

BRIEF HISTORICAL ACCOUNT OF THE HOTEL INDUSTRY IN BITOLA (On the occasion of 180 years since the first hotel in Bitola 1843)

Nikola V. Dimitrov

*PhD, University "Goce Delchev" - Stip, Faculty of Tourism and Business Logistics
nikola.dimitrov.ugd.edu.mk*

Abstract

The occasion for this work is 180 years since the first hotel in the city of Bitola, in 1843. The text is supported by selected photos and a table through which a brief historical development of the accommodation facilities in the city in the last two centuries. The purpose of the research is to determine the appearance of the first hotel, other accommodation facilities, their classification, the division by types and time periods.

The first accommodation facilities were caravanserais and inns. From the middle of the 19th century, the first hotels appeared, and later other types of accommodation facilities appeared in the city. The entire paper is presented chronologically through six periods and follows the development of the hotel industry in the city of Bitola. The research uses several sources, archival documents, scientific and professional papers, monographs, books and interviews.

Keywords: inn, caravanserai, hotels, hotel industry, Bitola, RN Macedonia

JEL Classification: Z32 Tourism and Development; Z39 Tourism: Other

INTRODUCTION

We register the beginning of the first accommodation facilities, inns and caravanserais in Bitola in the 15th century (1435). In Bitola there were several types of inns and caravanserais located in several parts of the city. The first hotel in Bitola was recorded in 1843. The number and equipment of hotels during the XIX (that is, from 1843), the entire XX and the first two decades of the XXI century (2023) or a period of 180 years has different dynamics and depending on economic, military and political reasons.

The development of the hotel industry in the city of Bitola takes place in six periods¹ (Ottoman period, 1843-1912; Balkan and World War I period, 1912-1918; Inter-World War period or Kingdom of Yugoslavia period, 1919-1941; World War II period, 1941-1944; Socialist period or FNRJ period, and SFR Yugoslavia, 1945-1991; and the period of the independent Republic of Macedonia, from 1991 onwards. Today in Bitola there are about 120 accommodation facilities, of which 35 are hotels, and the rest are hostels, apartments, villas, etc.

MATERIAL AND METHODS

The whole paper draws on multiple sources, diverse literature and empirical research - personal experience. The research uses: archival documents from the city archive, scientific and professional papers, monographs, books, old topographical maps and interviews with hoteliers. From a variety of literature, we will list only the most important ones for the city of Bitola, which present data on inns, hotels and other accommodation facilities (Sterjovski, 2020; Dimitrov, 2018; Dimitrov, & Veljanov, 2017; Najdov, 2014; Sterjovski, 2009; Dimitrov, 1998; Matkovski, 1992; Petrushevski, 1984).

We use more of the scientific research methods: inductive-deductive method, then dialectical, historical, description, data collection, classification, observation, interview and empirical method.

¹ The author of this paper is preparing a monograph with the working title: "Bitola - hospitality, hotels and tourism". There will be more about the periods in the monograph, here we present only fragments.

RESULTS

Man, as a natural being, has not stopped moving in geographical space since his appearance. With the advent of trade, there was a need for people to travel from one place to another. Traveling, along the way they stopped at places where there was water, food and spent the night. Later, with the establishment of settlements and roads, travelers stopped and sought overnight accommodation in passenger stations or overnight settlements. The Roman historian Tacitus states that at that time there were separate catering facilities for men and separate ones for women, which were divided to accommodate guests from different strata of society. (Dimitrov and Veljanov, 2017).

Our research on the hospitality industry in Bitola covers a time period of several centuries. Thus, from the appearance of the first hotel until today, the development of hospitality in Bitola took place in six periods, namely: Ottoman period, 1843-1912; period of Balkan and First World War, 1912-1918; the period between the two world wars or the period of the Kingdom of Yugoslavia, 1919-1941; World War II period, 1941-1944; Socialist period or period of SFR Yugoslavia, 1945-1991; and the period of the independent Republic of Macedonia, from 1991 onwards.

