

**Selected Topics in Tourism, International
Hospitality and Attractions Management**

July 12th – 23rd, 2027

(or June 28th – July 23rd, 2027)

tourism.summer.school@uam.es

<https://uamsseb.education/tourism>

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PRESENTATION

SPEND YOUR SUMMER STUDYING AT UAM IN MADRID!

July 12-23, 2027

**(or June 28-July 23 if you also join the first half of
the Summer School of Economics and Business)**

Universidad Autónoma de Madrid (UAM)'s Summer School "Selected Topics in Tourism, International Hospitality and Attractions Management" (STTIHAM) is a unique opportunity to broaden your horizons in **one of the most beautiful and liveliest cities of the world**, while studying at a **top university**.



Given our academic strength in the field of Tourism, the economic importance of Tourism in Spain, and that the UN World Tourism Organization is headquartered in Madrid, we created this **new summer program in 2024**. It is offered at the same time as the last two weeks of our traditional Summer School of Economics and Business (SSEB). If you wish, you can also enroll in the first two weeks of the SSEB (June 28 - July 9, 2027) and take one or two courses closely related to some of the topics you will study at the STTIHAM: [Environmental Economics and Policy Analysis: The Theory of Externalities and the Economics of Pollution Control](#) and/or [Doing Business in Spain: Cultural and Management Issues](#).

Check the presentation video of the SSEB:



<https://youtu.be/WO0JzWZnE4Q>

We invite you to embark on this life-changing journey to gain a new perspective on your studies, make new friends from all over the World, immerse yourself in a different culture, and discover something new about yourself! Join an exclusive **2-week study program** that offers some **high-quality modules** about selected topics in Tourism, International Hospitality and Attractions Management, all taught **in English** by top professors and researchers of UAM's Faculty of Economics and Business Studies.

STTIHAM brings together students from all over the World and a few local students in a **truly international environment**. The course is **complemented by social and cultural events, as well as academic field trips**, which are not offered during the regular Fall and Spring semesters.

STTIHAM targets students keen to gain **academic enrichment in cutting-edge topics** related to Tourism, International Hospitality and Attractions Management: Environmental policy and sustainable tourism; cutting-edge technology applied to tourism activities: crypto-economics and crypto-assets, metaverse, and the Spanish Model for Smart Tourism Destination Management; human resource management in Europe's hospitality sector; hospitality finance in Europe; from data to marketing insight: exploring AI to better understand customer satisfaction; and culture, history, leisure, and attractions management: from the Paseo del Prado to the Golden Triangle of Art in Madrid.

WANT TO DOWNLOAD OUR POSTER?

[UAM STTIHAM poster 2027](#)

APPLICATION: REQUIREMENTS, HOW TO APPLY, AND CALENDAR

Apply for the STTIHAM Summer School if you are an **undergraduate student or graduate (student or professional)** in Tourism, Economics, Business or any other related field, and your level of **English** is at least **B2**. STTIHAM may also be appropriate for students and graduates from other fields, if they are interested in the topics covered in the course.

HOW TO APPLY?

Fill out the **application form** here: [Application Form STTIHAM](#) (this form also allows you to apply for the combination of the STTIHAM with the first two weeks of the Summer School of Economics and Business). Once we receive your application form, we will send you the information to pay the **non-refundable application fee of 100 euros**. Your application will be completed when you submit the following documents to tourism.summer.school@uam.es:

- A scanned copy of your payment receipt of the non-refundable application fee.
- A scanned copy of your passport (photo ID page) or EU ID card for EU residents.
- A scanned copy of your university Academic Transcript showing the courses you have taken and your grades (it doesn't need to be an official transcript).
- Your CV.

The non-refundable application fee is considered part of the Program costs and will therefore be **deducted from the total payment due**. If we no longer accept applications, you will be notified, and the application fee information will not be sent. In this way, we will prevent you from paying the fee if your application can no longer be processed.

