



# Leadership in Tourism and Hospitality

SUMMER COURSE

BARCELONA 2022



## Leadership in Tourism & Hospitality

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Own Title of the International Tourism and Hospitality Summer Course, issued by the International Center for Entrepreneurs in Barcelona (ICEB) in collaboration with ITEM BUSINESS SOLUTIONS.

### CAMPUS

Barcelona

### LANGUAGES

Spanish  
English

### LENGTH

1 mes

### PERIOD

May 15<sup>th</sup> 2022 to June 14<sup>th</sup> 2022

### PRACTICAL TRAINING

15 de junio a 15 de Septiembre

### CREDITS

6 ECTS

### COSTS

General price: 2500€\*  
Early bird, before March 30<sup>th</sup>- 1500€

\*Grant application form available according to the profile of the candidate up to 20%.

\*The course will only be held with a minimum of 10 registered participants.

Advances in administration and management have brought about important changes in all faces of tourism businesses.

These changes have happened in the business environment and have had a great impact on the tools, methods and techniques for business management.

The summer course taught by true leaders of Talent Management and Business Relations within the Tourism Sector will delve into these issues, emphasizing the key issues and providing a solid baseline for your path to success in the sector.

### PROGRAM

- Fundamentals of management of hospitality and tourism companies
- Internal structure and Management Areas of the Hotel industry.
- Application of Technology to the hotel and restaurant industry
- Strategic Human Resources Management
- Customer Service in the Tourism industry
- Organization of Events in the tourism industry
- Paid Internships in Hotel Businesses on the Costa de Barcelona and Costa Brava

### STUDENT PROFILE

- Entrepreneurs
- Intrapreneurs
- Professionals related to Tourism and Hospitality
- Employees of Hotels, Resorts and Restaurants
- Students who want to start a business!

### WHAT IT IS INCLUDED?

- Welcome pack
- Enrollment and study materials
- 4 visits to representative institutions of the tourism sector.
- Paid internships for 3 months in tourist companies on the Catalan coast that include free accommodation and meals.
- Certificate and title of course accomplished

### WHAT IT IS NOT INCLUDED?

- Travel expenses and visa fees.
- Accommodation during the face-to-face course part.
- Private insurance.

**AN EXPERIENCE THAT WILL CHANGE YOUR LIFE, TAUGHT BY INDUSTRY EXPERTS**  
In Barcelona, one of the cities that has historically received the most tourists on the planet!



# ICEB

International Center  
for Entrepreneurs  
in Barcelona

in cooperation with



For more information  
and registrations:

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