From the appearance of the first hotel in 1843 until today, the hotel industry in Bitola has reached the number of 35 hotels, 6 hostels and 77 other accommodation facilities (apartments, villas, lodgings, etc.), or a total of 118 different accommodation facilities were operating in the city.

1. Ottoman period (until 1912)

Anns and caravanserais

During the Ottoman Empire, the accommodation facilities used were anns and caravanserais. Anns and caravanserais are resorts or lodgings for travelers and merchants going from one place to another for various private or business needs.

The main difference between inns and caravanserais is that in inns you have to pay for the stay and all services, while in the caravanserai you don't have to pay. The apartments were messy, without inventory and everyone slept on the floor. "Anns are spacious buildings consisting of stables on the ground floor and unfurnished rooms, halls and galleries on the upper floors. Each passenger comes with his own rug, bed, and items for personal use that he uses during the trip" (Report...Belg de Buga, 2005)

In the literature, there are several divisions of anns, namely: according to the place where they are located (Petrushevski, 1984; Dimitrov& Veljanov, 2017) and according to architecture (Dimitrov&Namichev, 2017).

The first overnight accommodation facilities, anns and caravanserais in Macedonia are mentioned in the 15th century. The first Annas in Bitola were registered in the Bitola seals in the 15th century. Namely, in 1435 in Bitola there is a mention of Sungur Chaush beygov an. The another belonged to the waqf of the great benefactor Singur Chaush Bey. At approximately the same time, Isa Fakih, the father of Ishaq Efendi, the builder of the "Ishaq Mosque", also had an ann in Bitola. (Hasan Kalesi, 1972).

In 1591, from Ivan Kavaza's travelogue, we learn that in Bitola there was "a caravanserai that is good for horses, but uncomfortable for people". (Matkovski, 1991).

In the first half of the 18th century, 14 anns were registered in Bitola: (Vishko Ali, 2007), in 1827 the number of anns in the city of Bitola was 17 (Konstantinov, 1961), in 1856, 22 anns. According to the official Turkish statistics from 1876, there were 50 anns in the entire territory of the city (Momidić-Petkova, 1993/94), in 1883, according to the travelogue of an unknown author, there were about 40 anns in Bitola. (Matkovski, 2002)

From the Report of the French Vice-Consul in Bitola, (Beleg de Buga), from 1856, we learn that: "...in Bitola there are still no European lodgings and the need for them is beginning to be felt." (Report, 2005).

The largest number of shops were located around the bazaar, but there were also along the river Dragor and around the city clock.

First hotels

We learn the first information about a hotel in Bitola from the travelogue of Josef Müller from 1843 year who noted "Among the 2,500-2,600 private houses, the beautifully appointed, simply and very tastefully decorated hotel of the Greek vice-consul and apothecary, Lorenzo Peri, stands out." (Matkoski, 1992).

Lorenzo Peri is known to have been from Crete. The home - the pharmacy, was opened before 1843, and served as a hotel. The hotel was located at the northern beginning of "Shirok Sokak" on the left hand side if we are going south. It was "a house with two shops and a floor, with an iron balcony, with an entrance for both the shops and the house from the side of the main street..." (Sterjovski 2020).

In 1890, we learn that there was a hotel "Hotel de l'Orient" in Bitola. (Gopčević, 1890). It is most likely that this hotel was built at least a decade ago, ie around 1880. We support this data with the fact that Bitola from the seventies of the 19th century became an important commercial, construction, craft, political and administrative center of the Rumeli Province. The city significantly imported western goods, especially metal beds, window glass, porcelain, whiskey, cognac, etc., and also noticed an increased visit of foreign diplomats, merchants, and travel writers. (Dimitrov, 2005; Dimitrov and others, 2017).

During the period of 22 years (1890 to 1912), the Hotel "Orient" received various names "Lokanda", Shark (East), "Monastir" and the last name Hotel "Bosna".

