

CROATIAN TRAVEL AGENCIES BUSINESS ANALYSIS IN 2021

You are a group of people who decide to start a travel agency, which isn't an easy task. In order to be successful, you need to take a serious approach, which is why you decide to make a serious and detailed analysis of tourist trends in recent years. You decide to make a survey and interview a number of Croatian travel agencies. The survey includes 1167 Croatian travel agencies and their offices that arranged trips with overnight stays or organised the sale and carrying out of package travels or excursions for domestic and foreign visitors and tourists in 2021.

Organised travels were limited in 2021 in Croatia and around the world due to the COVID-19 pandemic, which affected tourists and their overnight stays organised by Croatian travel agencies.



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1. Do some research

Find out the total number of employees in Croatia in 2021. What is the percentage of employees in tourism when compared to the total number of employees?

2. Calculate

Calculate the number of domestic tourists and the number of overnight stays on multi-day trips in Croatia in 2020 and 2019.

Calculate the average number of nights realized by domestic tourists on multi-day trips in Croatia in 2021.



3. Analyse

Analyse the data about same-day visitors inside Croatia in the material booklet.

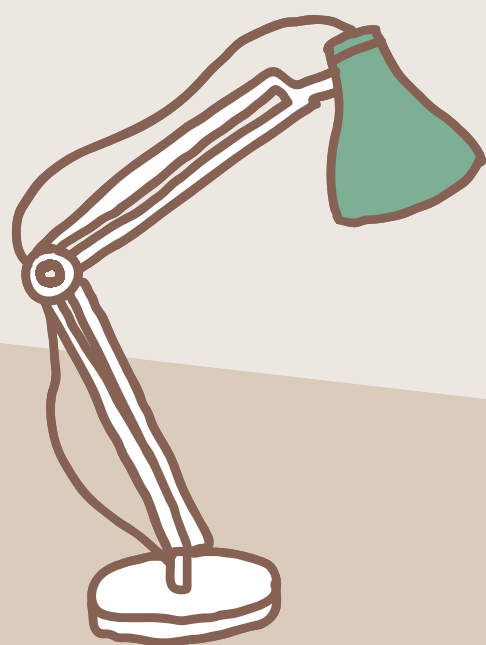
4. Calculate

a) Calculate the number of domestic tourists and the number of their overnight stays on multi-day trips in Croatia in 2020 and 2019. Use a pie chart to show the results.

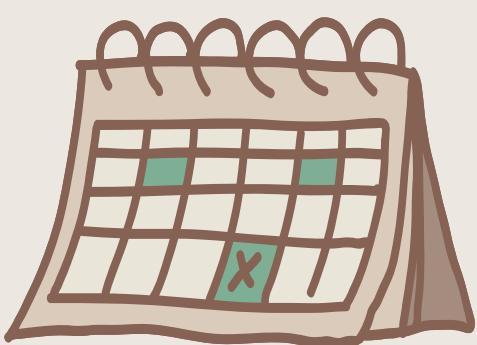
b) Calculate the average number of overnight stays realised by domestic tourists on multi-day trips in Croatia in 2021.

5. Create a chart

Use a column chart to show the percentage of domestic tourists traveling abroad.



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6. Calculate

Calculate the average number of overnight stays realised by foreign tourists on multi-day trips in Croatia in 2020 and 2019.

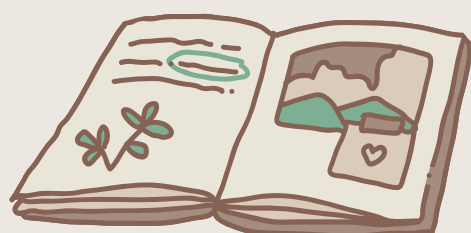
7. Analyse

Analyse the data on foreign tourists visiting Croatia in the material booklet. What are the three nationalities of the tourists that made most overnight stays in 2021, 2020 and 2019?



8. Analyse

Analyse the data showing the means of transport used by domestic tourists to travel inside Croatia and abroad. Is there any difference and what could cause it?



9. Analyse

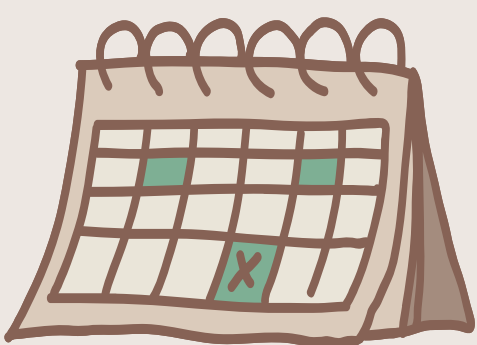
Analyse the data showing the type of accommodation used by both domestic and foreign tourists. Is there any difference and what could be the reason?



Once you have conducted the survey and analysed the results, it is time to draw the final conclusion.



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10. Predict

What are your predictions for 2023 when it comes to trends in tourism? Is it better to focus your business strategy on domestic or foreign tourists? Explain why.

Think

Based on the data you were presented with, what is the best way to deal with the unpredictable situations such as COVID-19 pandemic?

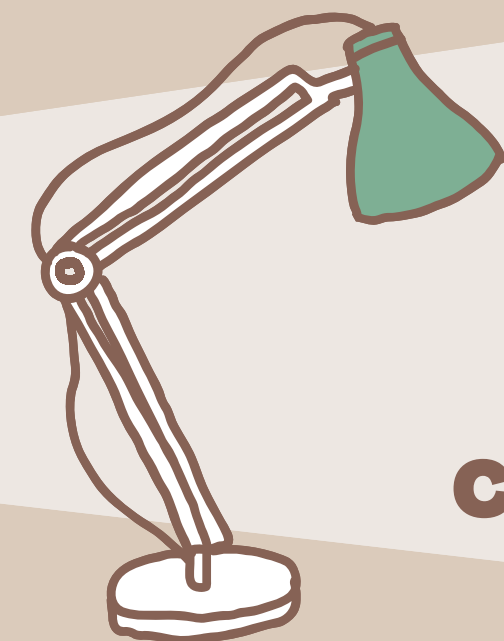


Think and discuss

Think of the best strategy (business, marketing, finance) that should help you protect your company in similar situations.

Create a strategy

Once you have come up with a strategy, present it by creating a poster, a presentation or a leaflet and upload it to Padlet.



Choose the best strategy

Baed on the pre-established criteria, choose the best business strategy.