COURSE DETAIL

ORGANIZATION AND MANAGEMENT OF TOURISM COMPANIES
Country Spain
Host Institution Complutense University of Madrid
Program(s) Complutense University of Madrid
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 107
UCEAP Course Suffix
UCEAP Official Title ORGANIZATION AND MANAGEMENT OF TOURISM COMPANIES
UCEAP Transcript Title ORG&MGMT TOURISM CO
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course analyzes the economics of different types of tourism companies. It focuses on ownership and management functions including strategic, tactical, and operative decisions of tourism companies. This course also discusses the main socio-cultural impacts of tourism.

Language(s) of Instruction
Spanish

Host Institution Course Number
800010

Host Institution Course Title
ORGANIZACIÓN Y GESTION DE EMPRESAS TURISTICAS

Host Institution Course Details
https://www.ucm.es/estudios/grado-turismo-plan-800010

Host Institution Campus
CHAMBERÍ

Host Institution Faculty
Facultad de Comercio y Turismo

Host Institution Degree
GRADO EN TURISMO

Host Institution Department

Course Last Reviewed
2024-2025

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