From the travelogue of Colmar Goltz, from 1893 we learn the name of another hotel in Bitola, Hotel "Beograd". The "Hotel - City of Belgrade" opened its not very hospitable doors to us; however, in the end, it turned out to be more tolerable than we thought." (Matkovski, 2005)



Figure 1. Hotel "Orient"

In 1898, the hotel "Hamidie" is also mentioned in Bitola. "An inn workshop named Hotel "Hamidie" was located in the most beautiful place in Bitola, right at the entrance to the city, on the right side when coming from the railway station..." (Advertisement published in the Constantinople newspaper "Konstantinople", 24.09.1898). And the Hamidieh hotel was located on Shirok Sokak and was named after Sultan Abdul Hamid II (reigned for 33 years, 1876 - 1909).

In Bitola, in the period from 1904 to 1912, we register the following hotels "Central" (1904), then "Syntagma" (1907), "Liberte" (1909), "Europa", "Solun", "Moscow", and hotel "Constantinople" (1911/12), all located on the main street (Sterjovski, 2016, Sterjovski, 2020; Dimitrov&Veljanov, 2017).

From the research, for the Ottoman period, we conclude that in Bitola, from 1843 to 1912, a total of 14 hotels operated. Eleven hotels were located on the street "Hamidie" - "Sultanie", or "Shirok Sokak" (named by the local population), namely: "Lorenzo Perry Hotel", Hotel "Orient", "Belgrade", "Hamidie", "Central", "Syntagma" ((later with a new name "Constitution"), "Liberte", "Europa", "Thessalonica", "Moscow" and Hotel "Constantinople". Three hotels were located along the Dragor river: hotel "Macedonia" (hotel of Jovkovci, also known as hotel "Macedonia", mentioned in 1903, later it had a new name "America"), then hotel "Balkan" (hotel of Sotir Zdravkovski or Tiro Rogozinaro) and Roma Hotel. In the absence of data on the number of rooms and beds in the hotels, we estimate that, with the exception of the "Orient" hotel, the other hotels had a small capacity (2-4 rooms, with 4-10 beds), so the total number of rooms was 80 rooms and about 200 beds. Meanwhile, the number of people who were directly and indirectly engaged in hotel business was about 100 people.

2. Period of the Balkan Wars and the First World War (1912 - 1918)

During the period of the Balkan Wars and the First World War, only nine hotels continued to operate, four hotels closed due to economic reasons, and the "Constitution" hotel suffered in the bombing.

Hotels that continued to operate during the war were: Hotel "Bosna" (which was renovated with balconies in 1915), Hotel "Belgrade" (the Bulgarian government renamed it Hotel "Plovdiv", and then it became Hotel "Belgrade") (Sterjovski, 2020), Hotel "Central", Hotel "Macedonia", Hotel "Balkan", Hotel "Liberte", Hotel "Thessalonica", Hotel "Moscow" and Hotel "Europe" (known for changed its name three times to Hotel "Nova Serbia", then Hotel "New Bulgaria", and then returned the name Hotel "Europe"). (Dimitrov & Veljanov, 2017).

3. Period of the Kingdom of Yugoslavia or Between the Two World Wars (1919 - 1941)

During this period, the hotel industry recorded an upward trend. Namely, better hotels with higher standards and greater capacity are being built. Also, some of the anns are modernized and become small hotels with 3-6 rooms and a maximum of about 15 beds.

During that period, the hotels: "Bosna" (15 rooms, 40 beds), "Grand Hotel Jevtic" (22 rooms, 60 beds), "Central" hotel (8 rooms, 20 beds), "Tourist" hotel (15 rooms, 40 beds) and Hotel "Solun" (30 rooms with 70 beds). These hotels had 90 rooms with a capacity of 230 beds.

The hotel "Grand Hotel "Jevtic" was built in 1922-1925 in the style of modern European hotels. He had a representative restaurant where classical music was played. The hotel was the first hotel in Bitola that introduced electricity in every room. Within the hotel, in the ground floor, there was also a cinema with about 300 seats. World silent film trends were carried in the cinema. In 1933, in this cinema, a sound film was shown for the first time in Bitola. (Buildings, Sterjovski, and - Sun on the pole" - I. Petrushevskaja; Internet portal: Bitola once and now).

