



SPLIT SUMMER SCHOOL STSS2020

COURSE: TOURISM SEASONALITY

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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: 31/08/2020 – 04/09/2020
Deadline for application: 01/07/2020
Payment due by: 13/07/2020
Confirmation of the course: 20/07/2020

Price of the course: 300 € (tax included)

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
Senior lecturer at the University of Split, University
Department of Professional Studies, Head of Business
Trade Department, Split, Croatia.
Croatian Scientific Bibliography