

CATEGORIZATION OF ACCOMMODATION AND FOODSERVICE FACILITIES AS A TOOL FOR HOSPITALITY PRODUCTS QUALITY⁶⁵

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ABSTRACT

Hospitality is one of the fastest growing industries in the world today. The broader meaning of the term hospitality industry might refer to any group that is engaged in travel and tourism, lodging, food service, meetings, conventions and expositions, leisure and recreations. But the two main segments of this industry are the lodging industry, also called the hotel industry, and food and beverage industry, also called restaurant industry.

Quality is a category which identifies product characteristics with and aim to satisfy consumer's needs. The categorization or rating of accommodation facilities is the basis for determining quality standards in the hospitality industry. To be included in the right kind of hotel facilities and obtain the appropriate category, object must meet the minimum requirements for each category.

The paper is also dealing with categorization systems of accommodation facilities in Europe and the contemporary aspects of this process in Macedonia with some proposals for the improvement.

Key words: categorization, criteria, accommodation facilities, foodservice facilities, quality

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INTRODUCTION

Hospitality is the term generally associated with hotels and restaurants. Today the accommodations industry and the foodservice industry include the plenty of facilities and are dynamic part of the global tourism industry.

Quality is a category which identifies products characteristics with an aim to satisfy consumers needs. Today accommodation and foodservice facilities support systematic approach toward quality requirements fulfillment. Quality is close connected with standards as an agreed level of products and services or organizational performance which constantly has to be fulfilled. One of the aspects for quality realization in accommodation and foodservice facilities is the process of their categorization (or classification), by ranking according some criteria.

In this paper we present the basic features of the systematization and categorization systems in Europe by using the latest UNWTO information in this field. Also we made brief analysis of Macedonian categorization system, trying to identify the advantages and disadvantages of the system and its implementation.

QUALITY QUEST

We live in an age when our senses every day meet information about different products. For satisfying one consumer need a huge number of products exists, or as Kotler, Bowen, and Makens [1] say - We will call all the products that can satisfy this need the product choice set. Very often these products look like as if resembling: similar tourist destination, similar amusement parks, similar hotels rooms, similar menus... But what the consumers nowadays look for the most and which is of the same time the most important in product selection is the quality, quality as a good design, good performances, safety, sustainability, and value.

The general definitions for quality, start from the level of consumers need satisfaction by the product, and indicators for that satisfaction. The most accepted definition explain quality concept as an integration of total products features which characterized their ability to satisfy specific consumers need. And even more than that, nowadays quality is seen in "stronger light": quality is to fulfill and to excel consumers expectations [2].

The recognition of quality importance in a struggle for attracting consumers result in efforts for systematic approaches towards quality, which evaluated parallel with technical and technology development. It started with quality inspection, than quality control, quality assurance, to total quality management. The techniques and approaches in total quality management

include the active development of quality culture and development of change management problem solving, quality analysis and quality improvement skills [3]. In this concept, quality is a team realized. That leads in organizational culture changing.

According to Kotler et al. [1] there several components of quality: product features, freedom from deficiencies, functional quality, technical quality and societal (ethical) quality. Concept like this is very convenient for hospitality industry, especially in providing accommodation and food and beverages services. Hospitality industry has some specifics which lead to establishing and maintaining different standards for quality purpose. These specifics emerged from tangible and intangible product elements, high labor content, different production methods, short cycle of food and beverage production, limited shelf life of raw ingredients, as well as presence of customers.[3]

Societal or ethical quality is a quality of trust. Moral and ethics are closed connected. Ethics emphasis on the determination of right and wrong. Moral is an integration of rules and norms in the society as the most convenient and the most accurate for intercommunication regulation.

STANDARDIZATION OF ACCOMMODATIONS AND FOODSERVICE FACILITIES

Standards as an agreed level of service or organizational performance which constantly have to be fulfilled are criteria for quality realization. The standardization is an activity of creation and practicing of standards to achieve order and success in some area with optimal costs and by taking care of functionality and safety. Some of these activities are strictly obligatory, when they are determined with some legal acts. Other can be voluntary process of developing technical specifications based on consensus among all interested parties (industry including small and medium enterprises, consumers, trade unions), environmental nongovernmental organizations, public authorities, etc.[4] Standards are sets of technical and quality criteria for products, services and production processes.[4] Standards can refer to competence, health and safety, consumer protection, innovation, licensing of business etc.

