEL 4 GRADUATES

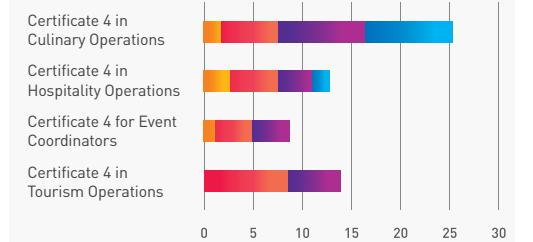


LEVEL 5 GRADUATES

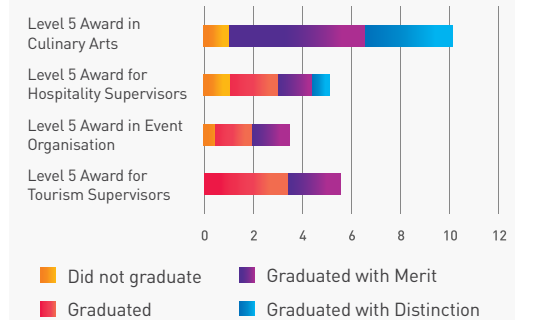


Split of graduates by Grades achieved

LEVEL 4 GRADUATES



LEVEL 5 GRADUATES



STUDENT EMPLOYMENT (2022-23 COHORT)

Employment rate of the 2022-23 cohort: 91%

Calculated as: Working graduates/ (working graduates + those seeking employment *)

*Those who are not progressing on to another academic programme

DCT FACULTY (2022-23)

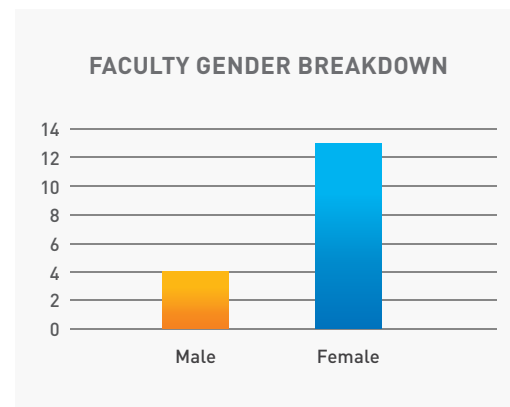
Key Numbers:

- Total Teaching staff: 17
- Other Staff: 17
- Student-Teacher Ratio: 20:1

Teaching staff by Nationality

Country	Number of teaching staff
UK	6
USA	1
Slovakia	1
India	2
UAE	1
Indonesia	1
Philippines	1
Australia	1
Poland	1
Egypt	1
Netherlands	1
Total	17

Gender breakdown of faculty



STUDENT SATISFACTION (2022-23)

