



## An Investigation Into Seasonality - How to Increase Overnight Stays in the Shoulder Season: A Case Study in Austria

By Manuel Handlechner

GRIN Verlag. Paperback. Condition: New. 64 pages. Dimensions: 8.3in. x 5.8in. x 0.1in. Bachelor Thesis from the year 2008 in the subject Hotel Industry Catering, grade: B-, University of Derby, 44 entries in the bibliography, language: English, abstract: Seasonality has long been viewed as one of the most unique and worrisome facets of the tourism industry. This paper provides an overview and evaluates the issues of seasonality in an Austrian winter resort. The tourism and hospitality industry faces seasonal fluctuations of demand every where in the world. As a result diverse problems occur for hotels in the tourism regions, such as overuse of facilities, seasonal environmental congestion and off-season unemployment. This paper reviews these issues taking the case of an Austrian Hotel, and examines the seasonality problem and poses some solutions to increase overnight stays in the shoulder season and increase the turnover. This study is divided into five chapters. First of all an introduction of the subject area, the aim and objectives of the study are given. The literature review critically reviews previous papers and works. It includes the secondary research that is required for the purposes of the study. A range of theories and factors that have been previously...

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