The Center for Excellence in Tourism (CET) is a unit of education, research and extension at the University of Brasilia (UnB). It acts as a center for production and dissemination of knowledge in projects, events and courses in Tourism, Hospitality and Gastronomy, in order to contribute to the development of tourism in Brazil. Based on the dissemination of technical, scientific and cultural knowledge, CET plans and directs strategic actions for the development of the productive chain of tourism, always aware of the profile and the demands of the labor market.

Its creation in February 19th 1998, is considered a strategic vision within the university structure, and anticipated the institutionalization of tourism in the sphere of the federal public administration, with the creation of the Ministry of Tourism, in 2003. Headquartered in Campus Darcy Ribeiro, in the Asa Norte (north wing) of Brasilia’s Pilot Plan, CET is a multidisciplinary center. Directly connected to the Rectory, it has the collaboration of several teachers from different UnB faculties and institutes.
CET has built its reputation as a national reference from the ideal of offering access to knowledge, with participatory, coordinated and differentiated actions and excellence standard in all three areas of expertise.

As a UnB’s academic instance, it is CET’s responsibility to unveil the social content of tourism, as shown in its involvement in numerous projects committed to social responsibility.

Throughout these years, CET sought partners to implement projects and provide professionals with ethical, social and environmental awareness, offering a continuously updated program focusing the needs of the tourism services market.
The CET complex is a hallmark of plasticity and daring architecture in the UnB campus. A José Zanine Caldas work, built with solid ipê (Tabebuia spp) and carapanaúba (Aspidosperma sp) woods, it is composed of a core module and four peripheral modules in the shape of octagons, and a service support module attached to the set.

The central module consists of ground floor and basement; the peripherals consist of ground floor and a winter garden in the central area.

The originality of the complex adds to the harmonious beauty of the landscaping enlacing the scenario of the entire outside area, signed by Zaida Machado.
Tourism, a complex and provocative knowledge subject, has in the CET facilities lots of studies and researches that deepen its economic, social, cultural, and spatial dimensions.

Teaching, Research and Extension offered by CET look for leading students to the correct conceptual interpretation and the practice of the sustainable development of tourism, enhancing and promoting discussion on environmental issues, from the knowledge of the Brazilian sociocultural diversity.

The planning and guidance of strategic actions for the development of the productive chain are focused on academic areas, with the provision of graduate, extension, specialization and master degree courses, and projects in the Gastronomy, Tourism and Hospitality areas.
From the second semester of 2010 on, UnB offers the graduate course in Tourism (Bachelor), with interdisciplinary profile and a consortium consisting of the Center for Excellence in Tourism, the Administration, Economics, Geography and History Departments, the Education Faculty and the Biological Sciences Institute. The course is held in Darcy Ribeiro Campus, during the day, with 40 seats per semester and duration of eight semesters.

The decision to create a graduate program in tourism is due to the need to meet a growing demand for the intensification of tourism in Brazil, characterizing a potential for the labor market and faced with recurring themes of our time, involving the sustainability of tourism as an appreciation of culture, environment, and social and economic aspects.

The initiative also meets the new possibilities offered by the Restructuring and Expansion Program for Federal Universities (REUNI), a federal government program aimed at "providing federal universities with conditions required to increase access and permanency in higher education" (Decree No. 6096, from April 24th, 2007). One of the REUNI goals is the creation of new courses and the expansion of the existing ones.

Whith this integration, it is intended that the graduated professional already has the ability to handle different problems related to the area and, from the interdisciplinary approach developed as a central feature of his/her graduation, is able to perform multidisciplinary work, whether in academy or in other market areas.

According to the pedagogical proposal of the new course, based on teaching-learning processes and a consistent curriculum with the profile of professionals who UnB aspires graduating, it is expected a stimulus so that the student searches, in the University, the building of knowledge in tourism, meeting the professional performance, and as a basis for his/her development.
The Master Degree in Tourism, held by CET, prepares students to act as public policy makers, aiming at the development of a sustainable tourism in the economic, cultural and environmental fields.

