

COMPARATIVE ANALYSIS OF THE ACTIVITIES OF THE ACCOMMODATION ESTABLISHMENTS OF THE BULGARIAN MOUNTAIN RESORTS OF BOROVETS AND PAMPOROVO FOR THE PERIOD 2008-2014

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***Abstract:** The aim of the paper is a comparative analysis of two Bulgarian mountain resorts - Borovets and Pamporovo - to be performed. The resorts have been chosen due to their similarities - both located approximately at the same geographic altitudes, offering good winter skiing conditions and mainly, unlike the other mountain resorts of Bulgaria, they were founded and developed as recreation resorts, not as settlements/ villages that serve the housing needs of the local population. That determines the similar overall architectural appeal and atmosphere of both resorts. Accordingly, visitors who are attracted by both resorts have similar needs and requirements. Therefore, both resorts are also competitors concerning the selection by visitors, especially the participants in winter ski and partly in summer mountain tourism. The main hypothesis of the paper is that both resorts do or aim to achieve similar levels of the indicators of tourism demand, supply and economic performance and results. In this regard, the comparative analysis is not performed to show that one resort is better or worse than the other, as it is assumed that both resorts have their advantages, but in order to propose some guidelines for improvement of both resorts with a view to remain competitive at the market and continue achieving good results of their economic activities. In this sense, data for the period 2008-2014, provided by the National Statistical Institute of Bulgaria is analyzed (available at the official web-site of the organization in the first half of March, 2015). The data concerns only the accommodation establishments and their activities - demand, supply and revenues. On that basis, values of some other accommodation performance indicators of the resorts are calculated - occupancy, average daily rate, revenue per available bed, revenue per person and length of stay.*

***Keywords:** accommodation, mountain resorts, demand, supply, revenues*

Introduction

Mountain resorts are located at areas of high altitude - usually at altitudes of 1200-1500 m but sometimes at 1500-2000 m. "This higher altitude allows longer skiing seasons but, being above the tree line, is less attractive for dual summer use." Usually, a snow cover of a minimum four months is necessary for marketing. Mountain resorts are located in areas having access to mountain slopes suitable for skiing. The potential of an area for skiing depends on the gradients of the mountain slopes, the vertical drop for downhill ski pistes, tree cover and terrain and orientation avoiding long exposure to sun (melting) and wind (Lawson, 1995: 81; 84).

The aim of the paper is a comparative analysis of two Bulgarian mountain resorts - Borovets and Pamporovo - to be performed. The resorts have been chosen due to their similarities - both located approximately at the same geographic altitudes, offering good winter skiing conditions and mainly, unlike the other mountain resorts of Bulgaria, they were founded and developed as recreation resorts, not as settlements/ villages that serve the housing needs of the local population. That determines the similar overall architectural appeal and atmosphere of both resorts. Accordingly, visitors who are attracted by both resorts have similar needs and requirements. Therefore, both resorts are also competitors concerning the selection by visitors, especially the participants in winter ski and partly in the summer mountain tourism.

The main hypothesis of the paper is that both resorts do or aim to achieve similar levels of the indicators of tourism demand, supply and economic performance and results. In this regard, the comparative analysis is not performed to show that one resort is better or worse than the other, as it is assumed that both resorts have their advantages, but in order to propose some guidelines for improvement of both resorts with a view to remain competitive at the market and continue achieving good results of their economic activities. In this sense, data for the period 2008-2014, provided by the National Statistical Institute of Bulgaria is analyzed (available at the official web-site of the organization in the first half of March, 2015). The data concerns only the accommodation establishments and their activities - demand, supply and revenues. On that basis, values of some other accommodation performance indicators of the resorts are calculated - occupancy, average daily rate, revenue per available bed, revenue per person and length of stay.

Area of Study

Borovets is founded and developed as a multifunctional resort complex. It is the oldest mountain resort in Bulgaria, founded at the end of the 19th century (in 1893/ 1896) under the name of Chamkoria, which literally means "pine forest", as a "royal" resort. It has had tourist functions and there have been three palaces, located at various altitudes and few cottages for the new Bulgarian aristocracy. Its location has been chosen not by chance, as the resort is located within a close proximity to the capital of Bulgaria - Sofia - among the beautiful scenery of nature and rich fauna suitable for hunting in the Rila Mountain. In the 70s of the 20th century Borovets has become resort and new, luxurious accommodation establishments have been developed there. After 1980 Borovets has become a leading winter international tourism destination of Bulgaria along with the resort of Pamporovo (Yaneva, 2008).

