

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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