

TOURISM AND SUSTAINABLE DEVELOPMENT

CLASSIFICATION AND EVALUATION OF THE DIVERSITY OF ADDITIONAL SERVICES IN A MOUNTAIN RESORT

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***Abstract:** The purpose of the article is to develop a special classification of the additional services of the accommodation establishments located in mountain resorts, and then apply it to evaluate the availability of services in a specific resort in Bulgaria - Pamporovo. The selection of the topic of the study is related to the fact that the availability of additional services is of significance for the choice of accommodation establishments by visitors to mountain resorts, as well as for ensuring sustainable tourism development.*

***Keywords:** hotel establishment, mountain resort, services*

Introduction

The accommodation establishments in mountain resorts contribute to the overall image and atmosphere of the area. These places and facilities are primarily visited in winter, mostly by winter skiers and, to a certain extent, by lovers of beautiful natural sites. Besides in winter, hotel establishments in mountain resorts often attract guests during the summer.

In order to attract tourist who participate in winter skiing mountain resort accommodation establishments are usually located in areas of suitable natural-geographic features, i.e.: "They are located in areas of high altitude."... (usually 1200-1500 m; even 1500-2000 m), "having access to mountain slopes suitable for skiing". "As a rule a minimum of four months snow cover is necessary for national marketing." "The potential of an area for skiing depends also on the gradients of the mountain slopes," "the vertical drop for downhill ski tracks", "tree cover and terrain and orientation avoiding long exposure to sun (melting) and wind" (Lawson, 1995: 81,84). When choosing accommodation establishments in mountain resorts, the tourists are guided by different requirements and preferences in terms of prices, quality of service, physical facilities, etc. Among these ones, the availability of specific services is of significance for tourists, which is evaluated on the basis of information in brochures, magazines, internet and other advertising means and media. In this way, the perception of the

availability of services by potential consumers influences their choice of accommodation.

Literature review

The result of hotel activities is called a product, which might be either of a tangible - a physical good - or of an intangible nature - a service. It is assumed that hotel products are predominantly of an intangible, non-physical nature, i.e. they are services. However, there are rarely pure goods and pure services: "In reality most operations systems produce a mixture of goods and services." "Most goods have some supporting service element (e.g. maintenance facility), called a facilitating service, while many services will have supporting goods (e.g. a management consultancy report), termed a facilitating good" (Porter, 2009: 8). Although the hotel product has its own physical part, its intangible part is of utmost importance to the customers of the accommodation: "Hotels are not simply in the business of selling tangible products such as comfortable beds and wholesome food. In fact, it is the intangible services a hotel provides that contribute most to the guest's hospitality experience. These services are not physical things, but rather actions, deeds, performances, or efforts" (Kasavana, Brooks, 2001: 18-19).

For the hotel customer, the hotel product is a "package" of an overall experience that can be divided into individual components that meet his/ her needs: "For a visitor a hotel"... "the hotel product is a "bundle", which may be itemized as: initial experience and reactions in selecting from a brochure; experience of the booking process; first impression on entering the hotel; reception process on arrival; standard of room and any en suite facilities; experience of customer-staff interactions; provisions of meals and any ancillary services; checking out process on leaving; any follow up, such as direct mailing, received subsequently" (Middleton, 2000: 85). According to another view, presented in the scientific literature: "The hotel product is made up of five characteristics: its location, its mix of facilities (which will include bedrooms, restaurants, other public rooms, functions rooms and leisure facilities), its image, the services it provides (including such indefinable features as the level of formality, personal attention, speed and efficiency of its staff), and the price it is prepared to charge" (Holloway, 2002: 169).

It is these characteristics or specific elements of the hotel supply that influence the hotel demand. Once we have clarified what it is, what is the essence of the hotel product, now we should point out its features or characteristics. Since services are predominant in the hotel industry, they

are characterized by the characteristics and features of that type of product. The features of the services are presented in a number of literary sources. According to a group of Harvard Professors, 1978, the characteristics of services are: (1) intangibility - "services do not physically exist but are directly experienced by consumers"; (2) heterogeneity - "consumers have unique experiences of services that are not shared with, or are not the same as, other consumers"; (3) perishability - "services cannot be inventories or put into stock"; and (4) simultaneity - "services are produced at the same time (or place) as they are consumed" (Jones, Robinson, 2012: 16-17). Due to these characteristics: customers participate in many service processes, activities and transactions; the demand for services is more difficult to predict than the demand for goods; service facilities typically need to be in close proximity to the customer; patents do not protect services (Collier, Evans, 2010); services often involve a high degree of labor content; services are often subject to a high degree of variability of inputs; many services tend to involve less use of inventory; measurement of productivity can be difficult for services; quality assurance is usually challenging for services (Stevenson, 2011); jobs use less equipment; elementary methods for measuring conversion activities and resource consumption are used (Kumar, Suresh, 2008; Kumar, Suresh, 2009; Roy, 2005).