The standardization process in hospitality industry is based on systematization of accommodation facilities and categorization (or classification) of accommodation facilities.

The systematization of the hospitality accommodations gives the groups of facilities according the types of services which they offer or according the way in which the services are delivered. Hospitality is one of the fastest

growing industries in the world today. The broader meaning of the term hospitality industry might refer to any group that is engaged in travel and tourism, lodging, food service, meetings, conventions and expositions, leisure and recreations. But the two main segments in which this industry can be systematized are:

1. The accommodations industry, also called the hotel industry or lodging industry, and
2. Food and beverage industry, also called restaurant industry.

The large diversity of types of hospitality accommodations which constantly increase and also large diversity of classification systems in different cultural and economic environments are the main reasons for difficulties in classification process of the same. The systematization of the hospitality facilities depend on cultural, economic, organizational environment in different countries and regions. But, still significant similarities in the groups of accommodation and foodservices facilities can be found in most of the European countries as well as in Macedonia. Through the process of systematization, specific accommodation and foodservice objects are defined. This establishes the base for determination of the minimal conditions for products and services delivery.

Table1. UK hospitality industry SIC definition [5]

SIC 07 code	Description	Hospitality sub-sector
5510	Hotels and similar accommodation	Hotel & related
5520	Holiday and other short stay accommodation	Hotel & related
5530	Camping grounds, recreational vehicle parks and trailer parks	Hotel & related
5590	Other accommodation	Hotel & related
56101	Licensed restaurants	Restaurant & related
56103	Take away food shops and mobile food stands	Restaurant & related
56301	1 Licensed clubs	Restaurant & related
56302	Public houses and bars	Restaurant & related
5621	Event catering activities	Catering
5629	Other food service activities	Catering

	In-house catering in sectors outside the core hospitality industry (estimated using occupational data)	Catering
8230	Convention and trade show organizers	Event management
7810	Share of activities of employment placement agencies	All
7820	Share of temporary employment agency activities Event catering activities	All

The hospitality industry in UK includes enterprises that provide accommodation, meals and drinks in venues outside of the home. These services are provided to both UK residents and overseas visitors. The accommodations industry represents a wide array of lodging facilities from luxurious resorts to modest bed and breakfast establishments. This range of facilities reflects the different needs and preferences of travelers and market dynamics.

Ranging from one star for modest accommodation to five stars for high quality and top level requirements, most hotels in Germany are classified according to international standards and criteria of the German hotel classification system. (As a rule there are no star rating schemes in Germany for B&B's, like Zimmer Frei or Pensionen).[6]

Table2. Range of different options and types of hotel accommodation and foodservice in Germany [7]

Hotel systematization	
Zimmer frei	
Youth hostels	
Pension Accommodation	
Gasthouse or Gasthof	
Hotel Garni	It may have all the facilities like normal hotel and differs only in that it offers B&B and doesn't have a restaurant for day time and evening

	meals
Tourist	one star hotels
Standard	two star hotels
Comfort	three star hotels
First class	four star hotels
Luxury	five star hotels
Foodservice systematization	
Restaurant	FSR and QSR
Cafés/Bars	
Cafeterias	SS
100% Home Delivery/Takeaway	
Street Stalls/Kiosks	
Pizza Consumer Foodservice*	

*Note: Pizza consumer foodservice data is compiled from three different subsectors (fast food, full-service restaurants, and 100% home delivery/takeaway) for the purposes of comparison, but remains reflected within the figures for these subsectors, and thus the consumer foodservice total. As such, pizza consumer foodservice is not counted as its own sector within the consumer foodservice total.

In Macedonia, according The Catering Industry Law (2016). *Gazete*,71, the hospitality facilities are systematized in two groups: accommodation facilities and foodservice facilities.

