

Selected Topics in Tourism, International Hospitality and Attractions Management

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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 2022

- #1 in Spain
- #10 in Europe
- #15 in the World

UNIVERSIDAD AUTÓNOMA DE MADRID

One of the best universities in the World!

QS World University Rankings by Subject 2022:
Hospitality & Leisure Management

51-100 worldwide