These characteristics of the services distinguish the service industries (as is the hotel business) from the sphere of industrial production. Additionally: "The study of service operations has led to the development of some useful concepts in addition to those that have emerged from the study of manufacturing. One such concept is that of the difference between the front office and the back office. The area in which contact with customers occurs is termed the front office." "The area where there is normally no contact with customers is termed the back office" (Barnes, 2008: 10). Typical of services, and especially hotel services, is (Lovell) that people (not only employees but also other people in the place of the accommodation) are part of the product: In a service business, like a hotel "customers not only come in contact with employees but with other customers as well. That makes the other customers a part of the product"... "and often defines the quality of the service"... "All of the people whom a guest comes in contact with, both other guests and employees, are an integral part of the service product" (Angelo, Vladimir, 2004: 8-9). Besides, the time of service is of a high importance: "When customers are present, they expect the service to be performed "on time", which in their minds means "when they want it." "Time, then, often plays a more important role in producing services than in producing goods" (Angelo, Vladimir, 2004: 10).

The services offered by accommodation establishments are usually divided into basic/ main and additional services. The basic services are available in all accommodation establishments and are related to their main purpose: The main hotel services are "the services related to the accommodation of the guest in the hotel room and the provision of the necessary conditions for his stay in the same room, rest and sleep." (Hadjinikolov, 1996: 71). Therefore, the main service in the hotel business is the provision of shelter and accommodation conditions. The service includes: welcoming, accommodating, providing a clean room, cleaning the room, sending and paying. All other services offered by the accommodation establishments are additional hotel services, as not every one of them is available at any place of accommodation. Additional hotel services might be divided into the following main categories: food and beverage services; transport services; household services; information and communication services; trading services; satisfying cultural needs of customers and entertainment services; conference and business services; health, medical, balneal, spa and wellness services; and sporting activities (Petkova, 2015). The research presented in the scientific literature indicates some of the additional hotel services.

For example, in a study a new service quality scale was developed and visitors staying at the luxury hotels in Macau were surveyed. The scale included characteristics of services grouped as: basic (tangible); reliability, assurance; empathy; environment; technology; and entertainment. Measurable items for entertainment include: casinos; variety shows (such as concerts); recreation and therapy (such as spas), shopping centers, acrobatic performances, convention and exhibition centers, other tourist attractions, provision of children's' facilities (playground, baby-sitting, swimming pool, etc.), and provision of evening entertainment (Lai, Hitchcock, 2016). These characteristics are related to the additional hotel services: balneology and spa; entertainment; entertainment for children; trading activities; and business tourism.

Another study investigates the service quality expectations of business hotels' customers in Turkey. In that study, five service quality dimensions have been identified that are named: "tangibles"; "adequacy in service supply"; "understanding and caring"; "assurance"; and "convenience". Some of the attributes included in these dimensions are: the service units of the hotel have adequate capacity (dining rooms, meeting rooms, swimming pools, business centre facilities, etc.); food and beverage served are hygienic, adequate and sufficient; employees have knowledge to provide information and assistance to guests in areas they would require (shopping, museums, places

of interest, etc.); it is easy to access to the hotel (transportation, loading and unloading area, car parking area, etc.); getting information about facilities and services of the hotel is easy (reaching information via phone, internet, etc.), etc. (Akbaba, 2006). These attributes are related to the types of the additional hotel services: food and beverage services; transport services; trading activities; practicing sports; information and communication; conferences, business events and business tourism, etc.

A research study that is presented in the literature uses a questionnaire for gathering data comprising tangible and intangible attributes of service quality. Some of the attributes are related to: sports and recreational facilities; restaurants and bars; swimming pool and sauna; the hotel room has a mini bar and a TV set, etc. (Maric, Marinkovic, Maric, Dimitrovski, 2016). These attributes are related to the following additional services at hotels: food and beverage services; household services and guest amenities; sports activities, etc.

Another research concerns the hotel services in Romania and studied the satisfaction with the quality of additional hotel services in the country, such as: car parking; tourist information; room service; food and beverage; laundry; washing and ironing; spas and sports (Maniu, Marin-Pantelescu, 2012). These are: services related to food and beverage provision; household and transport services; information services, sports activities and spa services.

A study is completed in the hotel industry in the city of Natal, Brazil. Through questionnaire, guests from hotels gave evaluation of attributes. Some of the research attributes include: pool; offer of internet wi-fi; offer of business centre; offer of service of bar; offer of service of restaurant; breakfast, etc. (Campos, Marodin, 2012). These attributes are related to the additional hotel services, such as: food and beverage provision; sport activities; information and communication; conference, business events and business tourism.

According to another study some of the hotel attributes that have been investigated are: restaurant facilities; restaurants; full-service restaurant; specialty restaurant; coffee shop; breakfast; room service; tea or coffee making facilities in room; mini bar; lounge or bar; laundry service; in-room whirlpool; iron and ironing board; cable TV; in-room VCR; TV/Radio; telephone; computer; audio-visual equipment; copy machine; fax machine; local calls; long-distance calls; business centre; meeting rooms; in-room safe; car rentals; parking facilities; entertainment; recreation or leisure facilities; swimming pool; sauna; programs for children; shops; games rooms; medical facilities; health and fitness facilities, etc. (Dolnicar,

Otter, 2003). In the study a large number of additional hotel services are presented that are related to: feeding; transport; business; trading; household and guest amenities; information and communication; spa tourism; sports, entertainment and entertainment for children.

