

SEASONALITY OF THE TOURIST MARKET IN ANDALUSIA

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The seasonal concentration in tourism demand is very important to the marketers of enterprises and destinations. The main purpose of this paper is to analyse seasonality in tourism demand in Andalusia (Spain) and to pay particular attention to andalusian provinces. The seasonality in tourism demand with regard to the number of tourists, the average days of stay and the average expenditure of tourist is analysed. The results suggest that seasonality in tourism demand in Andalusia increases in this three variables and its trend is based on the model of tourism of sun and beach. But there are several provinces have different results, in accordance with their specific characteristics.

KEY WORDS: *seasonality, tourism demand, destinations*