



PROF. KIMES, CORNELL UNIVERSITY AT CENP

INTERNATIONAL PROGRAMME STUDENTS

OUR MISSION:

The training of young people in emerging professional areas with a high demand in the market place. We are speaking here of one of the best private schools in its field in Spain.

OUR VISION:

To satisfy the demand of a sector in continuous growth, providing professionals that are capable, qualified and aware of the new tendencies.

INTERNATIONAL SCOPE

The degree in Tourism is conceived with an international vocation. It allows students to do semesters abroad.

Students also have access to double degrees and Master programmes in the USA, Switzerland, the UK, France, Australia and Norway.

There is also the option to enrol in the bilingual Spanish-English programme.

WHY STUDY TOURISM

- 1.- It **guarantees a job**. In Spain, over 10% of the employment is directly or indirectly related to the tourism sector, and less than a 10% of university students are doing Tourism studies.
- 2.- You will become part of an industry in which **Spain is a leader**, and a reference worldwide.
- 3.- It offers a wide range of **professional internships** for students to facilitate your final professional decision.
- 4.- Foreign languages, company management, liberal arts, travel agencies, hospitality, tourist guides, human resources... and **an incredible range of courses** that will surely allow you to find your vocation, regardless of your hobbies, while you learn about their use in the professional world.
- 5.- You will learn to adapt to a constantly changing world, which is able to **combine the new technologies and the human knowledge**.
- 6.- The degree will give you the opportunity to **establish your own company**, can you imagine?
- 7.- Your profession will allow you to **travel and discover** other cultures and places. You will be in constant connection with people from all over the world.
- 8.- You will make possible the **illusions** of many people who cannot wait to go on holidays.
- 9.- Tourism is an instrument of **PEACE and international understanding**.
- 10.- You will collaborate in the **development** of the less fortunate areas of the planet, by successfully managing a **sustainable tourism**.

ENTRY REQUIREMENTS

University entry level. Access tests at CENP: personal interview and English test. Candidates to enrol in the bilingual programme will be required to prove competency in English.

COURSE CONTENTS: SEMESTER ONE

YEAR 1	ECTS	YEAR 2	ECTS	YEAR 3	ECTS	YEAR 4	ECTS
Economics	6	Universal Cultural Heritage	6	Heritage Interpretation & Route Design	6	Public Management of Tourism	6
Introduction to Tourism	6	Company Economics	6	Hospitality and Restaurant Techniques II	6	Quality Management	6
Cultural Heritage	6	Statistics	6	Tourism and Transport Mediation Techniques	6	Company Creation & Management	6
Spanish Tourism Territorial Resources	6	Hospitality and Restaurant Techniques I	6	Human Resources Management	6	Professional Ethics and Social Responsibility	6
Sociology of Tourism	6	English II	6	English III	6	French III or German III	6
	30		30		30		30

COURSE CONTENTS: SEMESTER TWO

YEAR 1	ECTS	YEAR 2	ECTS	YEAR 3	ECTS	YEAR 4	ECTS
Introduction to Law	6	Tourism Marketing	6	Hotel Trade	6	Internship	24
Anthropology of Tourism	6	The World's Tourism Territorial Resources	6	New Technologies Applied to Tourism	6	Degree Final Project	6
Financial Accounting	6	Cost Accounting	6	Tourism Tax Regulations	6		
Communication & Tourism Promotion Techniques	6	Tourism and Transport Mediation	6	Financial Statements Analysis	6		
English I	6	French I or German I	6	French II or German II	6		
	30		30		30		30

UNIVERSITY SAN PABLO CEU

CENP's excellent educational tradition in the Tourism area culminates with the association agreement signed with the University San Pablo CEU on 3 December 2008.

The Degree in Tourism offered by the University San Pablo CEU has been verified by the National Agency for Quality Assessment and Accreditation, ANECA.

PROFESSIONS OPEN TO GRADUATES IN TOURISM

- All those directly related with the world of tourism:
- Hospitality and catering
 - Tourism and Transport Intermediary
 - Public Planning and Management of Destinations
 - Tourism Products and Activities
 - Education, Research and Consultancy
- The graduates from the Degree in Tourism are prepared to occupy management and mid-management positions.



DECEMBER 2008, SIGNING THE AGREEMENT: THE CHANCELLOR OF SAN PABLO-CEU UNIVERSITY AND THE CHAIRMAN OF CENTRO ESPAÑOL DE NUEVAS PROFESIONES



COMPANY VISIT

HOTEL OSCAR

GINMAJIMA 2008

INTERNATIONAL LUNCH



2008 ULYSSES AWARDS ORGANIZED BY CENP



CENP'S 50TH ANNIVERSARY TRIBUTE



WORLD ULYSSES CONFERENCE, 2008



MAY 2008: SECRETARY GENERAL OF WORLD TOURISM ORGANIZATION DURING HIS VISIT TO CENP, WITH CHAIRMAN OF CENTRO ESPAÑOL DE NUEVAS PROFESIONES.

"Experience shows us that Tourism is resistant. Travelling has become a social necessity. In the current situation, Tourism is less vulnerable to fluctuations than other economic sectors, and is able to absorb the impact"

Francesco Frangialli, (Secretary General World Tourism Organization – United Nations – 1997-2009)

CENTRO ESPAÑOL DE NUEVAS PROFESIONES IS A MEMBER OF:

- Board of the World Tourism Organization Affiliate Members (United Nations)
- World Tourism Organization Education Council (United Nations)
- World Association for Professional Training in Tourism, AMFORT.
- Spanish Federation of Tourism Schools, ANESTUR.
- Association of family-owned companies, ADEFAM.
- Foundation Destination Madrid.

AGREEMENTS WITH:

- Spanish Association of Tourism Professionals
- Madrid Association of Interior Decorators & Interior Architects
- Madrid Association of Antiquarians

CENP Building

METRO: ISLAS FILIPINAS MONCLOA

**Buses:
C - 1 - 2 - 12 - 16 - 44 - 61 - 202
And all lines arriving at
MONCLOA INTERCHANGE**



OUR LOCATION

After nearly 50 years in Plaza del Conde del Valle de Suchil, we now occupy an exclusive building, next to Islas Filipinas metro station, and five minutes away from Moncloa Interchange.

OTHER COURSES OFFERED AT CENP MANAGEMENT AND COMMUNICATION AREAS:

- Advertising
- Public Relations
- Marketing
- Office Administration

ART AND DESIGN AREA

- Graphic Design
- Interior Design
- Antiquarian Studies



**Admissions & Academic Information:
Joaquín M^a López, 62
E-28015, Madrid
Tel: +34 91 448 48 41
Tel: +34 902 44 12 22
Fax:+34 91 447 95 11
cenp@cenp.com
http://www.cenp.com**



**DEGREE IN
TOURISM
BY THE
UNIVERSITY SAN PABLO-CEU**

Decree 3783/2009, 31st July (BOCM 31st August 2009)

Centro Español de Nuevas Profesiones is a member of the Board of the World Tourism Organization Affiliate Members (United Nations) It is a member of the World Tourism Organization Education Council (United Nations)

FIRST TOURISM SCHOOL IN SPAIN
CENP, founded in 1957, has over 50 years experience in the training of Tourism Professionals.