Bulgarian hotels have also been studied. For example the hotel-service-performance process in Bulgaria is analyzed based on the results about tourists' opinion and presented in a paper. According to that study additional services preferred by guests in some Bulgarian hotels are: creation of comfort in the hotel room; creation of better conditions for the guest's living standards; ensuring medical services; communication services; sports equipment; parking lot; availability of a wash machine; animation services; currency exchange; medication; POS terminal; and trade sites (Lukanova, 2010). Here included are additional hotel services that are related to: transport provision; trading activities; household activities; medical treatment; communication; practicing sports; and entertainment.

Typical of hotel services is that they can be provided for customers staying in an accommodation establishment, as well as for other people not staying there. Hotel services can be provided either on the accommodation premises (in the guest rooms or in public areas) or outside the accommodation. Services can be provided to customers by the staff of the accommodation company or by external partner organizations. There are also various ways and places of informing and selling hotel services (presales and onsite sales) (Petkova, 2015).

Regarding hotel services in mountain resorts, it is typical for mountain resorts around the world that in addition to skiing, in the last few years they offer opportunities for practicing a wide range of other winter sports such as cross-country skiing, snowboarding, winter skating, etc. Visitors are also offered attractions, such as watching races and winter games like hockey, curling, etc. In addition to winter sports, accommodation establishments are also suitable for practicing other sporting activities, such as swimming, fitness, gymnastics, tennis, as well as for providing spa and wellness services, participation in organized visits to nearby natural and cultural sights, etc. These services make it easier for skiers to spend more of their time in various and interesting activities and to attract tourists during the summer.

During the analysis and assessment of accommodation services, attention should also be paid to issues of sustainable tourism development and environmental protection. That is due to the fact that mass ski tourism can cause significant damage to the natural environment of mountain

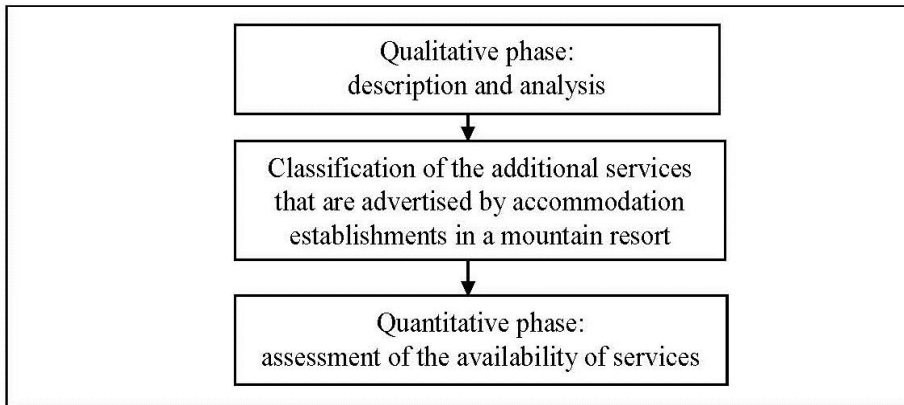
resorts, as well as to the fact that the prospective consumers of goods and services (including tourist ones) that we want to attract through marketing means and techniques, are increasingly focusing on sustainability and ecology when choosing and purchasing products:

"We argue that the top-market is maturing and that high-end consumers are also becoming concerned about sustainability. When markets decide to move up the market with top-end products, they should seriously consider the concept of sustainability. The need to touch the consumers' human spirit with a sustainable business model" (Kotler, Kartajaya, Seitiawan, 2010: 105-106).