Borovets is the closest resort to the capital of Sofia. It is located at the altitude of 1350 m, on the northern slopes of Rila Mountain. It is 70 km away from Sofia, 83 km away from Blagoevgrad and 125 km away from Plovdiv. The nearest town to Borovets is Samokov - 10 km away. The resort of Borovets is characterized by a moderate climate; the winter is mild and snowy. In January - the coldest month of the year - the average temperature is about minus 4.8°C. Usually the ski season is from mid-December to April. There are excellent conditions for winter sports: alpine skiing, snowboarding and cross-country skiing (www.bg.wikipedia.org-1-15.03.2015). Borovets is one of the biggest Bulgarian resorts in terms of the length and capacity of the ski slopes and facilities. The resort offers a variety of ski runs - 24 in number, with a total length of 58 km. The highest ski point is 2560 m and the longest ski slope is: 12 km. Borovets has twice hosted the World Cup competitions in Alpine style and eleven times hosted competitions for the European Cup. There are 8 lighted trails for night skiing and 25-35 km of tracks for cross-country skiing. For snowboarders, the resort offers various in terms of complexity and workload terrains and terrain parks (www.borovets-bg.com - 1-15.03.2015).

The Bulgarian mountain resort of Pamporovo is located within the Rhodope Mountain, at altitude of 1650 m below the mount of Snežanka. It is located in the municipalities of Smolyan and Chepelare, at a distance of about 220 km from Sofia, 85 km south from Plovdiv, 15 km north of Smolyan and 10 km south of Chepelare. The climate of the resort is characterized by a mild winter, having over 100 sunny days. The average annual temperature is 5.5°C. As the resort is suitable mainly for skiing, most of the tourists are coming mainly during the

winter months. The starting point of almost all ski tracks of the resort is the Mount of Snežanka and their altitude is from 1026 to 1400 m. The tourist season starts in December and lasts until the end of April. Due to its beautiful natural scenery, the resort is visited during the summer months too (www.bg.wikipedia.org-1-15.03.2015). Since the beginning of the 60s of the 20th century, the resort provides opportunities for winter sports. The winter sport area is compact and it includes 37 km alpine skiing slopes, 25 km cross-country ski run tracks, fun part with a half pipe track, as well as a variety of places suitable for sledging and free pipe. The capacity of the facilities serving the network of slopes and tracks in Pamporovo is 13 000 people per hour. Lifts - 6 in number - plus chair lifts - 7 in number provide conditions for fast and comfortable movement of the skiers. New access system of cableways is exploited (www.pamporovo.me-1-15.03.2015).

Analysis of Supply

In the last years the number of accommodations is significantly higher in the resort of Pamporovo (between 36 and 47) than in Borovets (between 20 and 36). In Borovets the greatest number of the accommodations is in 2009 and the smallest - in 2012. Accordingly, the maximum number of accommodations in Pamporovo is recorded in the last 2014 and the minimum one - two years earlier - in 2012. While, there is a decrease in the number of accommodations in Borovets for the period as a whole (-13% in 2014 compared to 2008), in Pamporovo - there is an increase (of 21%). The highest fall in Borovets is in 2012 compared to 2011 (-23%) and the largest growth in Pamporovo - in 2013 compared to 2012 (19%).

In most years of the studied period (2008-2014) the number of beds of the accommodation establishments in Pamporovo is higher than the one in Borovets. Exceptions are the years of 2008 and 2012, when a larger number of beds are available in Borovets. It could be concluded that overall Pamporovo has a larger bed capacity than Borovets. While in Pamporovo there is a growth in the number of beds from 2008 to 2009, followed by a decline from 2009 to 2012 and again growth from 2012 to 2014, in Borovets there is a decrease almost throughout the whole period - from 2008 to 2012 and growth only in the last years - from 2012 to 2014. For the period 2008-2014 overall (2014 compared to 2008) there is a decline in the number of beds in Borovets (-40%) and neither growth, nor decline in Pamporovo (0%).

