

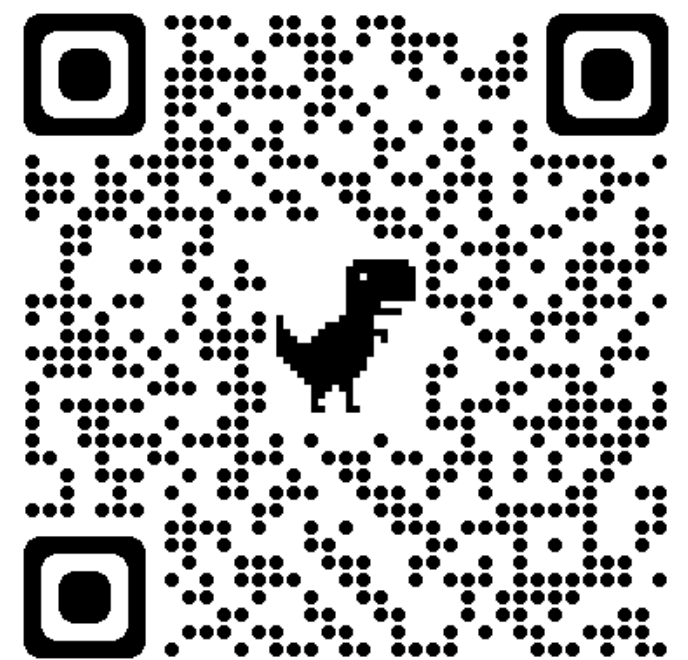


Universidad Autónoma de Madrid

Selected Topics in Tourism, International Hospitality and Attractions Management

July 13-24, 2026
(or June 29-July 24)

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: The case of Madrid
- Hospitality Finance in Europe
- From Data to Marketing Insight: Exploring AI to Better Understand Customer Satisfaction
- Cutting-edge technology applied to tourism activities (Crypto-economics and crypto-assets, Metaverse...)

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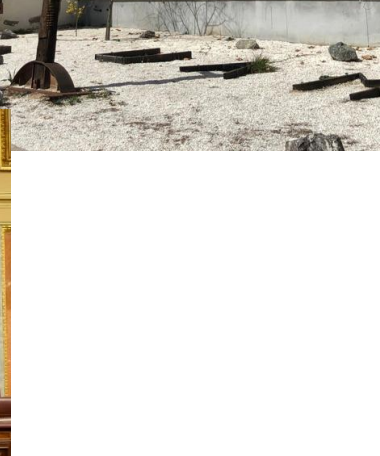
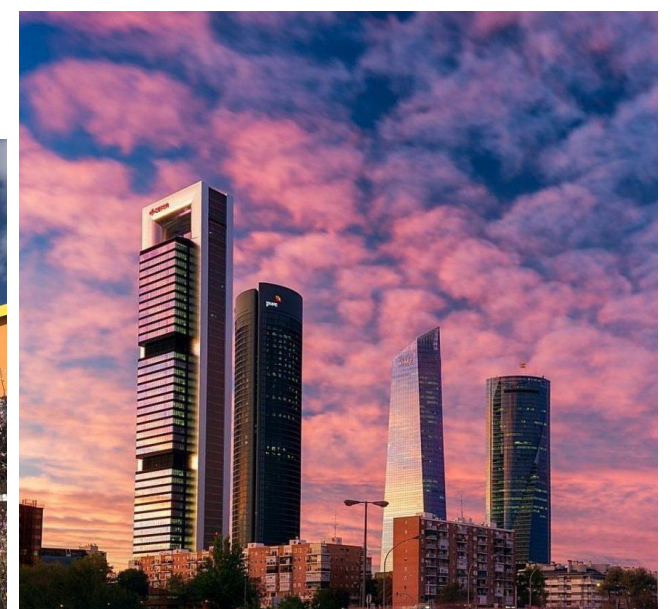
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QS World University Rankings 2025:

Top global universities

#7 in Southern Europe

#198 in the World



MADRID

One of the "Most Livable Cities" in the World!

Monocle's Quality of Life Survey 2025

#1 in Spain

#2 in Europe

#2 in the World