

Women in tourism

SCIENTIFIC CONFERENCE

lessons learned or lessons forgotten?



institut za turizam
institute for tourism

UNIVERSITY OF
WESTMINSTER



EQUALITY
in TOURISM
INTERNATIONAL
creating change for women

Introducing WinT keynote speakers

Sanda Čorak, Ph.D., is a scientific advisor and had been the managing director of the Institute from 2001 to 2017. She has more than twenty years of experience in tourism market research and segmentation of tourism demand. In recent years her topics of interest include destination marketing, tourism governance, sports tourism, and gender equality. Within the Institute for Tourism, she deals with the methodological issues of a longitudinal national visitor survey. In addition, she was the editor-in-chief of the scientific international interdisciplinary journal TOURISM until 2019. Ms. Čorak also established the scientific edition of the Institute. As a director, she has established cooperation between the Institute and UNWTO and is continuously encouraging international collaboration and networks. She is the author and co-author of many academic papers published in international tourism journals, as well as the author of a few book chapters.

Topics of the presentation will include:

- Different roles of women in history of Croatian tourism
- Contribution of women in leadership positions to development of Croatian tourism.