Methodology of the study

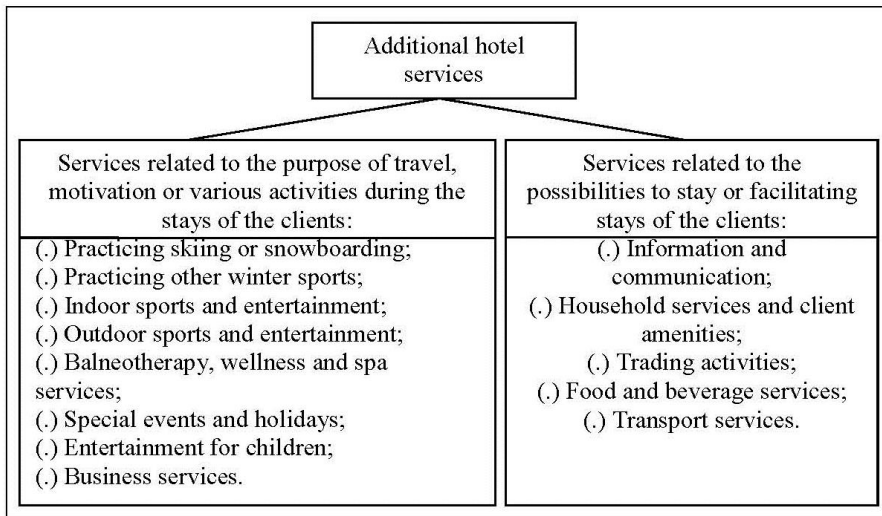
The purpose of the article is to develop a special classification of the additional services of the accommodation establishments located in mountain resorts, and then apply it to evaluate the availability of services in a specific resort in Bulgaria - Pamporovo. The selection of the topic of the study is related to the fact that the availability of additional services is of significance for the choice of accommodation establishments by visitors to mountain resorts, as well as for ensuring sustainable tourism development. The study that is presented in the paper is performed in two phases - qualitative and quantitative. The first qualitative phase describes the services available and typical for the studied mountain resort based on the analyzed information about the accommodation establishments. The qualitative assessment is used for the development of the classification of the additional services offered by the hotel establishments in the mountain resort. On this basis, during the second quantitative phase, a quantified evaluation of the frequency of supply of each of the various types of additional services in the hotel sector in the region has been given (see Figure 1). The analysis and the evaluation of the availability of services at the accommodation establishments in the famous Bulgarian mountain resort Pamporovo have been prepared in accordance with the above-mentioned statements, retrieved from the literature review. In this regard, using and modifying the above-mentioned classification of additional hotel services, as well as the results obtained at the stage of the qualitative phase of the study (presented below) during the next quantitative phase of the study, a classification of the additional services of the accommodation facilities was developed, which is suitable for assessing their presence in a mountain resort focused mainly on winter skiers, but wishing to diversify its tourism supply.

Figure 1. Study methodology



Thus, the additional services are provisionally divided into two large groups comprising a total of thirteen sub-groups of services. The first large group includes services that are mainly related to the purpose of the travel, motivation and various activities practiced during the stay of the clients in the mountain resort, namely services related to: winter ski tourism; other winter sports; indoor sports and entertainment; outdoor sports and entertainment; medical, healing, balneal, spa and wellness services, relaxing procedures; special events and holidays; entertainment for children; and business tourism. In the second large group there are services that are connected with the possibilities for realization or facilitation of the stay of the guest, namely: information and communication services; household services and amenities for the guest; trading activities; food and beverage services; and transport services (see Figure 2). Each of these groups includes specific services, which are offered by the places of accommodation in the studied mountain resort - Pamporovo.

Figure 2. Classification of the additional services of the accommodation establishments in the mountain resort of Pamporovo



As a data source, internet sites (www.pochivka.bg and www.booking.com) have been used that contain information about offers of a number of accommodation establishments in the resort of Pamporovo. The websites contain information about available hotel services. That information would serve potential customers when choosing a place to stay. The choice of the internet as a promotion tool in the study is a result of the fact that people are increasingly looking for information there before buying any good or service. The selected websites contain information about a large number of accommodations establishments, and thus they would be useful to consumers. For the purposes of the present study, the results are summarized as a qualitative analysis is performed and an in-depth quantitative assessment of the availability of services in the famous mountain resort in Bulgaria - Pamporovo is done. It should be taken into an account that the studied accommodation establishments probably offer many more services than they advertise. However, in their internet offerings, they only gave information about some services that they thought would lead to attracting more visitors. These services themselves are those the visitor see and are the subject of the present study.

Results of the study

Area of study

Pamporovo is a highly-situated Bulgarian mountain resort located in the Rhodope Mountains. There the winter is long and soft, and the summer

is cool and fresh. The resort is located 260 km away from the capital Sofia, 85 km from Plovdiv and 15 km from Smolyan. It is situated at 1650 m above sea level, at the foot of Snezhanka Peak (1926 m). Pamporovo was founded in 1933. Since then, many hotels, shopping centers, restaurants, ski runs, etc. have been built. The total bed capacity of the resort amounts to 8500 beds. The ski slopes in Pamporovo are of varying degrees of difficulty (including several steep runs). The total length of the ski runs in the resort is 34 km. Ski lifts, which serve ski slopes, are available in Pamporovo, as well as ski schools and ski instructors, and for ski-runners and biathlon fans runs and a shooting range around Snezhanka peak are built. There are many ski wardrobes near the ski slopes and hotels. The resort hosts international competitions in ski-alpine disciplines, cross-country skiing, snowboarding, etc. A half-pipe is built of a length of 150 m and 3 m high walls. Some hotels have rehabilitation centers and programs. A flow of tourists in Pamporovo is available all year round and it is one of the most popular Bulgarian resorts both in winter and in summer (visit BG, 2005). The resort also offers various opportunities for holiday celebrations, such as Christmas, New Year, Student's Day, etc.