Table 1. Accommodation Supply of Borovets and Pamporovo 2008-2014

	2014	2013	2012	2011	2010	2009	2008
Number of accommodations- Borovets	26	23	20	26	32	36	30
Number of accommodations - Pamporovo	47	43	36	43	43	45	39
Number of beds - Borovets	4714	4285	4154	4466	5073	5195	7793
Number of beds - Pamporovo	5132	4353	4095	4671	5358	5425	5125
Beds-days - Borovets (Supply)	1307897	1285252	1335717	1293091	1580040	1488441	1769373
Beds-days Pamporovo (Supply)	1293168	1137334	1079284	1151490	1479254	1454168	1517178
	2014/ 2008	2014/ 2013	2013/ 2012	2012/ 2011	2011/ 2010	2010/ 2009	2009/ 2008
Number of accommodations- Borovets	-13%	13%	15%	-23%	-19%	-11%	20%
Number of accommodations - Pamporovo	21%	9%	19%	-16%	0%	-4%	15%
Number of beds - Borovets	-40%	10%	3%	-7%	-12%	-2%	-33%
Number of beds - Pamporovo	0%	18%	6%	-12%	-13%	-1%	6%
Beds-days - Borovets (Supply)	-26%	2%	-4%	3%	-18%	6%	-16%
Beds-days Pamporovo (Supply)	-15%	14%	5%	-6%	-22%	2%	-4%

While the indicators presented above ("number of accommodations" and "number of beds") reveal the capacity, the next indicator "beds-days" shows the actual supply of accommodations by the mountain resorts. "Building" capacity requires significant capital expenditures and is more difficult and slower to increase as a match of a growth of the demand. However, it is possible the capacity not to be fully utilized due to decline in the demand. Inefficient and uneven throughout the year utilization of accommodation facilities is evident in resorts, which have seen a pronounced seasonality. Bed-days, which number depends on the effective and even exploitation of the resorts throughout the year compared to the number of beds are indicative of seasonality. In this regard, overcoming seasonality would affect the actual accommodation supply of the resorts, while bed-days would grow.

Examining the data, it becomes clear that in each year of the reporting period 2008-2014 bed-days in Borovets are more than in Pamporovo. That could mean that not all of the accommodations facilities in Pamporovo are open throughout the whole year, i.e. the seasonality of the resort is high. Although Pamporovo generally offers higher capacity, accommodation facilities are not exploited efficiently and thoroughly throughout the year. Both resorts are characterized by fluctuations in the supply of beds, resulting in frequent periods of declines and growths. The largest share of bed-days of both resorts is recorded in the first year of the period - 2008 - and the smallest: in Borovets - in 2013 and in Pamporovo -in 2012. Overall, there is a decline in the supply of both resorts for the whole period. The growth in the last (2014) compared to the previous year (2013) does not lead up to the level of the indicator observed in the beginning of the period. The decrease in the supply of Borovets for the entire period of 2008-2014 (-26%) is more significant than the one in Pamporovo (-15%). Therefore, although the values of the actual supply (and accordingly of seasonality) of Borovets are more favorable than those of Pamporovo, Pamporovo reported better development due to the lower decrease of bed-days for the entire period 2008-2014 (2014 compared to 2008). (Table 1).

Analysis of the Demand

The supply of Papporovo is higher than those of Borovets. However, the actual supply, as well as the accommodation demand in Borovets is higher than in Pamporovo in each year of the studied period. That is evident from the values of the indicators nights spent and arrivals of persons overall and foreigners in particular. During the period most nights by visitors overall and by foreigners in particular are spent and most arrivals overall and foreigners in particular are realized in Borovets in 2008. Accordingly, the lowest values of all those indicators of the resort are in 2011. In Pamporovo the least nights generally and by foreigners in particular are spent and the least are the arrivals overall and by foreigners in 2010. The highest the values of the nights spent generally and the arrivals overall are in the last 2014 and most nights by foreigners in particular are spent and most are the arrivals of foreigners in the first year of the period, 2008.

