

Study and Enjoy

BARCELONA!

TOURISM MARKETING GASTRONOMY **SUMMER SCHOOL 2011**



CULTURAL AND URBAN TRENDS IN A GLOBAL ENVIRONMENT

- Global Values versus Local Patterns of Behavior
- Changing Consumer Patterns affecting the Use of Time
- Travel and Migration: Increasing and Unstoppable Influences
- The Functions of Cultural Mediation
- Barcelona: Experiences of a Destination in Permanent Evolution

MARKETING OF SERVICES: SUCCESSFUL SALES MANAGEMENT

- Retail Sales Management
- Communication at the Sales Level
- Striving for Optimal Revenues: Revenue Management
- E_commerce: How to trace your clients on the web

NEW TRENDS IN GASTRONOMY AND COOKING:

- Gastronomy - the Global Tourism Ambassador
- Technical Applications and Innovative Cooking Techniques
- Avant-garde Pastry Workshop

CETT

Tourism & Hospitality
Education / Research



PERIOD: 4 July - 21 July 2011
CREDITS: 4 ECTS

OTHER SESSIONS AVAILABLE: Summer 2012

More information www.cett.es/summerschool