Table 3. Accommodation and foodservice facilities systematization in R Macedonia [8]

Accommodation facilities	
Basic Accommodation facilities	Hotels Hotel settlements Apartments settlements, Motels Boarding houses Residences Tourists settlements and similar.
Complementary Accommodation facilities	Overnight lodging houses Inns Camps Private accommodation capacities (rooms, apartments, flats, houses)

	Resorts (for children, youths, labour workers, disabled persons and similar) Other Complementary Accommodation facilities (Youth hostels, hiking and hunting lodges, objects for temporary accommodation and similar.)
Foodservice facilities	
Restaurants	Restaurants Inns Self services restaurants Express restaurants Kiosks Milk bars Garden restaurants Summer gardens Grill restaurants Bistro Pizza restaurants Fast food restaurants and similar.
Bars	Pub Cafeteria Night bar Coffee bar Cabaret Discotheque Discotheque in open area Alehouse and similar
National Restaurant – Tavern	This FS facilities has to fulfil some special requirements prescribed by law to gain special mark
Canteens	
Other foodservice facilities	

CATEGORIZATION SYSTEMS FOR ACCOMODATION AND FOODSERVICES FACILITIES IN EUROPE

The categorization or rating of hospitality facilities is the base for determination the quality standards in the hospitality industry. To be

included in the right kind of hospitality facilities and obtain the appropriate category, object must meet the minimum requirements for each category. Categorization is necessary for:

- With rating systems it's much more easier for consumers to make decisions during the buying process
- Protection of consumers
- The hospitality facilities have to continuously maintenance the level of product and services quality
- Accurately determine the requirements for each category
- Enables effective control
- It's useful in promoting the hospitality products and services
- Facilitates business communications in hospitality sector as well as in tourism

There is no worldwide standard for official hotel classification systems, and there may will never be one due to the incredible diversity of the environmental, socio-cultural, economic and political context in which they are embedded. However, there are without doubt commonalities which unite accommodation of various standards across the globe.[9]

In hotel categorization, facilities are ranking with using some nomenclature. Usually the ranking is made by using stars (or diamonds), from one to five stars. One star indicates basic facilities and standards and five stars indicate luxury facilities and services.

The UNWTO divides the classification systems in two groups: [9]

1. Those that evaluate objective criteria only and
2. Those that evaluate both objective and subjective criteria

In the frame of these two groups there are five different approaches. Within each approach, the systems can be either statutory or voluntary. The five approaches are [9]:

1. Traditional classification systems. These systems are functioning through mandatory objective criteria, sometimes in combination with additional voluntary criteria. The fulfillment of the criteria is controlled by auditors or inspectors. (Germany is using traditional classification systems).

2. Classification systems with ISO certified inspectors. This system consists only of mandatory criteria. (France)

3. Classification including quality assurance. This system includes objective criteria and the evaluation of the delivery of quality on some of these criteria. The control is conducted by advisors. (Scotland, Iceland)

4. Classification systems including guest reviews. This system uses mandatory criteria and also guest reviews. (Norway). The hotels are controlled through inspections on all criteria.

5. Trust based systems. Such systems are used, for example, in Slovakia and consist of one set of criteria, where the hotels themselves evaluate their compliance with the criteria without any audit or control.

For example [9]:

In United Kingdom the Hotel classification system is implemented by the organization – Quality Tourism in behalf of Visit England. UK is using one to five nomenclature for ranking, without ISO systems. The system is voluntary and include 498 criteria. The inspection is carried out annually. Top three areas according the percentage of criteria which have to be fulfill are: rooms, F&B and services.

In Germany where traditional approach is present, 270 criteria are used. Some of them are mandatory with emphases on: Quality management, Wellness, Sleeping, Accommodation. The measurement is based on the presence and absence of the elements. The inspection is conducted periodically in three years.

