

Empirical evidence on calculating optimum hotel accommodation supply

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Abstract

The main aim of the paper is to make an empirical investigation on necessary hotel accommodation. Moreover, the research attempts to calculate optimum hotel accommodation supply in terms of number of hotel bed places and bedrooms. In this line, the case of Macedonia is examined by employing standard formulas and by calculating several alternative specifications. The research covers the period 2000-2012 and addresses total tourist arrivals. The results point to discrepancy between calculated optimal hotel capacity and the current ones, posing some relevant recommendations for capacity enlargement. Additionally, the research urges the need for introducing significant efforts for enhancing the up-to-date modest tourism development in Macedonia.

Keywords: hotel accommodation capacity; tourism; calculations; development.

1. INTRODUCTION

Being defined as one of the most promising industries in the world, tourism became a challenge for every country. Regardless the level of economic development, everyone is interested in taking advantages of all positive impacts that tourism spills over national economies. In this line, the focus is put on creating tourism basis competitive enough for struggling in the ever-changing environment. Attracting tourists