

OSTELEA
SCHOOL OF
TOURISM &
HOSPITALITY

WWW.OSTELEA.COM

**THE OSTELEA
SKILLS FOR
MANAGEMENT**

**ESCUELA
UNIVERSITARIA
DE TURISMO**  **OSTELEA**

Member of:



Triple qualification:

EAE Business
School

Barcelona Campus



Madrid Campus





EXECUTIVE DEVELOPMENT PLAN

**A great executive does not just go a long way.
They get exactly where they aimed to be.**

*At Ostelea, our mission is not only to train the most well-rounded professionals, but also to equip each student with the tools and skills that every executive needs. Judgment, strategy, leadership, humanity and a long list of qualities that, beyond the student environment, make the difference in the most competitive of settings: the **business world**.*

This is a world that Ostelea knows in detail thanks to our international vision of the sector, which enables us to train each student comprehensively to make them into a great executive, providing them the support they need to enable them not only to go far, but to get to exactly the place and position that they want.

EXECUTIVE SKILLS

All executives know the theory behind their profession. So, how can we distinguish a great executive from the rest? To find the answer, we have to go beyond books, lecture notes and diagrams. It is a question of attitude, the way they deal with their surroundings, their response under pressure, their emotional empathy. In short, the difference is rooted in each of their personal skills

And these are things we also teach you.



MANAGER EXPERIENCE

An experience in emotions and behaviour in order to become a director equipped to adapt and manage any situation, thanks to gaining a firm grasp of what are known as **soft skills**.

These are a set of interpersonal skills that characterize the social and communicative development of executives not only in the tourism sector, but in any professional area.

At Ostelea, we offer you a program designed to consolidate the 10 key soft skills.

1. Inspiration and motivation

2. Systems thinking

3. Understanding organizations

4. Values and action

5. Emotions

6. Self-control

7. Empathy and collaboration

8. Results orientation

9. Positive Thinking

10. Adaptability and resilience



CICLOS DE CONFERENCIAS

Gain an insight into the vision and first-hand experiences of the **most influential professionals in the sector**, with in-person conferences throughout the course.

● MANAGEMENT SERIES

Conferences focusing firmly on professional positions to guide students towards their future. The speakers are middle managers in leading companies in the sector.

● CEO SERIES

A selection of CEOs of the most important companies in the sector, such as El Tenedor, Barceló Viajes, Meliá Hotels & Resort, Generator Hostels and Petit Palace, among others, share their particular insight into relevant trends in the management of tourism companies. The latest trends, including collaborative tourism, tourism reputation and technological innovation will give you a new experience seen through the eyes of the senior director of the company.

● BUSINESS NETWORKING

Conferences that give participants an insight into the day-to-day duties of managers in the different areas of companies operating in the tourism business community, such as:

- Human Resources
- Marketing and Sales
- Finance and Accounting
- Operations and Logistics
- General Management

● TSDP (Tourism Skills Development Program)

55 tuition hours

The TSDP is an elective program that Ostelea offers exclusively to our students, giving them the opportunity to learn to develop competences and skills practically. The key objective is to enable students to learn to effectively and decisively tackle the different professional challenges that may arise in the business world

- Executive Skills
- Public Relations
- Advanced Excel
- Tourism Marketing
- SEO and SEM
- Coaching

Students who successfully complete all of the courses will receive the Advanced Certificate in the Tourism skills development program (TSDP) from Ostelea, School Tourism & Hospitality and the AEPT (Spanish Association of Tourism Professionals).

Limited places: Allotted by order of registration.

Compulsory minimum attendance for registered students (non-attendance will result in the student losing their place).



ENTREPRENEURSHIP

Today's world is changing. Every day, there are more professionals who decide to carve their own way forward by setting up their own company. At Ostelea, more than 20% of our former students fall into this category – courageous professionals who buck trends and embark on their own venture, underpinned by the values of commitment, responsibility, aptitude and passion, in order to become the masters of their own destiny. As such, at Ostelea, we accompany these entrepreneurs and give them access to a range of management mechanisms, services for professional developments and programs for them to broaden their knowledge base.



ENTREPRENEURS PROJECT

Starting an entrepreneurial venture is no easy task. Nevertheless, every day, there are more and more university students and graduates that choose this option, with an average of 15 entrepreneurs per class. This is thanks to the support and accompaniment that centres such as Ostelea provide throughout the entrepreneurial process.

The team at the Academic Department provide guidance for you to roll out your projects and achieve optimal performance.



