



SPLIT SUMMER SCHOOL STSS2019

**COURSE: TOURISM SEASONALITY**

Contact person: Goran Ćorluka, PhD [gcorluka@oss.unist.hr](mailto:gcorluka@oss.unist.hr)  
Phone: +385 91 44 33 036  
Dijana Perkušić [dijana.perkusic@oss.unist.hr](mailto:dijana.perkusic@oss.unist.hr)  
Phone: +385 91 44 33 837  
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  
Deadline for application: 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](mailto: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, Split, Croatia