

To cite: **Petrevska, B.** (2013). Seasonality in Macedonian tourism, Book of Abstracts, XII International Scientific Conference on Service Sector, 3-5 October, 2013, Ohrid, Macedonia, p. 12.

## **Seasonality in Macedonian Tourism**

Biljana Petrevska

Faculty of Tourism and Business Logistics, "Goce Delcev" University - Stip, Macedonia,  
biljana.petrevska@ugd.edu.mk

### **Abstract**

The purpose of this paper is to examine presence and influence of seasonality on tourism development in Macedonia. The research is mainly covered by quantitative approach by employing several commonly applied indicators for measuring tourism seasonality, like: the Gini coefficient, the Seasonality Indicator and the Coefficient of Variation. Data was generated from the sample covering 1992-2012 in terms of tourist arrivals. The research results clarify existence of low-level seasonality patterns and indicate importance of its follow-up. The findings confirm that tourism flow distribution or concentration is not significant to tourism development. Both, academics and practitioners can find the results of the research useful since it disentangles the belief of having strong and notable high season during summer months. Additionally, this study may serve as a starting point for urging measures and activities for enhancing the up-to-date modest tourism development in Macedonia. Finally, the contribution of this paper is in the fact that it enriches poorly developed empirical academic work within this scientific area in Macedonia.

**Keywords:** Seasonality; Tourism; Gini coefficient; Seasonality Indicator; Coefficient of Variation; Macedonia.