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Seasonality as a Part of Tourism

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Abstract
Seasonality has long been considered to be one of the most significant features of tourism. It causes fluctuation in the number of visitors, capacity utilisation, and employment and thus is affects income of tourism enterprises. The contribution analyses seasonality in three types of hotel enterprises. The analysis was based on monthly revenues in the period from 2010 to 2012 in a mountain, urban and spa hotel. Data were statistically processed using the method of seasonal indices.

Key words: Tourism, hotel enterprises, seasonality, revenues.

1. INTRODUCTION

Seasonality is perceived as a major problem of the tourism industry. It is held responsible for causing or recreating a number of difficulties faced by this industry. These include gaining access to capital, recruiting and maintaining full-time staff, which leads to fluctuation in quality employees, capital intensity and the like (Baum, Lundtorp, 2001). It has also a major impact on trading income of tourism enterprises, most of which are hotels. Owing to seasonality, hotel enterprises have fluctuating occupancy of accommodation capacity that affects the revenue and several expense items.

Seasonality is in general determined by natural climatic conditions, legislative and administrative arrangements relating to leisure time (holidays, public holidays, industrial holidays), by availability of some activities at a certain time (castles and chateaux, mountain valleys) and the like (Jakubíková 2012). Broadly speaking causes of seasonality might be natural and institutional.

2. MATERIAL AND METHODS

The article aims at analysing seasonality in three types of hotel establishments on the basis of monthly revenues in the period from 2010 to 2012. We processed internal data concerning revenues of three hotel establishments, a mountain hotel, urban hotel and spa hotel. Data were provided on condition that real business names would not be revealed. There are various methods for measuring seasonality, and we decided to use the method of seasonal indices (Weidner 2006).

Input data for calculating seasonal indices are shown in Table 1 (data are in thousands €).

Hotel category									
Period	Mountain hotel			Urban hotel			Spa hotel		
	2012	2011	2010	2012	2011	2010	2012	2011	2010
I.	40,00	38,50	37,90	37,50	36,10	34,30	224,10	215,50	208,4
II.	52,50	50,10	49,00	47,50	45,90	43,70	232,50	234,90	231,4
III.	36,50	34,80	34,80	34,50	33,80	32,70	309,90	209,90	238
IV.	34,00	32,50	32,60	25,00	24,20	23,00	277,30	266,90	260,1
V.	25,00	23,90	23,50	30,00	28,80	27,40	252,10	245,70	235,8
VI.	37,50	35,80	35,10	42,50	40,60	38,10	199,10	187,30	184,9
VII.	39,50	37,80	36,80	43,00	40,10	37,50	280,20	269,40	267,3
VIII.	49,00	47,00	46,20	45,00	41,90	39,60	293,20	281,40	275,6
IX.	42,00	40,20	39,40	18,50	27,30	27,00	258,50	248,60	237,6
X.	40,00	38,20	37,60	35,00	33,70	32,20	276,90	268,80	264
XI.	41,00	39,20	38,40	31,00	29,70	28,50	308,00	296,20	290,1
XII.	50,00	47,90	46,70	38,50	36,90	36,90	385,5	368,5	354,7
TOTAL	487,00	465,90	458,00	428,00	419,00	400,90	3297,30	3093,10	3047,90
Average	40,5833	38,825	38,1667	35,6667	34,9167	33,4083	274,775	257,758	253,992

Tab. 1 Monthly revenues of hotel enterprises
Source: Own processing based on internal documents

3. RESULTS AND DISCUSSION

Analysis results were obtained by calculating seasonal indices for the three types of hotel enterprises and are shown and compared in graphs. When calculating seasonal indices we followed these steps:

- yearly revenues were divided by the number of months to gain the average monthly revenues;,
- monthly revenues were divided by average monthly values and multiplied by 100;
- the sum of all monthly seasonal indices must equal 1200, in this case these are not indices used in statistics for expressing development but they are indicators fluctuating over and below 100 %

Calculated seasonal indices of particular hotel enterprises in Table 2.