The most recurring criteria in 4 and 5 star categories in Europe are for hotel areas like: Room, Bathroom, Front Desk, Food and Beverage, Services and Miscellaneous

Since 2009, a hotel classification system – Hotelstars Union has been established in seven European countries based on harmonised criteria. The process started with HOTREC’s (HOTREC – umbrella association of national trade associations representing the hotels, restaurants, cafes, and similar establishments in Europe) seminar on hotel classification in Bergen 2004 and continued with the adoption of the 15, now 21 principles for categorization .[10]

STRUCTURE AND CAPACITIES OF ACCOMMODATION AND FOODSERVICE FACILITIES IN REPUBLIC OF MACEDONIA

The statistical survey accommodation facilities according to stars was introduced for the first time in 2008. A direct link between the categorization with stars and the previous categorization cannot be established, and this is the reason for the interruption in the annual data series.[11]

Table 4. Catering business units [11]

	2013	2014	
2015			
1957		2004	Total
1164			
By organizational setup			

791	842	902	Catering enterprise
273	282	262	Catering business units of non-catering enterprises
893	880	-	Private catering establishments

By type of establishment

	153	162	167	Hotels-total
				Hotels*****
11	13		13	Hotels****
25	30		38	Hotels***
42	41		41	Hotels**
46	47		47	Hotels*
29	31		28	Boarding houses
3	3		3	Motels
14	13		12	Overnight lodging houses
14	17		10	Spas and sanatoriums
5	5		5	Workers' vacation facilities
20	19		21	Children and youth vacation facilities
14	14		15	Camps
10	10		8	Houses, vacation apartments and rooms for rent
2	2		2	Uncategorized accommodation establishments
44	41		47	Restaurants, garden restaurants and summer gardens
288	277		196	Milk bar and similar facilities
145	129		33	Cafeterias
35	40		40	
	40			

16	17	18	Student cafes and canteens
157	168	74	Barrooms
9	12	7	Night club, dancing club, cabaret
113	129	56	Stand-up bars
296	312	183	Coffeehouse, snack bar, aperitif bar and other similar facilities
108	97	34	Pastry and ice-cream shops
46	48	10	Tearooms
102	98	36	Grill houses and other similar facilities
70	71	47	Pizza house and similar catering facilities
100	144	49	Inn and public kitchen
175	161	85	Kiosk and other similar facilities
18	15	6	Other catering establishments

1) The data on private catering establishments are not yet available

In 2015 comparing with 2013 the hotels total number is increased for 9,15% (Table 1). The most increase is recorded in four stars hotels with 52%. In the hotels total number, 4stars, 3stars and 2stars hotels dominate with 22,75% (4*); 24,55 (3*) and 28,14% (2*).

In the frame of the foodservice sector, the number of catering business units in restaurants, garden restaurants and summer gardens is reduced from 288 in 2013 to 196 in 2015 catering business units, or for 31,24%. In the establishment type – milk bars and similar facilities increase is recorded from 145 in 2013 to 33 in 2015, or for 77,245%. The barrooms catering business units declined with 52,87%, from 157 to 74. Also stand – up bars declined with 50,44%, from 113 to 56 c.b.u. Pastry and ice-cream shops recorded increase of 68,52%, from 108 to 34 c.b.u. Inns and public kitchens in 2014 recorded increase of almost 50%, and then in 2015 they declined with 66%. In all other types of foodservice facilities there aren't significant fluctuations.

Table 5. Capacity of catering trade and service establishments [11]

2013	2014	2015	
Number of rooms			
26 887	27 422	27 812	Total
6 792	7 192	7 749	Hotels-total
969	1 202	1 258	Hotels*****
1 958	2 115	2 588	Hotels****
1 715	1 909	1 956	Hotels***
1 302	1 164	1 141	Hotels**
848	802	806	Hotels*
45	45	45	Boarding houses
296	319		Motels
		308	
99	136		Overnight lodging houses
		169	
533	530		Spas
		531	
11	11	11	Mountain lodges and houses
1 290	1 307	1 205	Workers' vacation facilities
1 414	1 429	1 324	Children and youth vacation facilities
24	24	24	Youth hotels
2 811	2 806	2 850	Camps
10 767	10 869	10 819	Houses, vacation apartments and rooms for rent
461	461		Temporary lodging facilities
		461	
123	123		Sleeping cars
		123	
2 221	2 170	2 193	Uncategorized accommodation establishments
Number of Beds			
70 297	71 225	72 021	Total
14 724	15 543	17 003	Hotels-total
1 740	2 152	2 513	Hotels*****
4 170	4 483	5 363	Hotels****
3 806	4 323	4 514	Hotels***
3 092	2 753	2 729	Hotels**