Assessment of the availability of services in the mountain resort of Pamporovo

Qualitative assessment of the availability of services in Pamporovo Services related to participation in winter sports

Information on the Internet reveals that the hotel establishments in mountain resort of Pamporovo offer services aimed at winter skiers. In this regard, a typical service offered by a large number of accommodation establishments is the ski wardrobe where guests can store their ski equipment. Some of the accommodation establishments offer ski equipment for rent. Sometimes, there are also sales of lift cards. Some accommodation establishments, mostly hotels, offer their guests the opportunity to enroll in a ski school. Another typical service is a shuttle to the ski slopes, which is available from the more remote hotel establishments. In addition, guests at some accommodation establishments can hire a snowboard, a snow jet or a snowmobile. Some hotels also offer snowmobile tours, etc. There is no information about other services offered by hotel establishments related to practicing winter sports, such as skating, etc. These services are likely to require the construction of expensive facilities, which may prove to be impossible or unprofitable for an individual accommodation establishment. It should be mentioned, however, that there is a skating rink in the resort that hotel guests can use. It is, however, not mentioned by managers of the

accommodation establishments in the information on the Internet that has been reviewed in order to attract tourists.

Other services

In addition to practicing winter sports, guests staying at the accommodation establishment in Pamporovo in winter can also consume a range of indoor sports and entertainment services, such as relaxing treatments, spa services, sauna, Jacuzzi, indoor pool, exercises in sports halls and fitness. There are also games, such as bowling, billiards and table tennis at the sites. Occasionally, animation events are also organized for guests. Children's Kids corners (playgrounds) or a day-care center offering a variety of activities are sometimes organized and available for children. For the summer months, hotels sometimes offer opportunities for outdoor sports and entertainment, as there are tennis courts, volleyball, basketball, football and paintball playgrounds, outdoor pools, horse riding opportunities, and gardens with children's playgrounds. For the clients of some of the accommodation establishments, hiking mountaineering, nature walks and sightseeing trips are organized. There are also some opportunities for participation in cave tourism, rock climbing, hunting and fishing. Guests have the opportunity to consume trading services by shopping at the hotels' shops or exchanging currency. Medical services are also provided, as some of the accommodation establishments have doctor's offices. Household services that are offered to clients by accommodation establishments in Pamporovo mountain resort are: hairdressing and cosmetic procedures; laundry, ironing and dry cleaning; as well as an iron and a safe for valuables available in the hotel rooms. Regarding information and communication services, a TV set, internet connection and telephone are provided in the guest rooms. Some hotels have the opportunity to organize business events as they have conference rooms. With regards to the transport services, transfers, bicycles, mountain bikes, scooters, ATVs and car rentals are available for hotel clients. The majority of the resort's accommodation establishments offer a food and beverage service to their guests. They have food and beverage facilities, such as restaurants, taverns, barbecues, winter gardens, night bars, discos, cocktail bars, piano bars, cafes, lobby bars, etc. Guests are sometimes offered breakfast included in the price of accommodation, as well as room service, catering, etc. Some hotel establishments also offer a minibar in the rooms or apartments with a kitchenette where guests can prepare their own meals with products purchased from the hotel's supermarket. Typical of the resort are the food and beverage facilities of country-style at the hotel establishments, lined with typical for mountain regions materials, such as wood and stone, with

fireplaces, etc. They are an attraction for tourists. Restaurant facilities at hotel establishments often host events like family celebrations, New Year's Eve celebrations, Students' holidays, etc.

It can be concluded that the accommodation establishments in Pamporovo offer services typical of mountain resorts, thus engaging the visitors' time and allowing for longer stays mainly in winter but also in the summer. That is favorable because there are conditions in the resort to attract more tourists with average and longer stays and fewer transit tourists. Transit tourism in turn is less favorable in terms of sustainable development, as tourism is most often criticized for environmental pollution due to the transport that tourists use to arrive and depart from the resort and not because of the activities they carry out in region. In addition to the analysis done so far, it could be stated that in the mountain resort of Pamporovo, there are some unfavorable trends in terms of the availability of activities that are likely to cause environmental damage, such as the use of transport to the ski slopes - transfers by motor vehicles, scooters, etc. However, tourists also practice a number of sustainable activities, such as taking part in walking mountain tours, cycling, etc. However, further research is needed on the effect of tourist services consumption on the environment in the mountain resort.

Quantitative assessment of the availability of services in Pamporovo

The main conclusions that can be drawn from the analysis and the quantitative assessment of the availability of services that the accommodation establishments in the mountain resort of Pamporovo promote or advertise on the Internet websites in order to attract clients are presented below. All studied hotel establishments (those whose category is known and who made suggestions on the website at the time of the study) offer at least one service related to information and communication (100%) and at least one food service (100%). Almost all accommodation establishments advertise at least one transport service (96%) and at least one household service or guest amenity (91%). The vast majority of accommodation establishments offers at least one service related to balneal and spa tourism (79%), ski service (63%) and indoor sport and recreation (63%). About half of accommodation establishments offer at least one entertainment for children (55%) and at least one service related to business tourism (48%). Less than a third of accommodation establishments advertise the availability of other winter sports (except skiing) (19%) - only snowmobile or snow jet tours - and outdoor sports and activities (31%) and

special events (31%) - only New Year and Student Holiday - as well as trading activities (shops) (29%).