In the period 1929-1931 in Bitola there were 9 hotels: "Jevtic", "Bosna", "Royal", "Thessalonica", "Yugoslavia", "Belgrade", "Central", "Balkan" and "Macedonia". (Almanac–Kingdom of Yugoslavia, second edition, Zagreb, 1932). Two more hotels that were working at that time are not included in the Almanac, namely: Hotel "Moscow" and "Europa". Later, 5 more hotels appear ("Liria", "Sofia", "Slovenia", "Kicevo", "Prespa", "Ohrid Lake" and 2 anns in the bazaar, which are being modernized with guest rooms and a restaurant ("English Han" and "Misir Han").



Picture 2. Hotel and Restaurant "Bosna"

Thus, in the period between the two world wars, there were 20 hotels in Bitola. The most numerous were the hotels located in the central area and along Shirok Sokak, at number 12, namely: hotel and restaurant "Bosna", hotel and restaurant "Grand Hotel Jevtic", hotel and restaurant "Central", hotel and restaurant "Tourist", Hotel and Restaurant "Solun", Hotel "Europe", Hotel "Liria", Hotel and Restaurant "Royal", Hotel and Restaurant "Yugoslavia", Hotel "Moscow", Hotel and Restaurant "Sofia" and Hotel "Slovenia".

There were 8 hotels in the part along the river Dragor, namely: hotel and restaurant "Ohrid Lake", hotel and restaurant "Balkan", hotel and restaurant "Kicevo", hotel "Macedonia", hotel "America", hotel and restaurant "Prespa", hotel and restaurant "Ingiliski Han", and hotel and restaurant "Misir Han" (Archive of Macedonia, Skopje, and interview with old residents of Bitola and photos of the facilities).

In the summer of 1927, an orphanage for children suffering from pulmonary tuberculosis began operating in Pelister.

In 1939, for unknown reasons, the "Bosna" hotel was burned down and ceased to exist. Just before the Second World War, several hotels in Bitola were closed due to economic reasons.

The total hotel facilities (number of hotels, rooms and beds) in the period between the two world wars in the city of Bitola reached the following number: 20 hotels, with about 200 rooms and over 800 beds. During this period, about 200 people were directly and indirectly engaged in hotel business.

At first, the resort had a capacity for 120 children, and later, when there were four buildings, a swimming pool, etc., it could accommodate up to 400 children. Also, on Pelister, in the middle of 1938, a mountain lodge "Begova Cheshma" with three bedrooms and other rooms was built. (Sterjovski, 2020; Sterjovski, 2016)

4. Period of World War II (1941-1944)

During the Second World War, the number of hotels in Bitola drastically decreased. Of course, the reason was the war, the economic crisis and the abandonment of the city by several hotel owners.

Some of the hotels also changed their names, for example: the "Balkan" hotel was renamed "Zagreb", and some of the hotels bore the name of the owner ("Na Jovkovci" hotel, Popjanov's hotel, etc.).

From the research, we learn that the Children's Summer Camp of Pelister, near the village of Magarevo, worked in 1942 and received 100 children in two shifts. (Pelistersko Echo No. 30, June 20, 1942, p. 2)

In confirmation of the previous one, a source testifies in 1943, in which it is mentioned that only three hotels were operating in Bitola: "Solun", "Tourist" and "Bulgaria". (Peter Savinov, Guidebook "Ohrid", Skopje, 1943, p. 22, pictures 16). However, our research showed that 11 hotels with restaurants were operating in Bitola: "Solun", "Tourist", "Zagreb", "Central", "Bulgaria" (previously "Yugoslavia"), "Kicevo", "Ohrid Lake", "Missiran", "Prespa" and "Royal".

5. Period of FNRJ or SFR Yugoslavia (1945-1991)

After the Second World War, a new political - economic system - socialism was introduced at the very beginning. This new society is based on collective principles, so in 1948 all private economic enterprises, including hotels, restaurants, factories, etc., were nationalized and became state property.