Please, note the following deadlines, and be aware that to meet them we must have received your application fee by the last day of the deadline, as only then will your application be complete:

EARLY-BIRD-DISCOUNT APPLICATION DEADLINE: FEB 15

REGULAR APPLICATION DEADLINE: JUNE 18

**EXTRAORDINARY-PERIOD APPLICATION DEADLINE: JUNE 25
(SSEB + STTIHAM) OR JULY 9 (ONLY STTIHAM)**

You will receive notification of admission to the program within 7 days from the completion of your application. Admitted applicants must register by paying the full cost of the program within 28 days from admission (when we send you the e-mail confirming admission) if you applied during the early-bird-discount period; within 14 days from admission if you applied during the regular (no-discount) period; or within 3 days from admission if you applied during the extraordinary period. After 28, 14 or 3 days without registration and payment, admission will be withdrawn, and the non-refundable application fee will be lost. In this case, if you want to reapply, you will have to pay a new non-refundable application fee.

Selected Topics in Tourism, International
Hospitality and Attractions Management

	Early-bird- discount period	No-discount period	Extraordinary period (if places still available)
Application Window	September 21 – February 15	February 16 – June 18	June 19 – June 25 (SSEB + STTIHAM) or July 9 (only STTIHAM)
Admission Window	Within 7 days from receiving the non-refundable application fee		
Registration / Payment Window	Within 28 days from admission	Within 14 days from admission	Within 3 days from admission
Classes	June 28 – July 23, 2027 (SSEB + STTIHAM) July 12-23, 2027 (only STTIHAM)		

PROGRAM OBJECTIVES AND CONTENTS

Selected Topics in Tourism, International Hospitality and Attractions Management

A) Introduction

The global tourism, hospitality, and attractions industry has entered a new phase of development. Following the full recovery of international travel and tourism demand, attention has shifted from recovery to long-term resilience, competitiveness, and sustainable growth. As destinations and businesses adapt to rapidly changing market conditions, they face a complex landscape shaped by economic uncertainty, technological transformation, environmental challenges, and evolving consumer expectations.

Today's tourism sector must balance continued growth with responsible management of resources, communities, and visitor experiences. Issues such as overtourism, climate change, workforce shortages, inflationary pressures, digital disruption, and changing traveler preferences are requiring organizations to rethink traditional management approaches. At the same time, sustainability, diversity, equity, and inclusion have become central strategic priorities rather than peripheral concerns.

Technology is also reshaping the industry at an unprecedented pace. Artificial intelligence, data analytics, smart destinations, automation, and digital platforms are transforming how tourism services are designed, delivered, and managed. Organizations that successfully integrate innovation while maintaining authentic and high-quality visitor experiences will be better positioned to thrive in an increasingly competitive global environment.

Despite the challenges, tourism remains one of the world's most significant economic sectors, generating employment, supporting local communities, fostering cultural exchange, and contributing to sustainable development.

Future industry leaders must therefore develop the skills and knowledge required to navigate uncertainty, manage tourism responsibly, and create value for both visitors and host communities.

B) Objectives

The main objective of this Summer School program is to provide a comprehensive and forward-looking understanding of key topics shaping the present and future of the global tourism and hospitality industry. The course aims to build upon students' existing knowledge—particularly those from tourism-related disciplines—by offering a distinctive Spanish and European perspective. For international students, especially from other continents, the program will provide a comparative framework to enrich their global outlook on hospitality management.

Furthermore, the program will introduce participants to cutting-edge innovations and emerging trends, such as artificial intelligence, sustainable practices, new smart management models, the role of cryptoeconomics and the metaverse, etc., preparing students for the evolving challenges and opportunities in the industry.

Through a blend of theoretical insights and real-world case studies, participants will be encouraged to think critically and creatively about the future of tourism, while gaining practical tools to adapt to a dynamic and complex global market.

