

CETT BARCELONA

Tourism & Hospitality Education/Research

CETT Barcelona is a University School of Hotel and Tourism Management assigned to the University of Barcelona. Established in 1969 it has gained an important position within the Spanish Tourist/Hotel sector.

CETT Barcelona International Summer Courses 2011



CETT BARCELONA Tourism & Hospitality Education/Research offers year-round intensive learning experiences for students and professionals. We strive to offer valuable educational opportunities for any person, in any study in the services industry, and at any time.

If you're a professional in the tourism, hotel and catering sector, related service companies, or a University and higher education student of tourism, hospitality, catering and other service oriented professions, from outside the Barcelona area, and you're interested in on-campus lectures at the University of Barcelona during the summer, consider the **CETT Barcelona International Summer Courses 2011**.

CETT Barcelona International Summer Courses 2011

In 2011 we offer four **SUMMER PROGRAMMES**:

Marketing of services, successful sales management

Communication at sales level

Commercialisation at the point of sales/Retail Management

Striving for optimal revenues: Revenue Management

E-commerce: How to trace your clients on the web!

The programme is in English language.

New trends in gastronomy and cooking

Gastronomy, the global tourism ambassador

Technical applications and innovative cooking technologies

Avant-garde pastry workshop

The programme is in English language.

Cultural and urban trends in a global environment

Global Values versus local patterns of behaviour

Transformation of leisure time behavior patterns

Travel and migration: Increasing and unstoppable influences

The functions of cultural mediation

Barcelona: experiences of a destination in permanent evolution

The programme is in English language.

CETT Barcelona International Summer Courses 2011

Arquitectura y Diseño en la Industria Hotelera

Áreas del hotel y criterios de diseño

Diferentes tipologías hoteleras: espacios y equipamientos a según de las diferentes características hoteleras

Definición técnica de un nuevo proyecto hotelero

Gestión económica de un nuevo proyecto hotelero

La renovación estructural del hotel: elecciones y problemas técnicos

Sostenibilidad en el diseño de los edificios hoteleros

The programme is in Spanish language.

Technical programmes based on hotel industry and tourism aspects in general, giving priority to up-to-date matters with various additional training activities.

CETT Barcelona International Summer Courses 2011

Come and study at a renowned faculty, gain valuable skills, satisfy and complete your requirements, and all in an attractive setting.

We look forward to have you with us from Monday 4 July to Thursday 21 July 2011 at CETT Barcelona!

Teaching timetable: 9:30 to 14:00 h, Monday to Thursday



Participants from all over the world live and study together, contribute pro-actively to the programme/in class and exchange their experiences.

All within the Mediterranean setting of the city of Barcelona.

CETT Barcelona International Summer Courses 2011

The Àgora student hall of residence (included in the price), a campus and common living area lies in a quiet natural setting of lush green parks with a beautiful view over the city. This will be the participants' home: www.agorabcn.es. Here they will be provided with half-board lodging in comfortable double rooms and will enjoy all the necessary services. The Àgora creates numerous opportunities to exchange experiences and cultures. Various activities with this in mind will be organized.



The course fee includes the training, lodging and half-board in double-room at the Àgora Residence, the additional activities, the pedagogic material and a Programme Certificate.

For further information on these courses, please visit www.cett.es or contact with us at summer.course@cett.es