In Bitola, 17 hotels and restaurants are being nationalized, i.e. from private to state-social ownership, namely: "Central", "Sofia", "Royal", "Yugoslavia", "Balkan", "Kicevo", "Ohrid Lake", "Grand Hotel", "Solun", "Tourist", "Slovenia", "Ingiliski Han", "Mirir Han", and four more hotels without the name of the hotel listed. (Archive of Macedonia, Skopje)

From an interview with former hospitality employees, we learned the following. In 1947, a city hotel-catering national enterprise was established, HUNAP, which manages the listed hotel and restaurant facilities.

In 1949, the hotel and restaurant "Trudbenik" was put into operation, in which there is also a modern cinema. As part of the city's national catering company, there was first one, and later two separate catering companies, UP "Neolitsa" and UP "Trudbenik". Until 1952, the "Tourist" hotel continued to operate in Bitola. After the nationalization process, the number of hotels, rooms and beds decreased significantly.

Until 1952, "Solun" worked as a hotel and restaurant, and then only as the "Solun" restaurant. Other small hotels and restaurants were "Macedonia" and "Rabotnik". The mountain lodge "Begova Cheshma" was still working on Pelister, and a little higher up the mountain lodge "Kopanki", the children's resort. There were no other accommodation facilities for guests in the city and municipality.

In 1960, a new and modern (for that time) hotel and restaurant "Macedonia" was built on the site of the previous hotel "Macedonia" and "Rabotnik". In total, in 1962, the city of Bitola had two hotels ("Macedonia", "Trudbenik"), one home ("Begova Cheshma na Pelister"), with a total capacity of 93 rooms, 198 beds, and together with the Children's Resort "Pelister" (4 barracks, 17 rooms, 400 beds) and PD "Kopanki" (10 rooms, 100 beds), the municipality had 120 rooms and 698 beds and 220 employees. (UTP "Macedonia": State Archives of Macedonia, Bitola Department, Fund: 02.0579; Fund: URO "Macedonia" - Bitola 1952-1990)



Figure 3. Hotel "Macedonia"

In 1974, the hotel and restaurant "Epinal" was built in Bitola, with 60 rooms and capacity for 440 guests. In Bitola in 1974, there were the following accommodation facilities: Hotel "Macedonia", Hotel "Trudbenik", Hotel "Begova Cheshma", then Children's resort "Pelister", mountain lodge "Kopanki" and mountain lodge "Golemo Ezero".

According to data from 1982/83. Bitola has 3 hotels with a total of 503 beds ("Epinal" 431 beds, "Macedonia" 40, "Begova Cheshma" 32 beds), then "Nižepole" Youth Settlement 400 beds, Pelister Children's Resort 450 beds, Mountain Lodge "Kopanki" 100, Mountain lodge "Golemo Ezero" 40 beds. Tourists 34,404; Overnight stays 92,525. (Informant Bitola, 1982) If we add the 50 beds in the Mountain Home "Neolitsa" (Dimitrov, 2022) Then, the total accommodation facilities of the Municipality of Bitola in 1983 amounted to 553 beds.

Figure 4. Hotel "Epinal"

In 1985/6, the "Epinal" hotel was significantly expanded and had 130 rooms and 780 beds. The hotel with the extension was of high "B" category. It had a restaurant, dairy restaurant, city bar, banquet hall, coffee bar, business club, casino "Atlantic", hair salon and others. (Dimitrov, 1998)

In 1986, ROUT "Macedonia" had a maximum number of 30 organizational units, with a total of 430 employees. The number of hotels was 2, "Epinal" from "B" category and "Macedonia" from "C" category. UTP "Macedonia". (State Archives of Macedonia, Bitola Department, Fund: 02.0579; Fund: URO "Macedonia" - Bitola 1952-1990).

