

CETT BARCELONA TOURISM SUMMER SCHOOL 2011

CULTURAL AND URBAN TRENDS IN A GLOBAL ENVIRONMENT (AULA 3.7- CETT)

	4 July 2011	5 July 2011	6 July 2011	7 July 2011
09:30 - 11:30	Welcome to the CETT Summer School Presentation, installations and services Whole staff	Major events as catalyst in the urban development of Barcelona Xavier Puertas	Production and organization of relationships. The idea of Co-Creation Esther Binkhorst	Experiences of a Destination in permanent evolution. Xavier Puertas
12:00 - 14:00	Barcelona: A city in constant evolution Bert Verduin	Transformation of the typical leisure behavior patterns Xavier Puertas	Changing of consumers patters and use them in tourist promotions: Destination branding Ramon Serrat	Visiting and analyzing time: Barcelona this city in constant evolution Xavier Puertas
16:30 - 19:30				
	11 July 2011	12 July 2011	13 July 2011	14 July 2011
09:30 - 11:30	Travel and migration: Increasing and unstoppable influences Francesc Serra	The search for experiences: The Dark Tourism and the city of Barcelona Karel Wedler	Changing of consumers patters and use them in tourist promotions: Destination branding Ramon Serrat	Experiences of a Destination in permanent evolution. Xavier Puertas
12:00- 14:00	Travel and migration: Increasing and unstoppable influences Francesc Serra	A Sports club and its contribution to cultural and identification patterns of a city Adriana Espinet	Production and organization of relationships, the functions of mediators. The idea of Co-Creation Esther Binkhorst	Visiting and analyzing time. The Dark Tourism product in Barcelona Xavier Puertas / Karel Wedler
16:30 - 18:30			Diner at LES PANOLLES <i>To be confirmed</i>	
	18 July 2011	19 July 2011	20 July 2011	21 July 2011
09:30 - 11:30	The functions of cultural mediation Susan Philip	Travel and migration: Increasing and unstoppable influences Francesc Serra	The functions of cultural mediation Susan Philip	Experiences of a Destination in permanent evolution. Xavier Puertas
12:00- 14:00	Tourism spaces, the promotion of the attractiveness as a tourist product Ramon Serrat	Travel and migration: Increasing and unstoppable influences Francesc Serra	Global values versus local patters of behavior Bert Verduin	Final destination of travel and migration; a city in transit Xavier Puertas
16:30 - 18:30			Diner at LA CASETA DEL MIGDIA <i>To be confirmed</i>	14:00hrs . Closure SUMMER PROGRAMMES 2011 (Farewell lunch)