● PROJECT SELECTION

Entrepreneurs who want to get a business venture up and running must submit the executive summary of the project before the deadline indicated.

A Selection Board made up of lecturers, successful entrepreneurs and professionals from the sector make a selection from among the projects received that meet the criteria for becoming a business reality.

The Selection Board notifies the people responsible for the projects submitted whether their project has been accepted.

● TRAINING

The creators of the projects selected receive specific training in order to develop a business plan:

- **Business model workshop: Lean Startup and Canvas**
- **The MVP and demand generation: the commercial and marketing plan for a startup**
- **The financial plan for a startup**
- **Sources of finance for entrepreneurs**
- **Elevator Pitch: presenting a Business Plan to investors**

● ACCESS TO FINANCE

Entrepreneurs Day: The creators of the projects selected their projects to an investment forum (Venture Capitalists and Business Angels).

Award for the Best Entrepreneurial Team at Ostelea for the academic session: A Selection Board made up of investors decides which is the best project from all those submitted. The winning project is publicized in the media

● ACCOMPANIMENT

The projects selected are also given a tutor who:

- **Advises the entrepreneurs with respect to the key aspects to be taken into account in the development of a business model.**
- **Monitors the progress of the development of the Business Plan, setting timings and giving and feedback on the partial deliverables.**
- **Gives entrepreneurs access to their network of contacts as required for the project.**

ENTREPRENEURSHIP PROGRAM OF THE PROFESSIONAL CAREERS SERVICE

In addition, the School organizes a program of five workshops for any students who want to set up a business venture, designed to introduce them to the processes involved in entrepreneurship and give the guidelines and action models, as well as business strategies specifically devised for their project.

- **New trends and business models on the internet.**
 - **Introduction to Lean Methodology - Startup.**
 - **Getting finance: Investment plan.**
 - **Sales techniques.**
 - **Application of all of the concepts to a real case.**
- This service is offered from November to April.



EMPLOYABILITY

At Ostelea, our activities in the present also involve managing your future and the future of each of our students, because we know that the end of a Master marks the start of a new professional life. With this in mind, we offer programs and activities designed to guide you and put you in contact with the professional world so that, from the very first day, you can make progress along the path that you choose.



PROFESSIONAL ORIENTATION

Are you looking for a promotion, a pay rise, a change of department? Each academic year, at Ostelea, not only do we give you tuition but also guidance through personalized programs that enable you to decide which professional path you are going to take on completion of your studies.

● EMPLOYABILITY / RECRUITING PROGRAM

3 workshops focusing on selection processes which, based on your objectives and interests, enable you to improve your competences to give you the very best positioning for accessing the employment market.

- Curriculum Vitae
- Elevator Pitch for your CV
- Professional interview

● CAREER TRANSITION

5 workshops to give you guidance for your professional future, based on your preferences, objectives and personal qualities. At Ostelea, we enable you to choose your path to ensure that all your professional choices lead you forward.

- Personal self-awareness. Starting point.
- Personal exploration. Impact that we generate.
- Competence exploitation. Key Personal and Professional factors.
- Setting objectives and the Action Plan. Decision-making.
- Personal Marketing Plan, getting out there. Approach to basic opportunities.
- Approach to basic opportunities.



EMPLOYABILITY EVENTS

As well as giving professional accompaniment and guidance throughout your studies, Ostelea also organizes events and activities that give students the opportunity to make contact with companies and even access their employment listings. This is a series of events designed for you and your future.

● EMPLOYABILITY WEEK “TALENT TOURISM WEEK”:

This event is held once a year in March. Over the course of a week, several leading companies in the sector are invited to give a presentation of their company lasting around two hours, giving an overview of the internship and employment opportunities available, before interviewing our students. The companies to have taken part in the event include Apple, Meliá Hotels International, Grupo Tragaluz, American Express, Derby Hotels, The Ritz Carlton, etc.

● COMPANY MEETINGS

Sessions with national and international companies in the sector, where students gain first-hand insight into the profiles in the highest demand and companies' needs, as well as having the opportunity to meet the guest company's Human Resources Director in person and have a professional interview. Students have the chance to make contact with companies of the status of El Tenedor, Barceló Viajes, Meliá Hotels & Resort, Generator Hostels, Petit Palace, Hotel Montanyà, etc.