In 1989, the hotel "Bitola" was put into use. Hotel "Bitola" was part of POS "Borets", (a socially owned enterprise for catering, rest and recreation of pensioners) and had 95 rooms (36 single, 48 double, 6 most modern suites and 5 rooms with French beds) and 150 beds. (Flyer of Hotel Bitola, 1989)

In Bitola in 1989 there were the following accommodation facilities: 3 hotels ("Epinal", "Macedonia", "Bitola"), 1 tourist settlement ("Pelister" - Nizhnepole), 1 resort ("Pelister" resort) and 3 mountain lodges "Kopanki", "Golemo Ezero" and "Neolitsa") (Tourist map of Bitola, 1989). In 1989, the Municipality of Bitola had 1484 beds, and in 1996, 1776 beds. (Dimitrov, 1998)



6. Period of the Independent Republic of Macedonia.

From 1991 onwards with the transformation of the economy in SR. Macedonia and the denationalization process, the hotel industry in the city is changing significantly. In 1994, on the site of the former mountain lodge, and later the "Begova Cheshma" hotel, the "Molika" hotel was built.



Figure 5. Hotel "Molika"

In 1996, the joint-stock company for UTT "Macedonia" - Bitola had 3 hotels, 9 restaurants, 2 cafes, 4 pastry shops, 12 kiosks, a buffet, an inn and a grocery store, 2 warehouses, 1 bingo and employed over 230 people. The reduction of capacities and employees is the result of intensive privatization in the hospitality industry. (Dimitrov, 1998)

From 1997/98 onwards, the number of accommodation facilities in Bitola began to grow continuously. Thus, until 1999, there were 6 hotels in Bitola and its surroundings: "Epinal", "Bitola", "Capri", "Premier", "Molika" and "Shumski Feneri". Until 2010, there are 10 hotels in Bitola and its surroundings (hotel "Shator", hotel "Ambassador", hotel "Reese" and hostel "Domestika") and 6 other accommodation facilities.

In the municipality of Bitola in 2008, there were 16 catering facilities, with 481 rooms and 1296 beds and 311 employees. (DSZ: Inventory of capacities in the hospitality industry, 2008, Statistical review: Transport, tourism and other services, 8.4.9.03.635. Skopje, 14.09.200)

In 2016, there were 45 catering establishments in the Municipality of Bitola, with 689 rooms and 1573 beds and a total of 788 employees. (Statistical review: Transport, tourism and other services, 8.4.17.05.883, Skopje, October, 2017.)

In the period 2010-2018, 50 other accommodation facilities are being built in Bitola and its surroundings. In 2019, there are a total of 28 hotels in Bitola and its surroundings: Hotel "Epinal", "Molika", Shumski Feneri, "Capri", "Premier", "Shator", "Millennium", "Bela Kuća", "Tokin House", "Theatre", "Premier Center", "Trev", "De Niro", "Cholla", "Barroom", "Boulevard", "Broad Alley", "Corzo", "City Hall", "Glamour", "Orbis", "Rustico", "Victoria", "Villa", "Gala Garden", "Grand Premier", "Kiko" and "Cheops".

According to our research, in 2023, there are 179 accommodation facilities in Bitola Municipality, of which: 26 hotels, 5 hostels and 148 villas, apartments, guest houses and homes that rent rooms for guests. Among them in the city of Bitola are: 23 hotels, 5 hostels and 118 villas, apartments, guest houses and homes - apartments that rent rooms for guests. While, in the vicinity of Bitola there are 3 hotels and 30 villas, apartments and guest houses. (Data from the Municipality of Bitola - Department of Economic Development; Websites of hotels and Interviews with hotel owners and other employees)

In the vicinity of Bitola, i.e. in the area of the national park "Pelister" and in the sub-Pelister villages (Trnovo, Magarevo, Dihovo and Nizhepole), there are 22 accommodation facilities, of which 3 hotels ("Molika" with 4****, "Shumski Feneri" with 3*** and "Shator" with 3***), and 19 other facilities (villas, apartments, guest houses, etc.). Then, on the road to the village of Bratindol there are 4 accommodation facilities, on the road to the village of Bistrica there are 3 accommodation facilities, and on the road to the village of Kravari, 1 accommodation facility.

According to our calculations, by September 2023, all accommodation facilities in city of Bitola, there are over 800 rooms with a capacity of over 1800 beds.

