# FIELD TRIPS / COURSE AND ACTIVITIES

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<td>Week</td>
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**Morning**
- Field visit: PIKOLINOS shoe factory + Elche city tour
- Course (International Marketing / strategy)
- Field visit: EUIPO European Union Agency
- Course (Management - local/global: Alicante within the Spanish and European context)
- Field visit: Jijona (Turrón factory + museum + local authorities)

**Afternoon / Evening**
- Alicante city tour + civil war shelters
- Water Sports activities
- Volunteer work
- Cooking course: tapas
- Trekking? Beach sports? Museum visit?

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**MAÑANA**
- Field visit: Heretat de Cesilia and/or Vins del Comtat (Wine production) + wine tasting
- Course: Intercultural communication in professional contexts
- Field Trip: (Hotel Villa Altana) Hotel management and Tourism/hospitality as leading sector + Benidorm visit
- Field visit: Parque científico de la Universidad de Alicante: start ups Technology and new business models
- Alicante - Madrid

**TARDE**
- Wine production visit
- Excursion: Tabarca island
- Volunteer work
- Valor chocolate visit

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Tel. +34 96 590 3793 – Fax +34 96 590 3794  
Campus de San Vicente del Raspeig  
Edificio Germán Bernácer. 03690 Alicante  
e-mail: info@coidiomas.ua.es  
web: [http://www.coidiomas.ua.es](http://www.coidiomas.ua.es)