It focuses on two areas: Economics of Tourism and Culture of Tourism, with research lines in economics, management, policies and planning of Tourism; and culture, heritage and memory of Tourism.
The postgraduate courses with, approximately, 420 hour load, meet the market requirements in the areas of Gastronomy, Hospitality and Tourism, and provide broad overview of the fundamentals that measure each area. Present courses are:

Hospital Hospitality Management – trains professionals aware of the importance of humanizing the physical environment in healthcare, preparing them to work in health institutions in the financial, personnel, planning, processes, communication, information and marketing areas.

Food Technology – answers the huge demand for agribusiness in the country and aims to train specialists with broad view of the fundamentals related to conservation, process, transportation and distribution of food.

Cultural Tourism and Heritage – provides training in participatory planning and management of public policies with focus on issues such as: culture as a symbolic system, cultural identity and heritage of a nation, and community participation as a guardian of cultural goods.

Business Management and Tourism Consulting – prepares professionals with interpersonal, conceptual and technical skills to work as employees, managers or advisers in business organizations.
Extension courses meet the diverse interests of students and professionals in the areas of Tourism, Gastronomy and Hospitality.

Scientific output from CET is scored for its excellence in content, and is recognized for its interrelation with other units of the University of Brasilia.

The academic body of CET, in partnership with Editora UnB (UnB publisher) and Senac/DF, has published numerous books and scientific papers, engaged in a pattern of environmental, economic and social sustainability.
Research Laboratory

CET’s Research Laboratory was created to aggregate nuclei with the intent to carry out studies and researches on the development of tourism and related areas, establish partnerships for technical and scientific cooperation with universities and public and private institutions, among other assignments.

Currently, the Research Laboratory welcomes the nuclei for Economics of Tourism and Sustainable Tourism. The Reference Nucleus for Gastronomy and Regional Food is also in full activity and aims to qualify actors involved in the National School Feeding Program.

It has the most comprehensive collections of books, periodicals, videos and CDs, slides and maps, textbooks and monographs in Tourism, Gastronomy and Hospitality, ensuring support for teaching and researching. Linked to the Central Library of UnB, employs the Pergamum management system, which includes all the functions of a library in an integrated manner and shares information among institutions that use the same system, forming the Brazilian network for literature cooperation.

WTO Library

One of the great achievements of the Centre for Excellence in Tourism as an affiliate member of the World Tourism Organization (UNWTO), a UN body, was the initiative of this Organization to make its virtual library available to CET’s library.

CET has free access to this valuable collection, which offers wide variety of publications. The WTO collection has over 900 books in English, French, Spanish, Russian and Arabic.

To download documents and texts from the WTO database, access must be done through a CET/UnB computer network. The CET/UnB Library has the forwarding service of documents, in full text. Just make the request at the counter of the Library or by e-mail: cetdoc@unb.br.
It has already developed important researches for government agencies and the private sector, such as:

- **The airline industry in the Brazilian economy**, with the conclusion that air transport was one of the most dynamic sectors of the Brazilian economy from 1999 to 2008.

- **Participation of tourism for the Brazilian economy**, carried out for the Ministry of Tourism, outlined a real scenario of the tourism sector performance in the economy, which enabled the government to monitor and evaluate its strategic actions for the development of the sector.

- **Impact of Tourism in the Federal District economy**, which provided important diagnostic information in the planning of policies for sustainable development of Tourism in the Federal District.
The Nucleus for Sustainable Tourism conceives, plans and executes, under the sustainability and sustainable development paradigms, projects, post-graduation courses and extension courses related to various tourism areas.

It contributes to research and knowledge output, especially with regard to tourism, and also participates in the design, planning and implementation of courses and projects suggested by other CET areas.
CET/ UnB works on the implementation of a Nucleus for Research on Products and Regional Recipes in order to subsidize the preparation of a nutritious and tasty food, convenient to the scope of school feeding.