Among the services associated with practicing skiing, the availability of ski storage/ ski wardrobe (for own equipment or to rent ski equipment) prevails, offered by more than half of accommodation establishments (57%); among indoor sport and entertainment, the fitness prevails (52%); among balneal, wellness and spa tourism - the sauna prevails (available at more than two-thirds of the sites - 67%), followed by a Jacuzzi (53%) and a massage studio (51%). All accommodation establishments promote the communication service the provision of television (100%) and almost all - the internet (92%). And more than half of the accommodation establishments offer the household services: laundry (55%), a safe (55%) and in-room amenities (for self-service), such as hairdryer and iron (84% in total). More than half of the accommodation establishments offer feeding options in a restaurant (64%), in a tavern (51%), as well as a kitchen (or kitchenette) (72%), where guests can prepare their own meals, as well as drinking in the lobby bar (55%) and the mini bar (53%). Almost all accommodation establishments have a parking lot and / or a garage (96%) for the private cars of their clients, while other transport services (like car rental or shuttle) are available at few hotel sites. In general, high-category (4 and 5 stars) accommodation establishments offer a large number of varied additional services of almost any type except for special events and holidays (specifically, New Year Eve and Student Holiday) (see Table 1).

Table 1. Share of the accommodation establishments offering additional services in the mountain resort of Pamporovo (Source: own calculations of data retrieved from: www.pochivka.bg and www.booking.com)

Services	Total %	1-2 stars	3 stars	4-5 stars	Services	Total %	1-2 stars	3 stars	4-5 stars
I. Services related to the purpose of travel, motivation or various activities during the stays of the clients					II. Services related to the possibilities to stay or facilitating stays of the clients				
a. Services related to the practice of skiing or snowboarding	63%	67%	53%	88%	i. Information and communication	100%	100%	100%	100%
1. Transfer to ski slopes	19%	0%	20%	23%	32. Radio	19%	11%	16%	29%

2. Sales of lift cards	3%	0%	2%	6%	33. Phone	57%	33%	59%	65%
3. Ski wardrobes	57%	67%	45%	88%	34. Television	100%	100%	100%	100%
4. Ski instructors	5%	0%	8%	0%	35. DVD	27%	11%	31%	23%
b. Services related to practicing other winter sports	19%	0%	16%	35%	36. Internet	92%	89%	92%	94%
5. Snowmobile, snow jet	19%	0%	16%	35%	j. Household services and client amenities	91%	44%	96%	100%
c. Indoor sports and entertainment	63%	56%	57%	82%	37. Laundry	55%	33%	53%	71%
6. Billiards	40%	44%	33%	59%	38. Ironing	36%	33%	31%	53%
7. Bowling	11%	0%	6%	29%	39. Dry cleaning	17%	0%	18%	23%
8. Table tennis	32%	44%	26%	41%	40. Safe	55%	22%	53%	76%
9. Fitness	52%	44%	47%	71%	41. Exchange office, ATM	24%	11%	16%	53%
10. Indoor pool	39%	33%	24%	82%	42. Manicure	1%	0%	2%	0%
11. Other (casinos, electronic games, darts, table football, etc.)	13%	0%	10%	29%	43. Cosmetic procedures	21%	11%	6%	71%
d. Outdoor sports and entertainment	31%	11%	29%	47%	44. Hairdresser	20%	11%	8%	59%
12. Mountain trekking, ecotourism, excursions to natural and cultural sights	27%	0%	24%	47%	45. Other (hairdryer, iron, dryer, etc.)	84%	44%	88%	94%
13. Horse riding	15%	0%	14%	23%	k. Trading activities	29%	33%	24%	41%
14. Outdoor playground/ sports playground (for tennis, football, volleyball, basketball, handball, etc.)	11%	11%	10%	12%	46. Shops	29%	33%	24%	41%
15. Outdoor pool	3%	0%	2%	6%	l. Food and beverage services	100%	100%	100%	100%
16. Other (cave tourism, rock climbing, hunting and fishing, etc.)	5%	0%	6%	6%	(l1. Food and beverage services excluding kitchen and kitchenette)	93%	100%	94%	88%

