

# CETT BARCELONA

## Tourism & Hospitality Education/Research

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

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## CETT Barcelona International Winter School 2012

### **CETT BARCELONA Tourism & Hospitality Education/Research**

offers year-round intensive learning study programs 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 student enrolled in higher education studies or a professional working in the tourism, hospitality or service industries in general from outside the Barcelona area, and you're interested in on-campus lectures at the University of Barcelona during the winter, consider the **CETT Barcelona International Winter School 2012**.

## CETT Barcelona International Winter School 2012

In 2012 we offer three **WINTER SCHOOL PROGRAMS**:

### MEDITERRANEAN CULINARY ARTS/ HERITAGE: BUILDING BUSINESS COMPETITIVENESS

Food products as a tool for the positioning, branding and identification of a destination.

Coexistence of different business models within an industry: the case of a Catalan wine region.

Marketing & Sales strategies: the potential of gastronomic resources

### EXPERIENCE MANAGEMENT: REALITIES OF A WINTER SPORTS DESTINATION

Snow destinations marketing & operations: facing new challenges

Exploiting opportunities in low & high seasons: creativity in product development and commercialization

Environmental Management & Sustainability

### CULTURAL AND URBAN TRENDS IN A GLOBAL ENVIRONMENT

Barcelona: Experiences of a destination in permanent evolution

Changes in consumer behavior and its impact on tourism promotion: Destination branding

The functions of mediators in product conceptualization: the role of co-creation.

Technical programs based on tourism, hospitality and leisure aspects in general, giving priority to up-to-date matters with various additional training activities.

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**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 9 January until Friday 20 January 2012 at CETT Barcelona!**

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

The courses are in English.



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

All within the Mediterranean setting of the city of Barcelona.

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](http://www.agorabcn.es). They will be provided with full-board lodging in comfortable double rooms and will enjoy all the

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necessary services. The Àgora creates numerous opportunities to exchange experiences and cultures and organizes different kinds of activities with this purpose.



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

EXPERIENCE MANAGEMENT: REALITIES OF A WINTER SPORTS DESTINATION	<b>2.100 € / participant</b>
MEDITERRANEAN CULINARY ARTS: BUILDING BUSINESS COMPETITIVENESS	<b>2.100 € / participant</b>
CULTURAL AND URBAN TRENDS IN A GLOBAL ENVIRONMENT	<b>1.800 € / participant</b>

For further information on these courses, contact with us at [bcnacademicservices@cett.es](mailto:bcnacademicservices@cett.es)