For the entire period (2014 compared to 2008) there is a decrease in the values of all demand indicators of Borovets and there is a higher decrease in the nights spent than in the arrivals, which is indicative of a reduction in the length of stay of the visitors of the resort. Lower are the values of the indicators concerning the international tourism demand than

the ones of the domestic, i.e. higher is the decrease of the nights spent by and the arrivals of foreigners in the resort than the nights spent by and arrivals of visitors overall (Bulgarians plus foreigners). The highest decrease of the nights spent by and the arrivals of visitors overalls and foreigners in particular is in 2009 compared to 2008 and in the last few years 2012-2014 there is a growth in the values of those indicators, which however is not enough to compensate for the overall decline for the period. In terms of the arrivals - overall and of foreigners in particular - the largest drop in Borovets is in 2011 compared to 2010, weak is the growth in the last year of the period 2014 compared to the previous - 2013 and higher is the growth in 2012 compared to 2011. Regarding the Pamporovo, there is a growth in the demand, i.e. increase in the number of the arrivals and the nights spent overall, as the higher the growth of the second indicator is (23% versus 19%). The increase of both indicators is observed during the entire period of 2011-2014, as the highest it is in the last (2014) year. However, the nights spent by and the arrivals of the foreigners in particular in Pamporovo have decreased. That is mainly due to the decrease in the beginning of the period 2009-2010 that could not offset the growth during the last years 2013-2014. It could be concluded that although the accommodation demand is higher in Borovets than in Pamporovo, Pamporovo reported stronger growth for the period and therefore is characterized by a higher development, particularly in terms of domestic tourism (Table 2).

Table 2. Accommodation Demand of Borovets and Pamporovo 2008-2014

	2014	2013	2012	2011	2010	2009	2008
Nights Spent - Borovets (Demand)	349881	325653	322756	314314	351005	340498	401413
Nights Spent - Pamporovo (Demand)	329349	272694	244851	227815	193220	215842	277024
Nights Spent by Foreigners - Borovets	183693	165038	161468	156244	192214	175484	231161
Nights Spent by Foreigners - Pamporovo	82794	74811	70329	76346	57625	77770	104675
Arrivals of Persons - Borovets	110670	106788	111195	100263	113696	111563	116610
Arrivals of Persons - Pamporovo	102114	86367	73263	66511	65222	68064	82704

Arrivals of Foreigners - Borovets	37157	36955	36728	33849	44195	40484	45908
Arrivals of Foreigners - Pamporovo	17412	16190	15033	14832	12521	15468	20400
	2014/ 2008	2014/ 2013	2013/ 2012	2012/ 2011	2011/ 2010	2010/ 2009	2009/ 2008
Nights Spent - Borovets (Demand)	-13%	7%	1%	3%	-10%	3%	-15%
Nights Spent - Pamporovo (Demand)	19%	21%	11%	7%	18%	-10%	-22%
Nights Spent by Foreigners - Borovets	-21%	11%	2%	3%	-19%	10%	-24%
Nights Spent by Foreigners - Pamporovo	-21%	11%	6%	-8%	32%	-26%	-26%
Arrivals of Persons - Borovets	-5%	4%	-4%	11%	-12%	2%	-4%
Arrivals of Persons - Pamporovo	23%	18%	18%	10%	2%	-4%	-18%
Arrivals of Foreigners - Borovets	-19%	1%	1%	9%	-23%	9%	-12%
Arrivals of Foreigners - Pamporovo	-15%	8%	8%	1%	18%	-19%	-24%

Analysis of the Economic Results

Revenues of the accommodations by nights spent of Pamporovo are higher than the ones of Borovets in the beginning (2008-2009) and at the end (2013-2014) of the period and the revenues of Borovets are higher than the ones of Pamporovo - in the rest of the period (years 2010-2012). The highest the revenues of both resorts are in 2014. The highest the growth of the revenues of Borovets is in 2010 (19%) and in Pamporovo - in 2014 (33%). The lowest the revenues by nights spent in Pamporovo are in 2010 and in Borovets - in 2012. Overall, there is a growth in the revenues of both resorts for the entire period of 2008-2014, as it is higher in Borovets (19%) than in Pamporovo (14%). There is a decrease in the revenues by nights spent in Pamporovo during the first years of the period 2009-2010 and an increase during the next years, whose value becomes

greater with every passing year since 2012. For the period 2011-2014 the growth of the revenues of Pamporovo is higher than the one of Borovets. In Borovets there are bigger fluctuations, resulting in frequent periods of decline and growth, as the lowest the drop is in 2009 compared to 2008 and the highest the increase is in 2010 compared to 2009.