C) Contents

The Program will cover the following contents:

- Human resource management in Europe's Hospitality sector:
 - Analyzing the new human resource policies
 - Knowing the main skills needed
 - Best practices of hotels HRM in Europe

- Hospitality finance in Europe:
 - Valuation of hotels and valuation of hotel companies
 - The role of institutional investors in hotel ownership and in its corporate governance
 - ESG criteria in tourism policies and hotel management: A special reference to the sustainability of tourism
- Environmental policy and sustainable tourism:
 - The externalities of tourism and their solution through economic instruments
 - Tradable permits applied to tourism: Tradable development rights in the USA
 - Methods of evaluation of the costs and benefits of Tourism
- From data to marketing insight: Exploring AI to better understand customer satisfaction:
 - The vital role of customer satisfaction: Why should you care?
 - Demystifying neural networks: A gateway to AI
 - Neural networks in action: Real-world applications
 - Anatomy of a neural network: The building blocks
 - Learning mechanisms of neural networks: The magic behind the curtain
 - Best practices: Key reminders for neural network success
 - Case study: Predicting customer satisfaction in the airline industry (we will analyze an airline dataset to model and predict travelers' satisfaction)
- Culture, history, leisure, and attractions management: From the Paseo del Prado to the Golden Triangle of Art in Madrid (Note: This module will include on-site visits):
 - Madrid and the Golden Triangle of Art: Some history
 - Madrid and the Golden Triangle of Art: A short visit
 - Art museums, infrastructure, and value in Spain

- Cutting-edge technology:
 - The Spanish Model for Smart Tourism Destination Management
 - Cryptoeconomics and cryptoassets: Current and potential applications in hotel companies and other tourism companies
 - Metaverse and its role in tourism activities

Combination with the first two weeks of the Summer School of Economics and Business

A) Introduction

The Summer School “Selected Topics in Tourism, International Hospitality and Attractions Management” is offered at the same time as the last two weeks of our traditional Summer School of Economics and Business (SSEB). If you wish, you can also enroll in the first two weeks of the SSEB (June 28 – July 9, 2027) and take one or two courses closely related to some of the topics you will study at the STTIHAM course:

- Environmental Economics and Policy Analysis: The Theory of Externalities and the Economics of Pollution Control
- Doing Business in Spain: Cultural and Management Issues

B) Environmental Economics and Policy Analysis: The Theory of Externalities and the Economics of Pollution Control

This course is a great introduction to the STTIHAM topic “Environmental Policy and Sustainable Tourism.” It studies fundamental issues related to public environmental policies and management. In particular, the course deals with the role of the Public Sector for internalizing environmental externalities through public policies.

As a result, students will be able to understand the justification and effects of environmental public policies, as well as to formulate them, and analyze them. Students will also develop useful abilities for their professional life,

and they will learn methodological tools valuable for careers in the public and private sectors or in Academia.

C) Doing Business in Spain: Cultural and Management Issues

This subject can be a great complement to the STTIHAM topics “Human resource management in Europe’s Hospitality sector” and “Culture, history, leisure, and attractions management.” To succeed in the Spanish market, it is necessary to understand the Spanish culture, the leadership styles, and our unique protocol. The students will be prepared to plan their business and careers, manage their relationships with co-workers, bosses, subordinates, and Spanish organizations.

This course will provide the participating students with a decision-oriented framework for the development and implementation of business projects in Spain. Consequently, students will learn to (1) analyze, (2) select, and (3) implement appropriate conceptual frameworks pertaining to four broad management topics related to doing business in Spain:

- Understanding the Spanish culture.
- Enhancing communication skills to communicate more effectively and confidently within the Spanish business environment.
- Knowing the negotiation processes.
- Adapting to the etiquette and protocol typical of Spain.

At the end of the course, students will be better equipped to understand how to do business in Spain and how to negotiate.