e. Balneotherapy, wellness and spa services	79%	67%	80%	82%	47. Breakfast/ or lunch and dinner included in the room rate	31%	11%	31%	41%
17. Doctor's office	5%	11%	2%	12%	48. Summer garden	28%	22%	26%	35%
18. Spa centre	51%	44%	47%	65%	49. Winter garden	8%	0%	6%	18%
19. Massage studio	51%	22%	49%	71%	50. Restaurant	64%	67%	61%	71%
20. Sauna	67%	56%	65%	76%	51. Barbecue	47%	44%	41%	65%
21. Steam bath	43%	11%	41%	65%	52. Tavern, winery	51%	67%	49%	47%
22. Jacuzzi	53%	0%	55%	76%	53. Cafe, pastry shop, snack bar	37%	56%	29%	53%
23. Solarium	25%	22%	16%	53%	54. Daily, aperitif, sky bar	7%	11%	4%	12%
24. Other wellness and spa therapies and healing procedures (ice bucket, mud baths, wine therapy, etc.)	15%	11%	12%	23%	55. Night bar, nightclub, disco	32%	22%	24%	59%
f. Special events and holidays	31%	11%	35%	29%	56. Piano bar	4%	0%	2%	12%
25. New Year	27%	0%	31%	29%	57. Bowling bar, billiard bar	4%	0%	2%	12%
26. Student's Holiday	20%	11%	22%	18%	58. Pool bar, Jacuzzi bar	20%	0%	10%	59%
g. Entertainment for children	55%	67%	43%	82%	59. Lobby bar	55%	33%	51%	76%
27. Children's pool	27%	0%	20%	59%	60. Mini bar	53%	33%	51%	71%
28. Kids corner	48%	67%	39%	65%	61. Room service	39%	22%	35%	59%
29. Animation	4%	0%	0%	18%	62. Kitchen or kitchenette	72%	56%	82%	53%
h. Business services	48%	44%	39%	76%	63. Catering	1%	0%	0%	6%
30. Conference halls	40%	44%	31%	65%	m. Transport services	96%	89%	96%	100%
31. Business services	33%	22%	24%	65%	(m1. Transport services excluding parking and garage)	32%	11%	33%	41%
					64. Transfer to desired destination	1%	0%	2%	0%
					65. Parking, garage	96%	89%	96%	100%
					66. Rent-a-car	20%	11%	20%	23%
					67. Bicycle rental	20%	0%	22%	23%
					68. ATV	8%	0%	10%	6%

There are no services related to a variety of winter sports, such as skating, ice hockey, and sporting events such as racing, slalom, running, hockey, etc. on the example of famous world mountain destinations. Even if some of these services are available in the resort (for example, there is an ice rink), visits to them are not organized and they are not advertised and offered by individual lodging sites on the Internet, although ski tourists often like to participate or watch other winter sports (ice skating, ice hockey, etc.). In addition, there is no information about events such as concerts, exhibitions, festivals, folk celebrations, etc. that might attract visitors or diversify their stay. Regarding business services, most accommodation establishments do not give description exactly what they are. There is also no data for the information services, specifically the information provided by the accommodation staff, concerning for example sights, transport, and other sites in the region. Data is provided on the number of services included in the various types of the groups and in total, which are offered by the accommodation establishments in Pamporovo (see Table 2).

Table 2. Number of hotel services in the mountain resort of Pamporovo (Source: own calculations of data retrieved from: www.pochivka.bg and www.booking.com)

	Total %	1-2 stars	3 stars	4-5 stars		Total %	1-2 stars	3 stars	4-5 stars
Number of services in total					Number of groups of services in total				
0	0%	0%	0%	0%	0	0%	0%	0%	0%
1-23	55%	78%	59%	29%	1-4	12%	11%	14%	6%
24-45	40%	22%	39%	53%	5-9	52%	67%	59%	23%
46-68	5%	0%	2%	18%	10-13	36%	22%	27%	71%
Number of services related to the purpose or motivation to travel					Number of groups of services related to the purpose or motivation to travel				
0	9%	0%	12%	6%	0	10%	11%	12%	6%
1-10	51%	78%	55%	23%	1-3	35%	45%	37%	23%
11-21	35%	22%	31%	53%	4-5	27%	44%	27%	18%
22-31	5%	0%	2%	18%	6-8	28%	0%	24%	53%
Number of services related to the possibilities to stay or facilitating					Number of groups of services related to the possibilities to stay or				

the stays of the clients					facilitating the stays of the clients				
0	0%	0%	0%	0%	0	0%	0%	0%	0%
1-12	52%	78%	55%	29%	1-2	0%	0%	0%	0%
13-25	45%	22%	43%	65%	3	11%	56%	6%	0%
26-37	3%	0%	2%	6%	4-5	89%	44%	94%	100%
Number of services by groups					Number of services by groups				
a. Ski sport					g. Entertainment for children				
0	37%	33%	47%	12%	0	45%	33%	57%	18%
1	47%	67%	37%	65%	1	33%	67%	27%	35%
2-3	15%	0%	14%	23%	2	19%	0%	16%	35%
4	1%	0%	2%	0%	3	3%	0%	0%	12%
b. Other winter sports					h. Business services				
0	81%	100%	84%	65%	0	52%	56%	61%	23%
1	19%	0%	16%	35%	1	23%	22%	23%	24%
c. Indoor sports and entertainment					2	25%	22%	16%	53%
0	38%	33%	45%	18%	i. Information and communication				
1-2	25%	22%	29%	18%	0	0%	0%	0%	0%
3-4	24%	45%	18%	29%	1-2	27%	44%	25%	24%
5-6	13%	0%	8%	35%	3	49%	56%	51%	41%
d. Outdoor sports and entertainment					4-5	24%	0%	24%	35%
0	69%	89%	72%	53%	j. Household services and hotel amenities				
1-2	23%	11%	20%	35%	0	10%	56%	4%	0%
3	5%	0%	4%	12%	1-3	53%	22%	65%	35%
4-5	3%	0%	4%	0%	4-6	24%	22%	29%	12%
e. Balneotherapy, wellness and spa services					7-9	13%	0%	2%	53%
0	21%	33%	20%	17%	k. Trading activities				
1-3	35%	45%	39%	18%	0	71%	67%	76%	59%
4-5	20%	11%	25%	12%	1	29%	33%	24%	41%

