

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Thursday, 31st March 2016 at 1 p.m.** in room **P-212** at the
Faculty of Economics, University of Ljubljana

Author: **Sara Dolničar, PhD, Professor, The University of Queensland,
Australia**

will present the article:

"MARKET SEGMENTATION IN TOURISM – REAL, STABLE OR JUST MADE UP?"

“Tourism industry and research depend heavily on market segmentation. Yet, a standard approach of how market segmentation studies are conducted in tourism has developed which means relying on one single calculation.

Specifically, tourism data analysts collect data or use existing data and run one single analysis using one single segmentation algorithm. This paper shows how dangerous this practice is in terms of misleading data analysts and users of segmentation studies about the reliability and robustness of findings. The study also points to an approach that could be used to replace the current standard segmentation analysis in tourism which would eliminate the risk of such misinterpretation: a systematic repeated analysis using bootstrap analysis and thus accounting for randomness of data and algorithm.

Based on a review of prior data-driven segmentation studies in tourism a distribution of cases which emerge from such analysis is also presented confirming that natural clusters are rare.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:

research.seminars@ef.uni-lj.si.

We look forward to seeing you!