Revenues by nights spent in Borovets are higher than those in Pamporovo during most of the period of 2010-2014. The value of the indicator is higher for Pamporovo only in the beginning of the period - 2008-2009. Generally, there is a decrease in the value of the indicator for the period as a whole 2008-2014 in Pamporovo (-26%) and an increase - in Borovets (12%). The highest the drop in the revenues of the accommodations by nights spent by foreigners in Borovets is in the beginning of the period (2009 compared to 2008) and the highest the growth is in the next year (2010 compared to 2009). In Pamporovo the greatest the drop is in 2010 compared to 2009 and the highest the growth is at the end of the period (2013 and 2014), as in the last compared to the previous year (2014 compared to 2013) the growth of the revenues by nights spent in Pamporovo is higher (17%) than those in Borovets (14%). However, the growth in Pamporovo during the last years could not compensate for the decrease of the previous periods and as a whole, unlike Borovets the economic results of the international tourism of the resort of Pamporovo for the entire period are unfavorable (Table 3).

Table 3. Economic Results of the Accommodations of Borovets and Pamporovo 2008-2014

	2014	2013	2012	2011	2010	2009	2008
Revenues by Nights Spent - Borovets	12052954	10206750	8723283	9592595	10439258	8795898	10138445
Revenues by Nights Spent -Pamporovo	13998512	10532246	8276417	8238449	8189725	9450155	12244025
Revenues by Nights Spent by Foreigners - Borovets	6454431	5660477	4221437	4404074	5320520	3461076	5762592
Revenues by Nights Spent by Foreigners - Pamporovo	4329221	3699928	3161855	3303575	3005931	4545943	5880621
	2014/ 2008	2014/ 2013	2013/ 2012	2012/ 2011	2011/ 2010	2010/ 2009	2009/ 2008
Revenues by Nights Spent - Borovets	19%	18%	17%	-9%	-8%	19%	-13%

Revenues by Nights Spent -Pamporovo	14%	33%	27%	0%	1%	-13%	-23%
Revenues by Nights Spent by Foreigners - Borovets	12%	14%	34%	-4%	-17%	54%	-40%
Revenues by Nights Spent by Foreigners - Pamporovo	-26%	17%	17%	-4%	10%	-34%	-23%

Analysis of the Values of the Performance Indicators of the Accommodation Establishments of Borovets and Pamporovo

For the whole period of 2008-2014 the occupancy of accommodation is higher in Borovets than in Pamporovo. However, the occupancy of both resorts could be classified as low - as about one-fourth or less of the accommodations were occupied. The highest occupancy of both resorts is in 2014 and the lowest - in 2010. For the whole period 2008-2014, there is a growth in the occupancy, which is higher in Pamporovo (39%) than in Borovets (18%). The highest rate of growth in the occupancy of both resorts is in 2011 compared to 2010.

For each year of the period 2008-2014 the average daily rate or the average revenues per night are higher in Pamporovo than in Borovets. That means that the hotel prices in Pamporovo are higher than in Borovets. The highest the average daily rate in Pamporovo is in 2008 and the lowest - in 2012. In Borovets the lowest daily rate is again in the first year 2008, but the highest - in the last 2014 year of the period. Although the average daily rate in Borovets is lower than in Pamporovo, there is a significant growth in the values of that indicator in Borovers for the entire period of 2008-2014 (of 36%), as the highest the increase is in 2013 compared to 2012 (16%). Meanwhile, there is a decline in the value of the indicator in Pamporovo for the entire period of 2008-2014 (-4%) as the greatest the decrease is in 2011 compared to 2010 (-15%). Therefore, it could be concluded that the significant increase of the occupancy of the accommodations in Pamporovo is partly due to the decrease in prices for nights spent, while in Borovets there is a growth both in occupancy and in average daily rate.