● EMPLOYMENT FORUM

Held once every academic year in October, this event involves several companies participating online and posting their employment opportunities and interviewing our students. The event has an international scope and welcomes over 20,000 visitors, 28 participating companies, with more than 513 employment offers being posted to work in 20 countries, 24 hour per day for seven days. The companies that took part in the latest edition included Meliá Internacional, Nestlé, El Tenedor, Merck, Grupo Planeta, Winche Redes Comerciales, Philips Morris International, EY, Grant Thornton and General Cable, among others.

● GRADUATE PROGRAM

A development program run by multinational companies such as Hilton Hotels, Mandarin Oriental, Hotusa, NH Hotel Group, Accor Hotels and The Ritz Carlton Hotel, among others, with the aim of recruiting candidates from the best universities and business schools. The selected students join the companies and complete a rotation program through various national and international offices of the organizations.





SEMINARS

The future also requires preparation. With this in mind, we offer you the training that any executive requires in order to pave the way to their future. This range of **extra training** activities is specifically designed to enhance the development of each student's skills and thereby prepare them for any destination in the world.

● SEMINAR ON HOSPITALITY SKILLS AND CUSTOMER SERVICE (25 tuition hours)

A passionate professional stands head and shoulders above the rest. If you are one of the people who live their profession with a passion, in this in-person course, you will learn to develop your vocation, improving your customer service skills and learning to deal with each customer in an approachable, enthusiastic and efficient way.

· Limited places

● LANGUAGE SEMINARS (30 tuition hours/language)

There is a name for the office of a great executive: the world. At Ostelea, we provide in-person classes to enable you to learn business English and basic French – two languages to ensure that your career does not recognize borders.


· Limited places





FROM OSTELEA TO THE WORLD

*At Ostelea, for each of our Masters, we personalize different **professional and study experiences abroad**, opening up our School to a whole world of possibilities to enable each student to broaden their horizons and become an executive with international vision.*



INTERNATIONAL RESIDENTIAL PROGRAMS

We give students access to residential placement agreements with a carefully selected group of universities with a great academic reputation. Students combine the host universities' tuition with our School's, enabling them to grow from the experience of another culture and in a highly-respected institution at an international level.



INTERNATIONAL TOURISM RESIDENTIAL PROGRAM IN SAXION (THE NETHERLANDS)

Since 1875, Saxion University has been considered as **one of the greatest educational institutions in the Netherlands**, with a population of **22,000 students**, **2,500 of whom come from abroad**, spread across the three campuses in the eastern Netherlands: Deventer, Enschede and Apeldoorn.

- Duration: 6 days
- Date: April
- Tuition given jointly by lecturers from Ostelea and Saxion University.
- Optional Residential Program at an additional cost: €1,000/student (travel expenses not included)
- Eligible programs: all Full-Time programs at Ostelea's Barcelona and Madrid Campuses.
- The students on these programs who want to take part in this Residential Program must register within the first month of classes.

STUDY THERE

The Netherlands, where Saxion is located, is a beautiful country well-known for its politeness, multicultural population and tolerance. Studying there gives you the chance to open yourself up to the world, with thousands of international students coming to its universities each year. Moreover, its campus in Deventer is just an hour's journey by train from the capital, Amsterdam. Even nearer, the area boasts a number of tourism sites of spectacular natural beauty.



FINANCE RESIDENTIAL PROGRAM AT ESG UQAM, SCHOOL OF MANAGEMENT, UNIVERSITÉ DU QUÉBEC À MONTRÉAL (CANADA)

The Université du Québec à Montréal is **the world's largest French-speaking university**, with more than 60,000 students. UQAM has 6 departments and more than 1,000 lecturers.

- **Duration:** 15 days
- **Date:** Second half of July
- **Contents:** The course includes morning classes and company visits
 - Doing Business in North America
 - Cost Management, Product Choices and Pricing Decision
 - Strategic Management and Performance
 - Financial Information and New Business Models
 - International Transactions and Treasury
- **Optional Residential Program at an additional cost: €2,500/student.** The price includes all of the course materials, meals and company visits (travel and accommodation expenses not included)
- **Eligible programs:** MBA in Hospitality & Tourism Management
- **The students on this program who want to take part in this Residential Program must register within the first three months of classes.**

STUDY THERE

The Université du Québec is located in the heart of one of the most beautiful cities in North America, Montreal. Its campus lies at the centre of one of the liveliest areas of Montreal. The School is well connected by metro and there are bicycle hire services available to visit this beautiful French-speaking city, Canada's second largest in terms of population.