6-8	24%	11%	16%	53%	l. Food and beverage services				
f. Events					0	0%	0%	0%	0%
0	69%	89%	65%	70%	1-6	67%	78%	74%	41%
1	15%	11%	16%	12%	7-11	24%	22%	20%	35%
2	16%	0%	19%	18%	12-17	9%	0%	6%	24%
					m. Transport services				
					0	4%	11%	4%	0%
					1-2	84%	89%	80%	94%
					3	7%	0%	10%	0%
					4-5	5%	0%	6%	6%

More than half of the accommodation establishments (55%) advertise between 1 and 23 services, i.e. below average, and only 5% - between 46 and 68 services, i.e. above the average number of services. However, more than half of the high-category (4 and 5 stars) accommodation establishments (53%) offer an average number of services (from 24 to 45). These sites more often than the average for all accommodation establishments in total (18%) offer a number of services above the average (from 46 to 68 services). Similar are the conclusions about the services, differentiated in the two groups in particular: related to the purpose and motivation for travel; and related to the possibilities to stay or facilitating the stays of the clients, namely most of the accommodation establishments (51% and 52%) offer a number of services in each of these groups below the average (1-10 and 1-12), and most of the high-category sites in particular (53% and 65%) - the (average) level (11-21 and 13-25). Most of the accommodation establishments (52%) offer an average number of groups of services (5-9), but below the average number of services related to the motivation and purpose of the travel (1-3 services are offered by 35% of the sites) and over the average number of the services related to possibilities to stay or facilitating the stays of the clients (4-5 services are offered by 89% of the sites). At the same time, the majority of the high-category sites (71%) offer between 10 and 13 groups of services in total - above the average, as well as services related to the purpose and motivation of travel (53% of these sites have indicated 6-8 services of that group), and the possibilities to stay or facilitating the stays of the clients in particular (100% of the accommodation establishments have indicated 4-5 groups of services on the Internet) - again above the average number of services in both groups. When viewed by number of services in the individual subgroups, usually the highest is the share of accommodation

establishments in total that offer below the average number or does not provide services of the respective group. The exception is the group of services related to information and communication, where the highest number of sites advertise an average number of services (49% of the sites mention 3 services of that type). In the case of high-category hotel establishments, however, prevail the average number of services related to skiing and above the average number of services related to: indoor sports and entertainment, balneal and spa tourism, business tourism and household services and client amenities.

Conclusion

As a result of the study, the following more important summaries and conclusions can be made. Almost all accommodation establishments in Pamporovo resort (91-100%) advertise at least one service related to: information and communication; food and beverage; transport; household and guest amenities. More than half of accommodation establishments (63-79%) promote at least one service related to: balneal and spa tourism; skiing; and indoor sports and entertainment. About half of accommodation establishments (48-55%) advertise at least one service related to: entertainment for children; and business tourism. Less than one third of the accommodation establishments (19-31%) in the resort advertise at least one service related to: other winter sports; outdoor sports and entertainment; special events and trading activities. Over 50% of the accommodation establishments (more than half) advertise the services: ski wardrobe; fitness; sauna; Jacuzzi; massage studio; television; Internet; laundry; safe deposit box; in-room amenities, such as hairdryer and iron; restaurant; tavern; a kitchen or a kitchenette; lobby bar; mini bar; parking or garage. Other services are less advertised.

On the basis of the assessment of the availability of services in Pamporovo resort some recommendations to accommodation establishments can be given. It would be a good idea for individual sites, especially those of the low and medium category, to develop programs for the development of services in the resort and to promote these services through various communication channels, including the Internet. The programs should include services that are sought after by the target market segments of tourists when choosing a hotel, are a purpose and a motive for tourist visits, diversify the stay of the guests and attract tourists in the region. In addition, these services should be linked to sustainable practices, which nowadays are of particular importance for prospective tourism markets. The present study gives an idea of which services are offered and advertised to

a lesser extent by accommodation establishments, while being needed to attract visitors to mountain resorts. In this regard, special attention should be paid to the development and promotion of products related to winter tourism (in addition to skiing) and winter events. These services could be organized by individual accommodation establishments or jointly by several hotel sites (in case of smaller accommodation facilities) within the mountain resort of Pamporovo.

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