The next indicator "revenues per available bed" is a multiplication of the previous two: occupancy and average daily rate. As a multiplication the indicator shows whether the accommodation facilities are efficiently and evenly utilized, while enough revenues are generated. In the most years of the studied period the value of the indicator is higher

in Pamporovo than in Borovets; exceptions are 2011 and 2010, when the higher value of the indicator is recorded for Borovets. As a whole, there is an increase in the value of the indicator for the period 2008-2014 overall, which is a favorable tendency. That indicates: the growth of the occupancy of both resorts is not due to a substantial drop in prices and the increase in the revenues is not due to the increase of prices and decrease of the occupancy. The higher the value of the indicator is for Borovets (61%) than for Pamporovo (34%). A significant increase in the value of the indicator in both resorts is recorded in the last years of the period - 2013 and 2014 - as well as in Pamporovo - in 2011 compared to 2010 too (Table 4).

Table 4. Main Economic Indicators of the Accommodations of Borovets and Pamporovo 2008-2014

	2014	2013	2012	2011	2010	2009	2008
Occupancy=Nights Spent/ Beds-Days (Demand/Supply) - Borovets	0.27	0.25	0.24	0.24	0.22	0.23	0.23
Occupancy=Nights Spent/ Beds-Days (Demand/Supply) - Pamporovo	0.25	0.24	0.23	0.20	0.13	0.15	0.18
Average Daily Rate=Revenues/ Nights Spent - Borovets	34.45	31.34	27.03	30.52	29.74	25.83	25.26
Average Daily Rate=Revenues/ Nights Spent - Pamporovo	42.50	38.62	33.80	36.16	42.39	43.78	44.20
Revenues per Available Bed=Revenues/ Beds-Days - Borovets	9.22	7.94	6.53	7.42	6.61	5.91	5.73
Revenues per Available Bed=Revenues/ Beds-Days - Pamporovo	10.82	9.26	7.67	7.15	5.54	6.50	8.07
	2014/ 2008	2014/ 2013	2013/ 2012	2012/ 2011	2011/ 2010	2010/ 2009	2009/ 2008
Occupancy=Nights Spent/ Beds-Days (Demand/Supply) - Borovets	18%	6%	5%	-1%	9%	-3%	1%
Occupancy=Nights Spent/ Beds-Days (Demand/Supply) - Pamporovo	39%	6%	6%	15%	51%	-12%	-19%
Average Daily Rate=Revenues/ Nights Spent - Borovets	36%	10%	16%	-11%	3%	15%	2%
Average Daily Rate=Revenues/ Nights Spent - Pamporovo	-4%	10%	14%	-7%	-15%	-3%	-1%
Revenues per Available Bed=Revenues/ Beds-Days - Borovets	61%	16%	22%	-12%	12%	12%	3%

Revenues per Available Bed=Revenues/ Beds-Days - Pamporovo	34%	17%	21%	7%	29%	-15%	-19%
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Table 5. Additional Economic Indicators of Accommodations of Borovets and Pamporovo 2008-2014

	2014	2013	2012	2011	2010	2009	2008
Revenues per Person=Revenues/ Arrivals of Persons - Borovets	108.91	95.58	78.45	95.67	91.82	78.84	86.94
Revenues per Person=Revenues/ Arrivals of Persons - Pamporovo	137.09	121.95	112.97	123.87	125.57	138.84	148.05
Length of Stay=Nights Spent/ Arrivals of Persons - Borovets	3.16	3.05	2.90	3.13	3.09	3.05	3.44
Length of Stay=Nights Spent/ Arrivals of Persons - Pamporovo	3.23	3.16	3.34	3.43	2.96	3.17	3.35
	2014/2008	2014/2013	2013/2012	2012/2011	2011/2010	2010/2009	2009/2008
Revenues per Person=Revenues/ Arrivals of Persons - Borovets	25%	14%	22%	-18%	4%	16%	-9%
Revenues per Person=Revenues/ Arrivals of Persons - Pamporovo	-7%	12%	8%	-9%	-1%	-10%	-6%
Length of Stay=Nights Spent/ Arrivals of Persons - Borovets	-8%	4%	5%	-7%	2%	1%	-11%
Length of Stay=Nights Spent/ Arrivals of Persons - Pamporovo	-4%	2%	-6%	-2%	16%	-7%	-5%

Besides the main indicators, shown above, there are some additional performance indicators of the accommodations. One of them is Revenues per Person, which in every year of the period 2008-2014 is higher in Pamporovo than in Borovets. That is due mainly to the higher prices per night and to some extent to the longer length of stay in most years. Most revenues in Pamporovo are generated in 2008 and least - in 2012. In Borovets minimum value is recorded in 2012 too and maximum - in 2014.