New teaching methodologies are in process, aiming to train actors involved in the National School Feeding Programme (PNAE/ Ministry of Education) on the subject Brazilian regional cuisine, based on rural, indigenous and maroon food culture.

Hygiene, cooking and organizing techniques, combined with that knowledge, with critical and creative thinking, will result in the dialogue between theory and practice of the framework of this CET Nucleus.

The Nucleus will gain facilities to accommodate the preparation and testing of menus created from the researched recipes.
CET has three Project Coordinations - Tourism (CPT), Hospitality (CPH) and Gastronomy (CPG) - to conduct researches, studies and consultancies for public and private institutions, in order to promote the sustainable development in tourism.

The performance of these three coordinations include the preparation of plans for expansion and tourism inventories, evaluation of tourism potential, and personnel training and qualification for the sector. They contribute to researches and knowledge outputs in the tourism area, among other assignments.

**Research Development of Professional Training for Accommodation Facilities**

Sponsored by the Brazilian Association of Hotels (ABIH) and the Ministry of Tourism, the study indicated that, for the sustainability of tourism in Brazil, we must invest in professional training.

**Observatories for the Sustainable Tourism**

Funded by Fundação Banco do Brasil (Banco do Brasil Foundation) and focused on sustainability, the observatories are a participatory management tool in planning, monitoring and developing tourism.

There are now observatories for the cities of Cristalina and Cavalcante, located in Goiás state, which provide a tourism management planned and shared with the community, and a monthly analysis of the tourism activity.

Among the numerous projects undertaken by the CET also stand out the Observatories for the Sustainable Tourism project and the Project for the Prevention of Sexual Exploitation of Children in Tourism.
Project for the Prevention Against Sexual Exploitation of Children in Tourism

Developed by CET/UnB, under the Programme on Sustainable Tourism and Childhood, Ministry of Tourism, the Project for the Prevention of Sexual Exploitation of Children in Tourism – Training Multipliers Phase aims to raise awareness and mobilize citizens, and generate actions that contribute for the system of guarantees for the underaged.

Its strategic goal is to encourage professionals of the tourism chain to adopt the code of conduct to combat this crime, especially when Brazil is organized to host the World Cup, a time when the tourism activity is intensified.

The Ministry of Tourism’s partnership with UnB signals the reference performance of CET and emphasizes the condition of academic work: to conduct teaching, research and extension without losing its essence and focus on training students and professionals with the understanding of social justice. When sensitizing the various stakeholders by means of the Project, the university wants to take the Brazilian society to reflect on the problem.

On the website www.cet.unb.br/turismoeinfancia/portal many documents, information and opportunities are available for citizens who want to become multipliers.

A goal for the rights of children. Sexual exploitation is not tourism. IT IS CRIME. DIAL 100 and report.
The Cycle of Lectures Moving Tourism is an event consisting of a monthly series of discussions among experts on central issues in the area. Promoted by the CET/ UnB since 2003, the meetings have been recording the presence of ministers and state secretaries, teachers and experts in tourism, including professionals from abroad.

The topics brought to discussion in recent years show this comprehensive overview of issues that underlie and intertwine tourism with other areas. These include, for example: “Sustainable tourism versus sexual tourism”, “Tourism and poverty alleviation in Brazil”, “Tourism industry and its relationship with the university”, “Tourism and executive power”, “Media contribution for tourism development”, “Ethics and Social Responsibility in Tourism, Hospitality and Gastronomy”, “Rural tourism and regional development”, “The contribution of tourism in the country’s economy” and “Cultural fundamentals of tourism”. 
Since 2002, CET also contributes to the building of scientific knowledge with its publications, published in partnership with the publishers Editora UnB and Editora Senac/ DF.
The Center for Excellence in Tourism has a media team to develop projects and products that disseminate information in support of courses and programs implemented by other sectors and partners.

Creating, writing and editing of various publications such as magazines, research reports, news bulletins, brochures and special hot sites for dissemination of plans and actions of work, as well as feeding the permanent website www.cet.unb.br, are some of the tasks performed by our Communications Department.