CROSS-CULTURAL MARKETING RESIDENTIAL PROGRAM AT KEAN UNIVERSITY (NEW JERSEY, USA)

With more than **150 years of history**, Kean University is located in a charismatic city in New Jersey, near to New York. With more than 16,000 students, Kean University is the third largest higher educational institution in New Jersey and has a number of associated research institutes

- **Duration: 15 days**
- **Date: First half of July**
- **Contents: Students can choose one of the following seminars.**
 - Retail Marketing
 - Buying and Merchandising
 - Services Marketing
 - Services Management
 - Business to Business Marketing
- **Optional Residential Program at an additional cost: €2,800/student (travel and accommodation expenses not included).**
- **Eligible programs: MBA in Hospitality & Tourism, Full-Time Master in Hotel and Restaurant Company Management and Full-Time Master in International Tourism Management.**
- **The students on these programs who want to take part in this Residential Program must register within the first three months of classes.**

STUDY THERE

Kean University is located in Union County in New Jersey, just a few kilometres from New York, home to the world's largest financial centre, Wall Street. Students at Kean have the opportunity to travel to this huge US city to enjoy its vibrant lifestyle and cultural diversity.



LEARNING BY DOING

Hotel Management evolves with the times.

Learning by Doing gives you training focused on the latest developments in this field of management. Moreover, the training takes place in prestigious Petit Palace hotels in Barcelona and Madrid, two establishments located in prime locations in the cities and a superb example of cutting-edge management in the hospitality and tourism sector.

● BARCELONA / MADRID

- Duration: 1 week (4 days), 4.5 h/day
- Contents: Innovation in Hotel Management
- Run by: The Petit Palace management team
- Additional credits: 2 ECTS
- Programs that include this value scheme:
 - Master in Hotel and Restaurant Company Management (Full-Time)
 - Master in Hotel and Restaurant Company Management (Part-Time)
 - Master in Tourism Marketing, Commercialization and Revenue Management (Part-Time)



INTERNATIONAL INTERNSHIPS

Ostelea gives its students access to a comprehensive selection of internship opportunities, always in leading organizations in the sector, such as Hilton Hotels, Tundra Hotels and Hoteles Meliá, among others.

The process for starting any international internship through Ostelea is as follows:

● STUDENT PROCEDURE

- Students can check out the international internship offers on the Ostelea Employment Portal.
- Students interested in doing an international internship should send an international internship application to the Professional Careers Department before the end of the second month of the course.
- The Professional Careers Department oversees the interviews for the students who have apply to do an international internship with the company in question.
- Students must find out about the process and payment required to obtain the visa required to travel in the country in which the internship will take place.
- Students must look for and buy a ticket to travel to the country in which the internship will take place, and look for accommodation if required in the destination country. They are liable for these expenses.
- Eligible programs: MBA in Hospitality & Tourism Management, Full-Time Master in Hotel and Restaurant Company Management, Full-Time Master in International Tourism Management Full.

● OSTELEA PROCEDURE

- Interview with the students who have applied for an international internship.
- Search for international vacancies.
- Posting offers on the Ostelea Employment Portal.
- Selection of students interested in doing an international internship and who meet the criteria of the offer.
- Sending candidates' applications to the company.
- Drafting the internship agreement and any annexes.



CAMPUS TO CAMPUS

Enjoy Barcelona's beaches and Madrid's social life.

Discover the culture of culture Catalonia and Madrid.

Explore the Gothic Quarter of the great Catalan city and El Rastro market in the Spanish capital.

All this and much more is available to you on a single program, with the Intercampus Program. At Ostelea, we offer you the option of studying at both of our campuses, located in Barcelona and Madrid, two cities that not only account for the lion's share of tourism in Spain, but which are also among the cities with the highest levels of tourism activity at a global scale. A unique opportunity to enjoy the leisure activities, climate and all of the experiences that the two destinations have to offer students.

Programs with the option of the Campus to Campus program:

- Master in Hotel and Restaurant Company Management Full-Time (Spanish in Barcelona and Madrid)
 - Master in International Tourism Management (Spanish in Barcelona and English in Madrid)
 - MBA in Hospitality & Tourism Management (English in Barcelona and Spanish in Madrid)
 - Master in Events Organization, Protocol and Business Tourism (MICE) Full-Time (Spanish in Barcelona and English in Madrid)
-
- Students interested in taking part in the Campus to Campus program should inform the School within the first month of classes on their program.
 - The number of place on the exchange program is limited to a maximum of 5 students per program at each campus (travel and accommodation expenses not included).
 - Student are responsible for organizing the transport to and accommodation in the two cities.
 - In the case of programs run in a different language to the campus of origin, students must have a sufficient level in the other language to follow the program.
 - Qualification awarded: the qualification is issued by the centre at which the student originally completed their enrolment.