There is a growth in revenues per person in Borovets for the entire period of 2014 compared to 2008 (with 25%) and a fall - in Pamporovo (-7%).

More favorable values of the length of stay are achieved for Pamporovo than for Borovets in most of the years of the studied period, except for 2008 and 2010. For the entire period of 2008-2014 there is a drop in the value of the indicator of both resorts, as more significant it is of Borovets (-8%) than of Pamporovo (-4%). That is unfavorable, as when tourists stay for a short time, they use more intensively the transport, which on its part is one of the main pollutants. However, the length of stay of visitors in both mountain resorts of Borovets and Pamporovo could be classified as middle (about and above 3 nights) (Table 5).

Table 6. Indicators of the International Stays at the Accommodations of Borovets and Pamporovo 2008-2014

	2014	2013	2012	2011	2010	2009	2008
Revenues per a Foreigner - Borovets	173.71	153.17	114.94	130.11	120.39	85.49	125.52
Revenues per a Foreigner - Pamporovo	248.63	228.53	210.33	222.73	240.07	293.89	288.27
Revenues per Night Spent by a Foreigner - Borovets	35.14	34.30	26.14	28.19	27.68	19.72	24.93
Revenues per Night Spent by a Foreigner - Pamporovo	52.29	49.46	44.96	43.27	52.16	58.45	56.18
Length of Stay of a Foreigner - Borovets	4.94	4.47	4.40	4.62	4.35	4.33	5.04
Length of Stay of a Foreigner - Pamporovo	4.75	4.62	4.68	5.15	4.60	5.03	5.13
	2014/ 2008	2014/ 2013	2013/ 2012	2012/ 2011	2011/ 2010	2010/ 2009	2009/ 2008
Revenues per a Foreigner - Borovets	38%	13%	33%	-12%	8%	41%	-32%
Revenues per a Foreigner - Pamporovo	-14%	9%	9%	-6%	-7%	-18%	2%
Revenues per Night Spent by Foreigner - Borovets	41%	2%	31%	-7%	2%	40%	-21%
Revenues per Night Spent by a Foreigner - Pamporovo	-7%	6%	10%	4%	-17%	-11%	4%

Length of Stay of a Foreigner - Borovets	-2%	11%	2%	-5%	6%	0%	-14%
Length of Stay of a Foreigner - - Pamporovo	-7%	3%	-1%	-9%	12%	-8%	-2%

Regarding the international tourism, revenues per a foreigner in Pamporovo are considerably higher than in Pamporovo for every year of the studied period of 2008-2014. However, for the entire period of 2008-2014 there is a drop in the value of the indicator in Pamporovo (-14%) and a significant growth - in Borovets (of 38%). The same applies true for the next indicator - revenues per night spent by a foreigner: while its values are higher in Pamporovo than in Borovets for every year of the period of 2008-2014, there is a drop in the values in Pamporovo for the entire period (-7%) and a significant growth - in Borovets (of 41%). The length of stay of a foreigner is higher in Pamporovo than in Borovets in almost every year of the period, except for the last one, 2014, when the value of the indicator in Borovets is higher. For the entire period of 2008-2014, there is a drop of the length of stay of a foreigner in both resorts, as the greater it is in Pamporovo (-7%) than in Borovets (-2%). It could be concluded that although Pamporovo occupies more favorable position in terms of international tourism, Borovets has better prospects, as it scores higher rates of growth of the indicators (Table 6).

Conclusion

Based on the analyses presented above some recommendations to the managers of the accommodations in both resorts could be given. Firstly, appropriate measures should be taken in order occupancy to be increased. It is particularly important the occupancy to be increased during certain months of the year and the seasonality to be overcome. Secondly, the length of stay of the visitors should be extended. Thus, the stay of visitors could be diversified by the offers of additional services and activities. The mass winter ski tourism could be diversified by specialized forms of tourism. Last, out of the main season, accommodation facilities could be better used as participants in conferences and other events are attracted. That would lead to even, thorough and effective use of accommodations and sustainable tourism development.

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