Selected Topics in Tourism, International Hospitality and Attractions Management

July 15-26, 2024 (or July 1-26)

tourism.summer.school@uam.es
https://uamsseb.education/tourism

Selected topics:
- Environmental Policy and Sustainable Tourism
- Human resource management in Europe’s Hospitality sector
- Culture, history, leisure, and attractions management
- Hospitality Finance in Europe
- Customer Experience Management in Hospitality
- Cutting-edge technology applied to tourism activities (Crypto-economics and crypto-assets, Metaverse)

MADRID
One of the “Most Livable Cities” in the World!
Monocle’s Quality of Life Survey 2023
#1 in Spain
#7 in Europe
#8 in the World

UNIVERSIDAD AUTÓNOMA DE MADRID
One of the best universities in the World!
QS World University Rankings by Subject 2023: Hospitality & Leisure Management
38-55 in Europe, 101-150 worldwide