SPECIFIC PROGRAM VALUES

As well as the Comprehensive Executive Development Plan to which all students have access, Ostelea also offers you a set of specific values, adapted to the needs of the students in view of the program selected, all designed to enrich their educational experience at the School, with cutting-edge learning methods, customized events and professional development initiatives.

All of the following values are available.

- SERIES OF MEETINGS WITH HOTEL AND RESTAURANT COMPANY DIRECTORS AND INTERNATIONAL TOURISM CONSULTANTS

- SPECIAL EMPHASIS ON REVENUE MANAGEMENT, TAUGHT THROUGH A BUSINESS GAME

Revenue management has become the central point around which the activity of hotels rotates. As such, at Ostelea, we focus extensively on this specialty in some of our programs. It is based on the application of analytical tools used to predict customers' behaviour, through an applied vision in a business game that enables students to simulate real cases.

- CASE STUDY METHOD

The programs that apply the case study method enable students to systematically improve their decision-making process using real cases of tourism companies. Moreover, this methodology enables other skills to be developed, including creativity, analytical thinking, verbal and written communication competences and interpersonal skills. The cases studies in previous years have included El Bulli and Ryanair.

- PARTICIPATION IN SECTOR TRADE FAIRS

Students attend sector trade fairs such as Alimentaria (Barcelona), considered to be one of the world's most important congresses in the food sector; or IBTM (Barcelona), one of the leading events in business tourism, the Museu Dalí in Figueres (Barcelona); the Portaventura Theme Park (Barcelona); the Marató de TV3 fundraising telethon (Barcelona); HOREQ (Madrid), the professional fair for hospitality suppliers and the tourism sector, the Salón de Gourmets (Madrid), the international quality food and beverage trade fair, in which they collaborated in the organization of the campaign against obesity. Attendance at these trade fairs depends on the date falling within the tuition period of the session.

- INTERNATIONAL FACULTY

Part of the content on certain courses is taught by lecturers from Ostelea's partner business schools and universities. In previous academic years, guest lecturers included Greg Richards, from Tilburg University (Holland); Simão Oliveira, from the Instituto Politécnico de Leiria (Portugal); and Ana Maria Munar, lecturer at Copenhagen Business School.

- ORGANIZATION OF REAL EVENTS

Students on Masters that include this value can voluntarily get involved in organizing real events at the School

- PERSONAL BRAND MANAGEMENT

Programs that include this value develop skills in the field of personal brand management, which include learning personal marketing and employability techniques, in order to identify professional opportunities in Spain and further afield.



- STRESS MANAGEMENT TECHNIQUES

This value includes a number of sessions on stress management techniques, a crucial skill for any events organization executive, as their psycho-emotional balance is vital for effective team management.

- SKILLS MANAGEMENT
RESIDENTIAL PROGRAM

Valor que incluye un fin de semana intensivo (con 2 noches incluidas) trabajando habilidades directivas.

- OPTIONAL GOOGLE CERTIFICATION

Programs with this value give students who are interested the opportunity to obtain GoogleAds certification free of charge and in addition to the program.

- SPECIFIC TRAINING FROM THE
WORLD TOURISM ORGANIZATION
(WTO)

Turismo de España, and the embassy of a guest country each year.