1 916	1 832	1 884	Hotels*
109	109	109	Boarding houses
673	699	662	Motels
238	336		Overnight lodging houses
		386	Spas
1 217	1 289	1 296	Mountain lodges and houses
41	45	45	
3 851	3 911	3 562	Workers' vacation facilities
6 596	6 590	6 384	Children and youth vacation facilities
48	48	48	Youth hotels
9 011	8 993	8 796	Camps
26 032	26 042	26 041	Houses, vacation apartments and rooms for rent – total
1 371	1 367	1 367	Temporary lodging facilities
384	384	384	Sleeping cars
6 002	5 869	5 938	Uncategorized accommodation establishments

According to the Table 2, the total number of beds in whole types of accommodation capacities is increasing. In that frame the number of beds in hotels accommodation is increasing much faster. The largest numbers of beds are in accommodation facilities – Houses, vacation apartments and rooms for rent – total and the number in all three years is almost unchanged.

Table 6. Number of seats in catering trade and services

2013	2014*	2015 ¹⁾	
120 063	127 890	103 442	Total
29 721	31 407	29 566	Hotels-total
3 990	4 418	4 459	Hotels*****
7 768	7 971	8 052	Hotels****
7 283	6 839	6 081	Hotels***
6 112	6 630	5 983	Hotels**
4 568	5 549	4 991	Hotels*

615	615	611	Boarding houses
2 366	2 650	2 061	Motels
285	353	267	Overnight lodging houses
2 011	1 931	1 991	Spas and sanatoriums
1 332	1 457	1 482	Workers' vacation facilities
1 938	1 788	1 968	Children and youth vacation facilities
2 290	2 250	991	Camps
84	84	84	Houses, vacation apartments and rooms for rent
10 455	9 550	10 295	Uncategorized accommodation establishments
23 168	25 791	22 183	Restaurants, garden restaurants and summer gardens
2 524	2 351	1 082	Milk bar and similar facilities
4 322	4 217	3 191	Cafeterias
1 908	1 999	2 258	Student cafes and canteens
4 758	5 531	3 580	Barrooms
709	874	660	Night club, dancing club, cabaret
2 852	3 450	1 715	Stand-up bars
11 006	12 021	9 466	Coffeehouse, snack bar, aperitif bar and other similar facilities
2 703	2 451	1 318	Pastry and ice-cream shops
824	1 015	210	Tearooms
3 031	3 152	992	Grill houses and other similar facilities
2 740	3 751	2 381	Pizza house and similar catering facilities
3 803	5 413	2 719	Inn and public kitchen
3 338	2 764	1 909	Kiosk and other similar facilities
1 280	1 025	462	Other catering establishments

¹⁾The data on private catering establishments are not yet available

The number of seats in catering trade and services (table 3), is largest in catering types – Coffeehouse, snack – bar, aperitif bar and other similar facilities. The total seats number is increased in 2014, comparing with 2013 for 6,12%, and in 2015 comparing with 2014 declined for almost 20%.

CATEGORIZATION OF ACCOMMODATION AND FOODSERVICE FACILITIES IN REPUBLIC OF MACEDONIA

The categorization systems in Republic of Macedonia which preceded the contemporary stars system, was established in Former Yugoslavia. The first regulations in this area were brought in 1947.[12] Before the breakdown of the Former Yugoslavia, Hotels and Tourists settlements were categorized in five categories – L, A, B, C, D, and Motels, Boarding Houses and Camps in three categories – I, II, III.. The other objects weren't covered with categorization, but they had to fulfil some general minimal conditions, as well as some special minimal conditions.[12]

In the description of the contemporary Macedonian categorization system we used the approach exposed in – Hotel Classification Systems: Recurrence of criteria in 4 and 5 stars hotels. [9]

The contemporary categorization of accommodation facilities in Macedonia is **implementing** by the Commission for categorization formed by the Government. This Commission has 13 members, from different Ministries, Government agencies and from State market inspectorate. The categorization of the Houses, Vacation Apartments and Rooms for rent, is delegate to the local Government. The categorization of foodservice facilities is carries out by the Commissions, also founded by the Government, and they are consisted of 5 members. [13]