Seasonal indices									
Period	Mountain hotel			Urban Hotel			Spa hotel		
	2012	2011	2010	2012	2011	2010	2012	2011	2010
I.	98,56	99,16	99,30	105,14	103,39	102,67	81,56	83,61	82,05
II.	129,36	129,04	128,38	133,18	131,46	130,81	84,61	91,13	91,11
III.	89,94	89,63	91,18	96,73	96,80	97,88	112,78	81,43	93,70
IV.	83,78	83,71	85,41	70,09	69,31	68,85	100,92	103,55	102,40
V.	61,60	61,56	61,57	84,11	82,48	82,02	91,75	95,32	92,84
VI.	92,40	92,21	91,97	119,16	116,28	114,04	72,46	72,66	72,80
VII.	97,33	97,36	96,42	120,56	114,84	112,25	101,97	104,52	105,24
VIII.	120,74	121,06	121,05	126,17	120,00	118,53	106,71	109,17	108,51
IX.	103,49	103,54	103,23	51,87	78,19	80,82	94,08	96,45	93,55
X.	98,56	98,39	98,52	98,13	96,52	96,38	100,77	104,28	103,94
XI.	101,03	100,97	100,61	86,92	85,06	85,31	112,09	114,91	114,22
XII.	123,20	123,37	122,36	107,94	105,68	110,45	140,29	142,96	139,65
SPOLU	1200,00	1200,00	1200,00	1200,00	1200,00	1200,00	1200,00	1200,00	1200,00

Tab. 2 Seasonal indices of hotel enterprises
Source: own processing

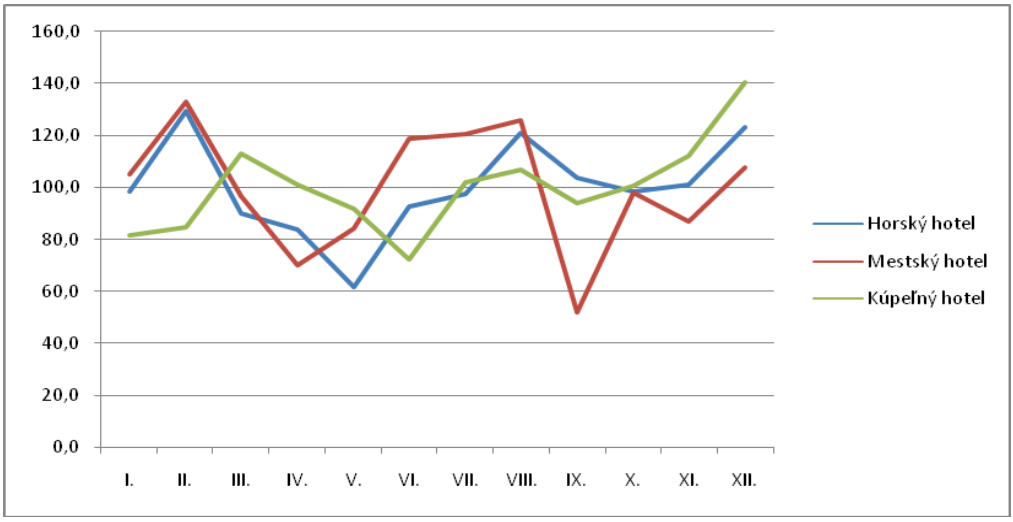

Figure 1 Comparison of seasonal indices of particular hotel enterprises
Source: own processing

Figure 1 illustrates seasonal indices of all three hotel enterprises in 2012. From the graph above we can see that values of seasonal indices of each hotel enterprise in particular months vary considerably. The mountain hotel reached the highest index in February, amounting to 129.36 and the lowest one in May (61.60).This hotel has two seasonal peaks during the year, in summer, during the third quarter, and in winter at the beginning of the first and the end of the fourth quarter. The urban hotel attained the highest index in February at the value of 133.18 and the lowest one in September at 51.87. As the graph shows, this hotel enterprise has two seasonal peaks. The first one was recorded during the first quarter and the second one at the turn of the second and third quarter of the year. The spa hotel reached the highest index in December (140.29) and the lowest in June (72.46). It also has two seasonal peaks, in the summer season during the third quarter and the winter season in the fourth quarter.

4. CONCLUSION

Analysis results show that the hotels we examined are subject to different impacts of seasonality. The mountain hotel has two higher peaks during the year, during winter, in January, February and December and during summer in July and August. These peaks of seasonality are caused by natural conditions, that is natural weather changes such as temperature, snowfall, sunlight and the like. Analysis results concerning the urban hotel show that it is not solely sensitive to seasonality of natural causes. The hotel targets at business clientele, so in this case seasonality causes have institutional character. Processing the data gained from the spa hotel enterprise we found out that there are several seasonal peaks. In terms of seasonal indices it reaches the peak in the last month of the year due to New Year's Eve stays sold at a higher price, which is reflected in hotel revenue. Seasonality is a phenomenon that will always be a part of tourism. Companies doing business in this sector must be aware of that and they must prepare for the "fight", in which they must do everything possible to minimise its impact on trading revenues.

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