- FIELDWORK PROJECTS IN THE
TOURISM MARKET IN BARCELONA
FOCUSING ON EXPERIENCES IN
REGIONAL TOURISM PLANNING

- SERIES OF MEETINGS WITH HOTEL
AND RESTAURANT COMPANY
DIRECTORS AND INTERNATIONAL
TOURISM CONSULTANTS

- COMPULSORY INTERNSHIP



PROGRAMS

	MBA in Hospitality & Tourism Management BCN-SP-ENG MAD-SP (FT)	Hotel and Restaurant Company Management BCN/ MAD (FT)	Hotel and Restaurant Company Management BCN/ MAD (PT)	Events Organization, Protocol and Business Tourism BCN – SP MAD – ENG (MICE FT)	Events Organization, Protocol and Business Tourism BCN/ MAD (MICE PT)	International Tourism Management BCN-SP/ MAD-ENG (FT)	Sustainable Tourism Destinations and Regional Tourism Planning BCN - SP/ ENG (FT)	International Relations and Global Tourism Governance BCN (FT)	Tourism Marketing, Commercialization and Revenue Management BCN (PT)
Manager Experience	•	•	•	•	•	•	•	•	•
CEO Series	•	•	•	•	•	•	•	•	•
Management Series	•	•	•	•	•	•	•	•	•
TDSP	•	•	•	•	•	•	•	•	•
Entrepreneurs Project	•	•	•	•	•	•	•	•	•
Entrepreneurship Program	•	•	•	•	•	•	•	•	•
Employability/Recruiting Program	•	•	•	•	•	•	•	•	•
Career Transition	•	•	•	•	•	•	•	•	•
Talent Tourist Week	•	•	•	•	•	•	•	•	•
Employment Forum	•	•	•	•	•	•	•	•	•
Company Meetings	•	•	•	•	•	•	•	•	•
Graduate Program	•	•	•	•	•	•	•	•	•
Seminar on Hospitality Service and Customer Service	•	•	•	•	•	•	•	•	•
Language seminar	•	•	•	•	•	•	•	•	•
International Tourism Business Program / Salon Program	•	•	•	•	•	•	•	•	•
Finance Business Program at ESGLUQRM	•								
Residential Program at Real University	•	•				•			
Learning by Doing	•	•	•						
International internship	•	•	•			•			•
Campus to Campus	•	•		•		•			
Series of meetings with directors, companies and tourism consultants	•	•							
Revenue Management with Business Game	•	•	•						•
Case Study Method	•	•	•	•	•	•	•	•	•
Participatory sector fairs	•	•	•	•	•	•	•	•	•
International Faculty	•	•				•	•		
Organization of relaxants				•					
Personal brand management				•					
Stress Management Techniques				•	•				
Skills Management Residential Program	•								
Optional Google Certification									•
Specific training at the LUTO						•			
Fieldwork projects in the private sector (Barcelona Campus)							•		
Business Game	•								•
Compulsory internship (only at the Madrid Campus)	•								

Ostelea is a member of:



OMT

World Tourism Organization



Jose Luis Fernández (General Director of Ostelea) and Taleb Rifai (WTO General Secretary) signing the agreement.

The United Nations Body for promoting responsible and sustainable tourism that is accessible to all. As the leading international organization in the field of tourism, the WTO is committed to tourism that contributes towards economic growth and environmental sustainability, offer leadership and support in the sector to spread its knowledge and tourism policies around the world. Ostelea is also a member of the WTO's Knowledge Network.



AEDH

Spanish Association of Hotel Directors

The Association brings together more than two thousand hotel managers from all over Spain. AEDH works to promote the projection of Spain as the quintessential leading tourism destination, driving forward initiatives that incentivize innovation, qualification and reappraisal of the tourism sector.



AEPT

Spanish Association of Tourism Professionals

National entity that brings together professionals in the tourism sector, working in a diverse range of initiatives that continue to add professional value.



EARTH

European Alliance of Responsible Tourism and Hospitality

The leading European association striving to develop sustainable tourism. Different organizations in Austria, Belgium, the United Kingdom, France Germany, Hungary, Ireland, Italy and Spain have already signed up to the initiative. The members of EARTH are industry experts in the field of responsible tourism, including tour operators, national networks, independent consultants, associations and non-governmental organizations.

Partner member:



TURISME DE BARCELONA

A consortium focused on promoting the city of Barcelona in terms of all of its aspects. Barcelona Turisme plays a key role in promoting the city as a destination for business and gastronomic tourism, among other types.



ATLAS

Association for Tourism and Leisure Education and Research

Established in 1991, ATLAS aims to run transnational education initiatives in the fields of tourism and leisure. ATLAS provides a forum to promote transnational research and facilitate study programmes and professional development. The association currently has members in 70 countries.



CHRIE

The Council on Hotel, Restaurant and Institutional Education

The leading international network of tourism university centre, based in the United States and with only two Spanish members. Its mission is to provide programmes and services that enable continuous improvement to be achieved in the quality of global education and research in the hospitality sector and tourism. Only the most important Tourism Education Centres in the world are members of this network

Ostelea is a member of:



Conference on Responsible Tourism at Fitur, organized by the Global Compact Network in Spain and the WTO.

Signatory member of the Global Compact Network in Spain. A United Nations initiative that promotes the implementation of 10 universally accepted principles that enhance corporate social responsibility (CSR). In 2015, Ostelea also decided to sign up to the PRME programme, the United Nations campaign to promote responsible management education.

The official programs are accredited by:



The Ministry of Education. Ostelea runs official university Master programmes adapted to the EHEA.

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