



INTERNATIONAL SPLIT SUMMER SCHOOL 2024

COURSE: SHORT-TERM RENTALS IN A TOURISTIC CITYSCAPE OPPORTUNITIES AND CHALLENGES

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Main topics

- Understand the function of the STR industry and its effect on the hospitality industry, real estate markets, and life in the city
- Learn how to evaluate property investment in STR
- Learn analytical tools to analyze the effects of STR in the space

Programme structure

- 5-day course
- Class lectures, exercises, independent assignments, workshops, seminar work
- Online assignment in the form of a take-home essay (cca 10,000 words)

Important dates

- "Regular" application deadline: May 15, 2024
- "Regular" notification of acceptance: May 20, 2024
- "Regular" payment deadline: June 1, 2024

- "Last minute" application deadline: June 15, 2024
- "Last minute" notification of acceptance: June 17, 2024
- "Last minute" payment deadline: June 20, 2024

Price of the course:			
RATE TYPE	RATE AMOUNT	APPLICATION DEADLINE	PAYMENT DEADLINE
REGULAR RATE	645 €	If application materials are received by May 15, 2024	June 1, 2024
LAST MINUTE RATE	695 €	If application materials are received by June 15, 2024	June 20, 2024

Program plan	Lectures
<p>Day 1 Introduction to Short-Term Rentals (STR)</p> <ul style="list-style-type: none"> - Overview of the short-term rental industry, definition and evolution - Zoning of Short-Term Rentals and traditional accommodation: a regional footprint - The effects of Short-Term Rentals on tourism externalities and leakages 	<ul style="list-style-type: none"> - Prof. Ana Rimac Smiljanić - Assoc. Prof. Blanka Šimundić - Czesław Adamiak, PhD - Agustín Cocola-Gant, PhD - Assist. Prof. Jorge Ricardo Costa Ferreira - Bart Neuts, PhD
<p>Day 2 Case: Amsterdam and Brussels: regulatory effects Short term rentals: the touristification of cities, regulations, and housing financialisation</p> <ul style="list-style-type: none"> • Short-term rentals and touristification (city life) • Regulation of short-term rentals (the role of the state) • Short-term rentals and housing investment / financialisation (property markets) 	
<p>Day 3 Application - Geographic Information Systems (GIS: Spatial Analysis of STR for Decision Support)</p> <ul style="list-style-type: none"> • GIS: a framework for visualization and modelling; The GIS life cycle; Data models in GIS: vector and raster • Geographic Information System software (ArcMap© or Arcgis Pro©) - Interface and main concepts: Project, Geodatabase, Feature Class and Shapefile; Data organization in a GIS project: Information Layers and Data Frames; Creating outputs: the Layout structure • Exercises: from data to information - Creating knowledge for decision support; Spatial analysis tools 	
<p>Day 4 Geography of the short-term rentals</p> <ul style="list-style-type: none"> • Geography of short-term rentals around the world • Changes of short-term rentals offer and use in the post-COVID time 	

<ul style="list-style-type: none">• Eurostat short-term rental in R software	
<p>Day 5 STR Property Investment Appraisal</p> <ul style="list-style-type: none">• Financial appraisal of STR investment• Case study of STR investment analysis in Estate Master Investment Appraisal software• Workshop with students – case study city of Split	