DISCUSSION

In the absence of statistical data on the capacity of the listed accommodation facilities (number of rooms and beds), we extract their number from the web pages of some of the facilities that have provided that information. For the rest, we got the number from direct contact with the owners and employees of the accommodation facilities. So, in 2023, we estimate that the city of Bitola will have approximately 800 rooms and 1800 beds, and the municipality of Bitola will have over 1000 rooms and over 2200 beds.

In the summer period of the year, over 3000 tourists stay in the city for several days, weeks and even months. There is a particularly large number of tourists with Bitola origin - returnees from abroad, who rent rooms, apartments and flats for a temporary stay in the city of one or more months. So, in the summer period, all registered accommodation capacities are filled, so a large part of the guests are also accommodated in unregistered private facilities in the city and its surroundings, and some in neighboring municipalities.

This situation has existed in Bitola for several years and the city regularly faces a lack of accommodation facilities. If we add to this the fact that in the city and in the municipality there is still no hotel with 5* and hotels with a larger accommodation capacity. The accommodation situation for tourists and other guests is alarming during the summer when more cultural and other events are held. Namely, then the number of tourists and others is over 5000 guests. This means that the need to build modern hotels with a large accommodation capacity and other facilities (hostels, apartments, etc.) in the city and its surroundings is more than necessary.

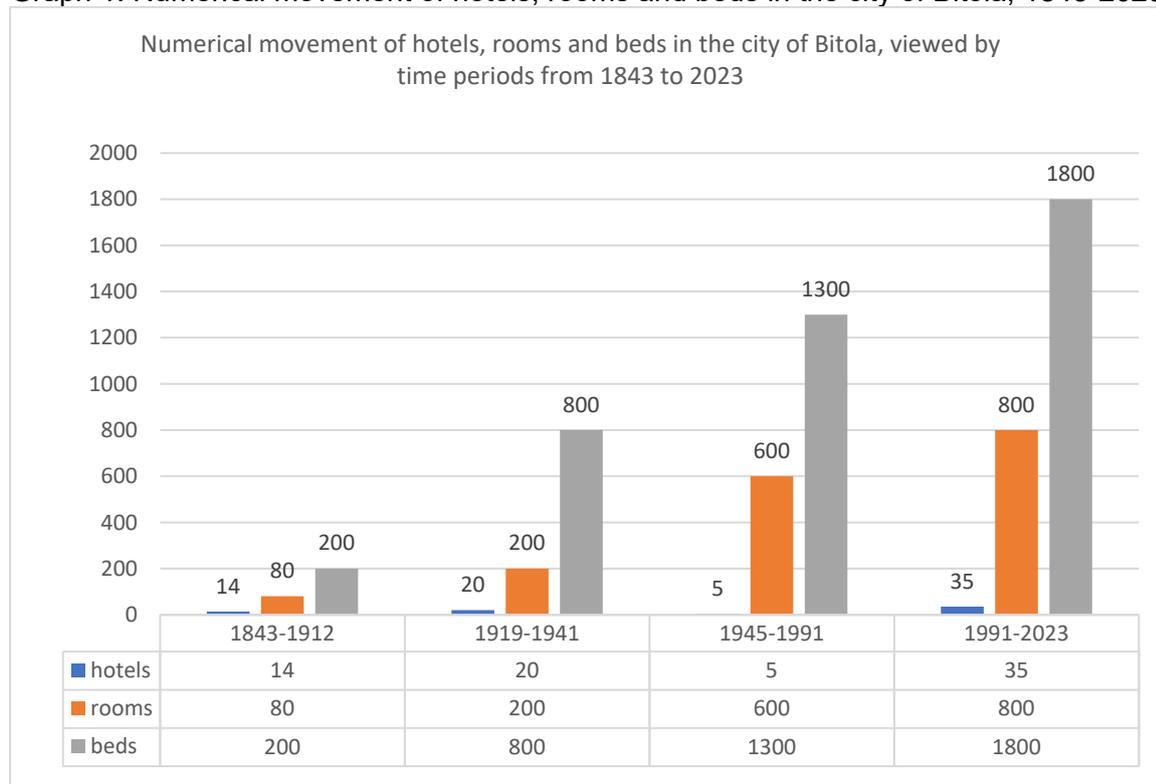
Table 1. Estimate of the number of hotels, rooms and beds in the city of Bitola, viewed by time periods from 1843 to 2023

