

**Influence of seasonal factor on the development of hotel industry in Bulgaria**

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At this moment, the tourist branch is the most dynamically improving one. At the same time, the seasonal hesitations make a strong influence on hotel industry and in the same way on the economical results from business activity. The main question for entrepreneurs connected to the hotel business is getting maximum earnings during the non-tourist seasons, when there is a decrease in the demand. The purpose of this research is to examine the influence of seasonality upon the development of hotel industry on national and regional level. In this connection an analysis has been made, which includes the statistic data from the period 2002 to 2007. As a result of that some conclusions and suggestions are made for getting over the negative seasonal hesitations.

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