ACADEMIC GUIDE AND SYLLABUS

[STTIHAM-27 syllabus](#)

Summer School of Economics and Business (SSEB) courses that can also be taken by STTIHAM students:

[SSEB-E04 Environmental Economics and Policy Analysis: The Theory of Externalities and the Economics of Pollution Control](#)

[SSEB-B04 Doing Business in Spain: Cultural and Management Issues](#)

CALENDAR, SCHEDULE, AND VENUE

Teaching takes place in the period:

- **July 12-23, 2027** (only STTIHAM)
- **June 28 – July 23, 2027** (STTIHAM + first half of the SSEB)

Schedule:

- STTIHAM: Generally, there will be classes from 9:30 to 13:30 from Monday to Friday. There will be classes or activities in some afternoons. The detailed schedule will be published approximately one month prior to the start of classes.
- SSEB: see the [SSEB website](#).

Social and cultural events and academic field trips may occupy part of the afternoons, leaving the rest free. Some events or visits may take place in the morning; in this case, the class schedule would be adjusted to accommodate morning activities.

Venue: Classes will take place in the Faculty of Economics and Business Studies, Universidad Autónoma de Madrid.

PROGRAM COSTS

Program costs include:

- tuition fees for “Selected Topics in Tourism, International Hospitality and Attractions Management” (and, if chosen, for 1 or 2 courses of the first half of the SSEB), and
- costs of social and cultural events, as well as field trips included in the Program.

Please note that program costs **DO NOT** include:

- travel between your home country and Spain,
- visa (if required),
- health/accidents insurance,
- local transportation (except when arranged by the Program for some field trips),
- food (except when provided by the Program in some events), and
- accommodation.

The Office of Study Abroad at UAM will provide **help in finding accommodation** for interested students. There are some on- and off-campus housing options available on a first-come first-served basis.

Students from any university receive a **12.5% discount** if they complete their application within the **early-bird discount period** (until February 20). Additionally, students from **Partner Universities*** receive a **12.5% discount**. Therefore, students from Partner Universities receive a **25% discount** if they complete their application during the early-bird discount period.

Please, see the table below for the Program costs (since the non-refundable application fee is considered part of the Program costs, an admitted applicant must register by paying the Program costs shown in this table minus the already paid non-refundable application fee of 100 euros):

Program costs (in Euros)	6 ECTS credits (only STTIHAM)	9 ECTS credits (STTIHAM + 1 SSEB course)	12 ECTS credits (STTIHAM + 2 SSEB courses)
Non-Partners	€ 1,599	€ 1,999	€ 2,199
Non-Partners Early bird (until February 15)	€ 1,399	€ 1,749	€ 1,924
Partners			
Partners Early bird (until February 15)	€ 1,199	€ 1,499	€ 1,649

*** Definition of Partner University:** At the effect of applying the Partner discount, a Partner University is any university that actively promotes UAM's Summer School "Selected Topics in Tourism, International Hospitality and Attractions Management" among its students, even if it has not signed an agreement with UAM. Universities that have signed an agreement with UAM but are not promoting our Program are not considered Partners. If you would like to take advantage of our Partner's discount, please send us the link to the web page where your university presents information about our Program, a screenshot if it is a private web page, or ask your International Relations Office to inform us of the promotion or credit transfer approval.

Refund Policy: Refunds (except for the non-refundable application fee) will only be made in the event of cancellation of the Program by UAM.

SOCIAL AND CULTURAL EVENTS, AND ACADEMIC FIELD TRIPS

We want you to get the most out of your stay in Madrid during the STTIHAM. Therefore, we always plan a wide variety of social and cultural events, as well as field trips to **make your summer truly unforgettable!**

The detailed program will be announced later, but here are some examples of usual events (most of them will be common with the Summer School of Economics and Business):

- Welcome Lunch
- Madrid walking tour
- Flamenco workshop
- Visit to the Prado Museum
- Visit to Mahou-San Miguel brewery
- Visit to Madrid's Stock Market
- Visit to Spain's Congress
- Diploma Ceremony

See some [photos and videos](#) of the variety of academic field trips, as well as cultural and social events, that our students enjoyed during previous summers.

Event Photography Notice: We frequently take photos during our events and field trips to feature on our website and social media channels. By posing for a photo, you grant us permission to use your image. If you prefer not to have your photo published, please refrain from posing or inform our team.