COURSE: TOURISM SEASONALITY

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Web page: https://www.oss.unist.hr/summer-school
http://www.unist.hr/split-summer-school

Main topics:
- Introduction to the term tourism seasonality
- Seasonality in tourist demand structure – statistical data analysis in selected Mediterranean destination
- Causes of tourism seasonality
- Implications of tourism seasonality
- Measuring tourism seasonality
- Strategies to combat tourism seasonality

Programme structure:
- 5-day course
- every student gets lecture notes bound into a booklet as well as a CD containing a digital version of the booklet

Important dates:
Course dates: 02/09/2019 – 06/09/2019
Application deadline: 15/06/2019
Payment due by: 01/07/2019
Confirmation of the course: 05/07/2019

Price of the course: 300 € (tax included)
Bed & breakfast: 189 € (tax included) – contact person: Marina Kero marina.kero@scst.hr

Programme plan:

Day 1
- Definition of tourism seasonality (1h)
- Specifics of tourism seasonality (2h)
- Seasonality in tourist demand structure (2h)

Day 2
- Causes of tourism seasonality (2h)
- Implications of tourism seasonality (3h)

Day 3
- Measuring tourism seasonality (2h)
- Strategies to combat tourism seasonality (3h)

Day 4
- Selective forms of tourism (3h)
- Destination attractiveness (2h)

Day 5
- Solving final business case (3h)
- Final examination (2h)

Programme lecturer:
Goran Ćorluka, PhD
Lecturer at the University of Split, University Department of Professional Studies, Head of Business Trade Department