Time period	Maximum number of:		
	hotels	rooms	beds
Ottoman period (1843-1912)	14	80	200
Kingdom of Yugoslavia (1919-1941)	20	200	800
SFR Yugoslavia (1945-1991)	5	600	1300
Independent Macedonia (1991-2023)	35	800	1800

From table 1 and graph 1, we derive the following analyses. In the period 1843-1912, a total of 14 hotels operated with a total capacity of 80 rooms and 200 beds, or an average of 5.7 rooms and 14 beds per hotel. In the period 1919-1941, a total of 20 hotels operated with a capacity of 200 rooms and 800 beds, and an average of 10 rooms and 40 beds per hotel. In the period 1945-1991, there were at least only 5 hotels, but all of them had a larger capacity, a total of 600 rooms with 1300 beds and the highest average of 120 rooms and 260 beds per hotel. In the last period 1991-2023, we registered the largest number of hotels, 35, but that's why the number of rooms (800) and beds (1800) was not large.

Thus, on average, each hotel has 22.8 rooms and 51.4 beds. From the research we found out that most of the hotels are of lower capacity, some of them are old town houses that have been adapted into hotels and almost all of them are located in the central city area with limited capacity and the inability to expand.

Graph 1. Numerical movement of hotels, rooms and beds in the city of Bitola, 1843-2023.



These data confirm that there are hotels in Bitola with a large accommodation capacity of rooms, apartments and other contents. Which is in addition to what was stated above about the mandatory need for hotels, and especially large and modern hotels with a high category of 5* and 4*. (See Table 2.)

Table 2. Categorization of hotels in the city of Bitola, in the period 2019-2023

Hotel category with number of stars (*)	Name of the hotel
4****	"Epinal" – SPA & Casino"; "Millennium - Millenium Palace"; "Tref"; "Ambassador"; "Grand Central"; "Cheops"; Chiflik Winery = 7 hotels with 4****
3***	"Capri"; "White House"; "Epinal - Shirok Sokak"; "Premier"; "Corzo"; "City House"; "Talkin' House"; "El Greco"; "Lozar Wine Cellar"; "Kiko" = 10 hotels with 3***
2**	"Boulevard"; "Bastion"; "De Niro"; "Villa Grand Bitola"; "Barum"; "Rustico"; "Orbis"; "Travel Bab"; "Theatre"; "Premier Center"; "Chola"; "Victoria"; "Gala Garden", "Villa", "De Niro - Center"; "Gradska Kuća", "Univermak", "Benny Fontana" = 18 hotels with 2**

Source: Hotel websites; Municipality of Bitola, department for economic development; Field research; Golden Book, Yellow Pages: 2006/7; 2008/9; 2012/13; 2017/18, Publisher NID "YELLOWPAGES"–Skopje; <https://www.booking.com/hotel/mk/>; <https://www.booking.com/city/mk/bitola.en>



Hotel „Kapri“



Hotel „Premier“



Hotel „Theatre“



Hotel „Grand Center“



Hotel „Millenium“



Hotel „Cheops“



Hotel „Ambasador“



Hotel „Shumski feneri“



Hotel „Shator“

Figure 6-14. A small part of the hotels in the city of Bitola and the immediate surroundings

CONCLUSION

City of Bitola, this year 2023 marks 180 years since the first hotel in 1843. Throughout historical periods, the number of hotels and other accommodation facilities has changed. The hotel industry reaches a maximum number of 35 hotels in the period 2019-2023. Especially in the summer period of the year, the city has a shortage of accommodation facilities. Also, in Bitola there are no hotels with a large capacity of rooms and beds, nor a hotel of a high category with 5*. The city also suffers from a lack of specialized staff in the field of hotel and catering. These problems, the local and the society as a whole should have a serious approach in overcoming the problems, on the contrary, the hotel and catering industry will fall into a serious crisis of unprofitability, which will be significantly felt in tourism and the economy in general.

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