

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

June 12th – 23rd, 2023

tourism.summer.school@uam.es

<https://uamsseb.education/tourism>

TABLE OF CONTENTS

Presentation	2
Application: requirements, how to apply, and calendar	4
Program Objectives and contents	6
Academic Guide and Syllabus	8
Calendar, schedule, and venue	9
Program costs	10
Social and cultural events, and academic field trips.....	12

FOLLOW US!



[@uamsseb](https://www.instagram.com/uamsseb)



[/uamsseb](https://www.facebook.com/uamsseb)



[@uamsseb](https://twitter.com/uamsseb)



[youtube.com/@uamsseb](https://www.youtube.com/@uamsseb)

PRESENTATION

SPEND YOUR SUMMER STUDYING AT UAM IN MADRID!

June 12th – 23rd, 2023

**(or until July 21st if you continue your summer studies
at 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**. The STTIHAM Summer School is a pre-course of the longer Summer School of Economics and Business (SSEB) program, in which you can also enroll if you wish.

Check the presentation video of UAM's 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), Human resource management in Europe's Hospitality sector, Hospitality Finance in Europe, Customer Experience Management in Hospitality, and Culture, history, leisure, and attractions management.

If you wish to continue your studies for 4 more weeks in the **SSEB Program**, you can choose 1 or 2 courses from the following: Environmental Economics & Policy Analysis, International Finance, Global Marketing, and Doing Business in Spain. Check all the details at uamsseb.education.

WANT TO DOWNLOAD OUR POSTER?

[UAM STTIHAM poster 2023](#)

APPLICATION: REQUIREMENTS, HOW TO APPLY, AND CALENDAR

Apply for the STTIHAM Summer School if you are an **undergraduate student or graduate** 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?

1. Download here the instructions and pay the **non-refundable application fee of 100 euros**: [Application Fee STTIHAM](#). The non-refundable application fee is considered part of the Program costs and will therefore be **deducted from the total payment due**.
2. Fill out the **application form** here: [Application Form STTIHAM](#) (if you also want to apply to extend your studies for 4 more weeks at the Summer School of Economics and Business, you can do so using the same form; you will save 100 euros by not having to pay twice the application fee).
3. Send 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.

Please, note the following deadlines, and be aware that to meet them you must have completed the 3 steps above by the last day of the deadline:

EARLY-BIRD-DISCOUNT APPLICATION DEADLINE: MARCH 15

REGULAR APPLICATION DEADLINE: MAY 31

EXTRAORDINARY-PERIOD APPLICATION DEADLINE: JUNE 9

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 2 days from admission if you applied during the extraordinary period. After 28, 14 or 2 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.

	Early-bird-discount period	No-discount period	Extraordinary period (if places still available)
Application Window	February 1 – March 15	March 16 – May 31	June 1 – June 9
Admission Window	Within 7 days from the completion of your application		
Registration / Payment Window	Within 28 days from admission	Within 14 days from admission	Within 2 days from admission
Classes	June 12 – 23, 2023		

PROGRAM OBJECTIVES AND CONTENTS

A) Introduction

In the aftermath of the COVID-19 pandemic, the tourism and hospitality industry has yet to fully recover. Hotel occupancy rates and travel interest have fluctuated from season to season and country to country, all affected by government regulations, vaccine availability and consumer confidence.

As one of the sectors most affected by the pandemic, it will likely never be the same once it has fully recovered from it. Some of the effects of the crisis are likely to be no more than an acceleration of trends that already existed in the sector, such as digitization and greater consideration of sustainability issues, but other effects may be entirely new.

B) Objectives

The main objective of this course is to provide a rigorous overview of selected topics that are key to understanding the present and future of the tourism and hospitality industry. The objective of the Program is to complement the previous training that students may already have if they come from Tourism related degrees (as these students are the main target audience of the Program), with a new Spanish and, for those coming from other continents, European perspective. In addition, the Program can also open students' minds to new cutting-edge ideas that are not yet widespread in today's industry but may soon be.

C) Contents

The Program will cover the following contents:

- Human resource management in Europe's Hospitality sector:
 - Understanding the new tourism context and changes
 - Analyzing the new human resource policies

- Knowing the main skills needed
- Best practices of hotels HRM in Europe
- Selected topics in 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 investment in hotel companies
- Environmental Policy and Sustainable Tourism:
 - The externalities of tourism and their solution through economic instruments: Environmental degradation and congestion
 - Tradable permits applied to tourism: Tradable development rights in the USA
 - Evaluation of non-market tourism values: Revealed preferences and contingent valuation methods
- Customer Experience Management in Hospitality:
 - Services marketing
 - Experiential marketing
 - Experience design in hospitality
 - Customer experience in the age of Artificial Intelligence
- Culture, history, leisure, and attractions management: from the Paseo del Prado to the Golden Triangle of Art in Madrid (Note: This module will include visits to some of the museums in the Golden Triangle of Art)
- Cutting-edge technology:
 - Cryptoeconomics and cryptoassets: Current and potential applications in hotel companies and other tourist companies
 - Metaverse and its role in tourist activities

ACADEMIC GUIDE AND SYLLABUS

[STTIHAM-23 syllabus](#)

And if you want to extend your studies for 4 more weeks at the Summer School of Economics and Business, check out the SSEB course syllabi:

[SSEB-B01 Global Marketing](#)

[SSEB-B03 Doing Business in Spain](#)

[SSEB-E01 Environmental Economics and Policy Analysis](#)

[SSEB-E03 International Finance](#)

CALENDAR, SCHEDULE, AND VENUE

Teaching takes place in the period **June 12th – 23rd, 2023**.

Schedule: Generally, there will be three 1.5-hour classes per day, separated by 15-minute breaks, from 9:00 am to 2:00 pm. The detailed schedule will be published approximately one month prior to the start of classes.

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
- 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 March 15). 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
Non-Partners	€ 1,599
Non-Partners Early bird (until March 15)	€ 1,399
Partners	
Partners Early bird (until March 15)	€ 1,199

*** 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.

If you also want to extend your studies for 4 more weeks at the Summer School of Economics and Business, please refer to the following page for costs: <https://uamsseb.education/home/program-costs>. **You will save an extra 100 euros if you apply jointly for STTIHAM and SSEB**, as you will not have to pay another application fee, and you will still pay 100 euros less than the amount indicated on this web page.

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 over the course of the Summer School of Economics and Business:

- Paella on Campus
- 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
- Farewell Dinner

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 editions.