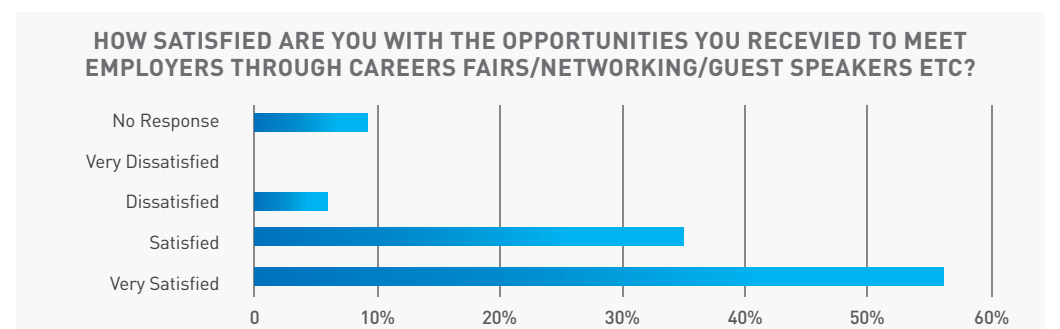
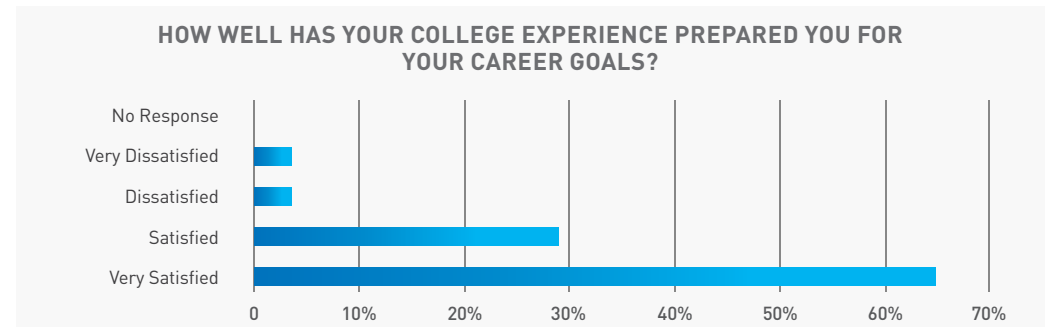
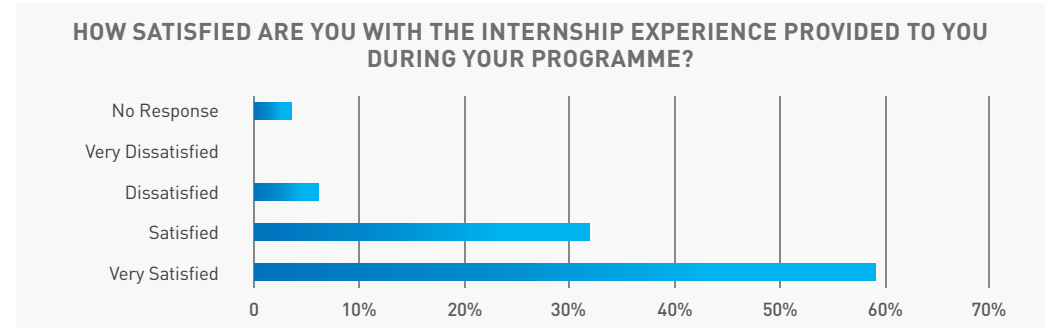
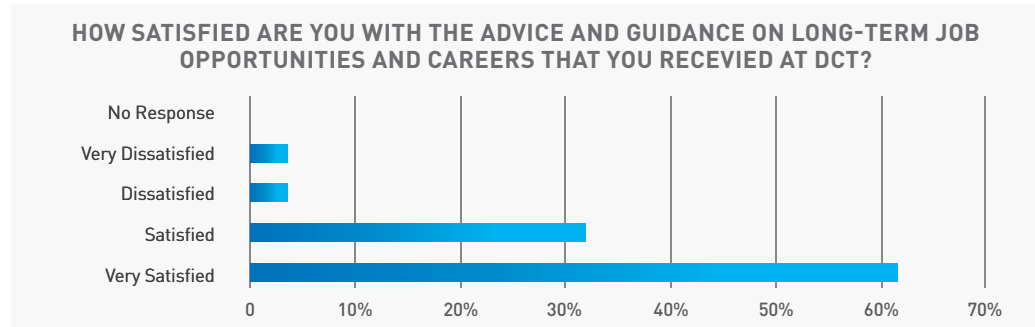
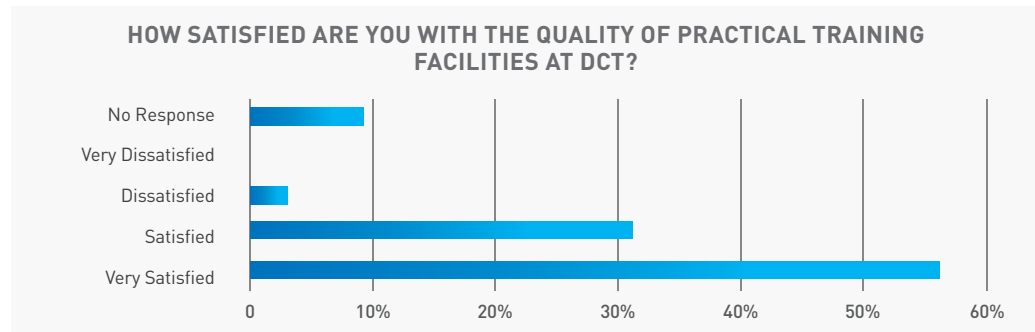
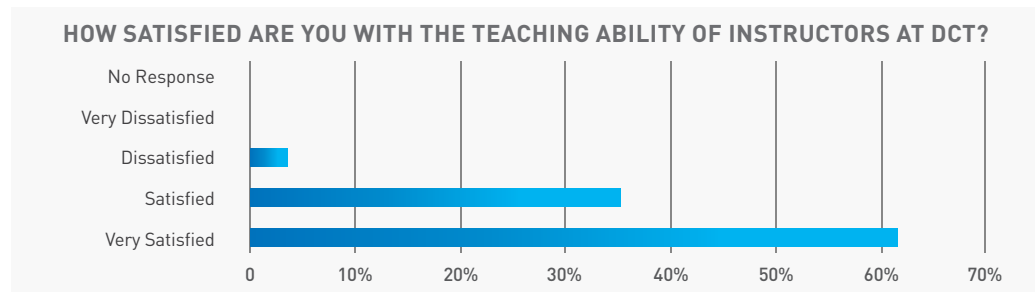
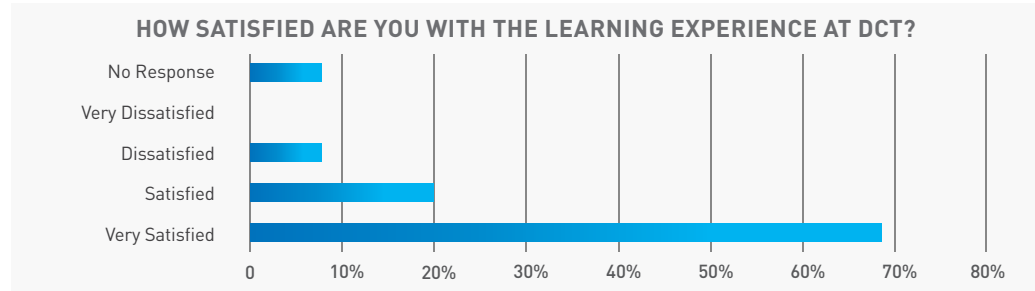
An anonymous survey was administered at the end of the year prior to graduation, and here are some key highlights.

97%
OF OUR GRADUATING STUDENTS WERE SATISFIED OR VERY SATISFIED WITH THEIR ENTIRE OVERALL EXPERIENCE AT DCT

94%
OF OUR GRADUATING STUDENTS BELIEVED THAT THE ACADEMIC CONTENT OF OUR PROGRAMMES WOULD EQUIP AND HELP THEM TO SECURE EMPLOYMENT UPON COMPLETION OF THEIR QUALIFICATION



Selected items from 2022/23 Graduating Student Survey:





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  @dubaicollegeoftourism