



Universidad Autónoma de Madrid

Selected Topics in Tourism, International Hospitality and Attractions Management

July 12-23, 2027
(or June 28-July 23)

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...)

UNIVERSIDAD AUTÓNOMA DE MADRID

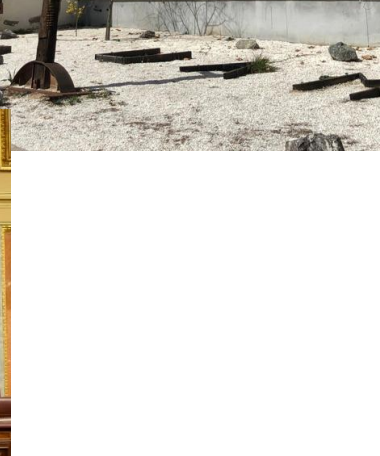
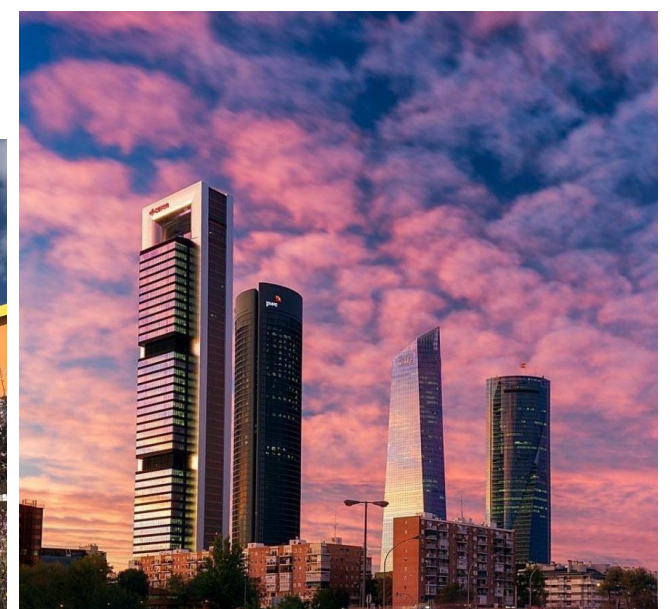
One of the best universities in the World!

QS World University Rankings 2026:

Top global universities

#5 in Southern Europe

#71 in Europe #206 in the World



MADRID

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

Monocle's Quality of Life Survey 2026

#1 in Spain

#5 in Europe

#7 in the World