



BAR CE LO NA!

CULTURAL AND
URBAN TRENDS

CULINARY ARTS

WINTER SPORTS
DESTINATIONS

**WINTER
SCHOOL**

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.

MEDITERRANEAN CULINARY ARTS: 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 WINTERSPORTS DESTINATION

- Snow destinations marketing & operations: facing new challenges
- Exploiting opportunities in low & high seasons: creativity in product development and commercialization
- Environmental Management & Sustainability