The ranking of accommodation and foodservice facilities is performing by using stars **nomenclature** according the Regulations for categorizing of Hotels, Motels and Boarding Houses, 2016; Regulations for categorizing of Tourists Apartments and Tourists Residences, 1998; Regulations for categorizing of Houses, Vacation Apartments and Rooms for rent, 1998:

- For Hotels, Motels and Boarding Houses – one to five stars
- For Tourists Apartments – one to four stars, and for Tourists Residences – one to five stars
- For Houses, Vacation Apartments and Rooms for rent – two categories are established – (1) Standard with one star, and (2) Comfort with two stars
- Foodservice facilities: Restaurant and National restaurant – Tavern, one to four stars

- Other types of accommodation and food service facilities are not incorporated in categorizing process, but they have to fulfil some minimal conditions

The rating **criteria** comprise:

- For Hotels, Motels and Boarding Houses – 270 criteria are established over six key areas: Building/Rooms; Furniture/Equipment; Services; Leisure activities; Offer schedule (which beside other criteria, incorporated: HACCP certificate, ISO 9001 certificate, ISO 22000 certificate); Conference halls and rooms in the object.
- For Tourists Apartments and Tourists Residences, 98 criteria are used, in two key areas: Arrangement and Equipment, Services
- For Houses, Vacation Apartments and Rooms for rent, 35 criteria are prescribed in two key areas: Arrangement and Equipment, Services

The Rescript for category determination, brought by the Government, is valid for 3 years. **Supervision** over the implementation of conditions and claims determined by the category, is carried out by the Supervision commission, found by the Government. Supervision commission conducts at least 5 regular controls monthly in different facilities. [13]

Top three areas by percentage of criteria for categorizing Hotels, Motels and Boarding Houses are: Furniture/Equipment, Services, and Buildings/Rooms

Special features of the system can be identified in some characteristics of categorizing system for Hotels, Motels and Boarding Houses. In this accommodation facilities rating, exist Superior Hotel, when hotels win more points than the necessary number for their category and the whole impression exceed the expectations for their category.

Also some special features exist in the categorizing of the foodservice facilities. According the Catering Industry Law (2016), the facility type: National restaurant – tavern has to fulfil some special requirements to gain prescribed sign in form of tablet. For example: The food offer in the menus have to be in relation – at least 70% domestic traditional menu items, comparing to international menu items. For traditional food preparation these restaurants have to use domestic products and traditional national recipes. The offer of wines and other beverages has

to be in relation – at least 80% domestic wines and other beverages, produced in Macedonia and the rest can be international. The external and internal arrangements have to follow the traditional motives with usage of natural materials in building and decoration. The music performed in these restaurants has to be original with acoustic sound.

According the previously mentioned, five approaches in categorizing established by UNWTO, Macedonian categorizing system is **traditional system** with concentration on the presence of the elements. The measurement is based on the presence or absence of the criteria. This system is functioning primary through mandatory objective criteria. Macedonian categorization system primary evaluates the objective criteria, with a small percentage of subjective criteria in regard of: personnel attitude, knowledge of foreign languages, health condition, hygiene, clothes, and way and manner of services delivery.

(According the Rules for minimal technical conditions for performing catering activities).

ADVANTAGES AND DISADVANTAGES OF THE SYSTEM

The categorization system in Macedonia, undoubtedly introduce some order in catering sector in regard of systematization and ranking of facilities. This process improved the quality offer of Macedonia as a tourist destination in entirety. By introduction of number of mandatory criteria which have to be fulfilled, the accommodation and foodservice facilities strive to maintain or overcome the level of their category which necessarily leads to quality.

Macedonian categorization system is functioning primary through mandatory objective criteria. This system primary evaluates the objective criteria.

Table7. Number and layout of criteria according the areas in Hotel categorization

Area	Number of criteria	Percentatge	Total number
Building/Rooms	28	10,37	270
Furniture/Equipment	126	46,6	270
Services	68	25,18	270
Leisure Activities	20	7,41	270
Offer schedule	10	3,70	270
Conference halls and rooms in the object	18	6,67	270

As it can be seen from the Table 7, the 46,6% of the total number criteria belongs to Furniture/ equipments area, which are strictly objective criteria. Services includes 25% and Building/Rooms area – 10, 37 %.

Table 8. Number and layout of criteria in the Furniture/Equipments area for Hotel categorization

Area: Furniture/Equipments	Number of criteria	Percentage	Total number
Bathroom	38	30,16	126
Sleeping	19	15,08	126
Room equipment	23	18,25	126
Safe	4	3,17	126
Noise control/air conditioning	6	4,76	126
Electronics for entertainment	9	7,14	126
Telecommunications	9	7,14	126
Miscellaneous	18	14,26	126

The Bathroom, Room and Sleeping facilities are dominant criteria in the top area Furniture/Equipments in Macedonian categorization system. (Table.8) According the UNWTO Report – Hotel Classification Systems: Recurrence of criteria in 4 and 5 stars hotels, the majority of systems rely on objective criteria only, i.e. the presence or absence of a service or facility and the dimensions of bedrooms, etc. “Room” and “Bathroom” are top-three criteria in all classification systems in Europe hotels.

The eventual introduction of some subjective criteria can contributed for more efficient system in regard of quality improvement. Also some of the European experiences can be very useful like classification systems including guest reviews. Central to these systems is the inclusion of guest reviews in addition to mandatory criteria. The hotels are controlled through inspections on all criteria. Norway includes guest reviews in the total evaluation.

Other failings occur from outdated Rules for categorization for Houses, Vacation Apartments and Rooms for rent which use only two categories: Standard and Comfort with one and two stars, which preclude the accurate classification of the facilities. In many cases these facilities fulfil numerous criteria and own and offer high level of conditions, which can't be mark with only one or two stars. In that way they are usually detract, especially when they have to present only two stars in the promotional tools

which create incorrect picture about their real category. Corrections in this area through law regulations are especially important because according the statistic data, the largest number of beds in total beds number is in type facility Houses, Vacation Apartments and Rooms for rent.

With introduction of the special requirements in categorization of Restaurants and National restaurants – Taverns, quality progress is made, especially in the defining the National Restaurants – Taverns, which provide quality for consumers in regard of offering authentic and original products in the integral concept of these restaurants.

Also the functioning of the system is overloud with huge documentation which made the whole system complicated and exhausting.

For the consumers the System provides insight in catering products and services in buying stage which significantly contributes to overcome the intangibility of the same before consumption.

Categorization is used in promotion of the accommodation and foodservice facilities to present and to guarantee the specific level of products and services.

In Macedonia this process improved the tourist tax payment control and also enable more accurately statistic monitoring.

CONCLUSION

Accommodation and foodservice facilities are the basic resources for tourism development as a direct receptive capacities. For that reason, it is easy understandable why in the consumers integrated quality experience picture, the food and bad experience are significant part.

There are many forms of categorizations systems as a tools for quality performance in the accommodation and foodservice facilities. As it is noted by UNWTO, there is no worldwide standard for official hotel classification systems, and may never be one due to the incredible diversity of environmental, socio-cultural, economic and political context in which they are embedded. The systems are varying in terms of criteria, management and monitoring, implementation, but all have a purpose to provide information on product which in the most of cases has intangible nature.

The Categorization system for accommodation and foodservice facilities in Macedonia is a naturally extension of the system established in Former Yugoslavia although the nomenclature is changed and off course it is improved and modernized through the years.

Our attitude toward system is that the contemporary system in general has features which make it internationally recognizable. Despite the

identified failures the system serves its purpose and obtain quality for consumers. It has some failures which can be removed with some corrections in law regulations in this area.

Points where corrections for improvement can be introduced are: The ratio of objective and subjective criteria in the total number of criteria, in the Regulations for categorizing of Hotels, Motels and Boarding Houses; Modernization of the Regulations for categorization of complementary accommodation facilities - Houses, Vacation Apartments and Rooms for rent. And of course, with reducing bureaucracy in the system practicing will contribute for more efficiency of the same.

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