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„Охрид-Водици 2017“**



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ТРАНСНАЦИОНАЛИЗАМ,
ТРАНСКУЛТУРАЛИЗАМ
И ИНТЕР-КУЛТУРНИ
КОМУНИКАЦИИ КАКО НОВА
ФОРМА НА ОПШЕСТВЕН
КАПИТАЛ“**

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**“DIASPORA,
TRANSNATIONALISM,
TRANSCULTURALISM AND INTER-
CULTURAL COMMUNICATIONS
AS NEW FORMS OF SOCIAL
CAPITAL”**

-Conference Proceedings-

Editor

Rubin Zemon

Ohrid, 17-19 January, 2018

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Preface

Dear Participants of the 6th Conference on Diaspora, Transnationalism, Transculturalism and Inter-Cultural Communications as New Forms of Social Capital.

At the beginning I would like to wish Welcome in Ohrid, the city of Cadmos, St. Erasmus, St. Clement and St. Naum, the king Samuel, Sinan Celebi, Grigor Prlicev, Kuzman Shapkarev, Zhivko Chingo, the city where is found the temple of Egyptian goddess Isis, where you can see magnificent cultural monuments as a church. Sophia, St. Bogoridica Perivleptos, St. John Kaneo, Plaosnik, Tekke of Zenel Abedin Pasha and Memorial House Robevci, Memorial House of Prlicev.

This year for the 6th time we are organizing the traditional annual international conference on Diaspora, Transnationalism, Transculturalism and Inter-Cultural communications as new forms of social capital, before the holly Christian holiday “Vodici” (Baptism), which in a city of Ohrid is a cultural and touristic attraction.

For this conference are registered 87 participants that are coming from 14 states.

This year a Conference is devoted to the “Diaspora, Transnationalism, Transculturalism and Inter-Cultural communications as new forms of social capital”.

Migration and migration-related topics currently have a prominent place in social sciences and humanities. Among an assortment of topics social scientists are involved in the study of areas such as migration and identities, citizenship, law and legal status, religion, family and kinship, children and ‘the second-generation’, language, education, health, media consumption, internet use, the construction of ‘home’, sexuality, remittances, hometown associations, development and social change, local politics, workplaces and labor markets. Contemporary migration is a complex and multiple process and the movements of people often are not unidirectional – migrants could continually move between different places. All the more so as contemporary modes of communication and transport across the borders enabled them to work and live in different countries, keeping in touch with those left behind as never before. Socio-cultural transnational activities cover a wide array of social and cultural transactions through which not only economical resources but also ideas, meanings and practices are exchanged, organized and transformed. Recent researches have established the concept and importance of social remittances which provide a distinct form of social capital between migrants living abroad and those who remain at home. To say that immigrants build social fields that link those abroad with those back home is not to say that their lives are not firmly rooted in a particular place and time. Indeed, they are as much residents of their new community as anyone else.

Individuals may migrate out of desire for a better life, or to escape poverty, political persecution, or social or family pressures. There are often a combination of factors, which may play out differently for women and men. Intra-family roles, statuses, relations and inequalities related to generation and gender affect who migrates and the impacts on migrants themselves, as well as on sending and receiving areas. Experience shows that migration can provide new opportunities to improve

women's lives and change oppressive gender relations – even displacement as a result of conflict can lead to shifts in gendered roles and responsibilities to women's benefit. However, migration can also entrench traditional roles and inequalities and expose women to new vulnerabilities as the result of precarious legal status, exclusion and isolation. The impact of migration upon children is also considerable. Those remained in the place of origin may have better living conditions from a material point of view, but often they suffer because of the lack of intimacy with their parents working abroad.

On researching of diaspora context, there are studies of the second generations and their successful integrational trajectories based on the various forms of transculturalism and inter-cultural interactions and communication. Other empirical data, however, show that the second generation often may continue maintaining a strong sense of belonging and ethnic enclosure. Among some compact migrant communities mixed marriages are socially unacceptable. To find a spouse back in the sending areas is an actual practice. The everlasting flow of new migrants to diaspora areas has a double impact. Diaspora clubs and organizations support easier settlement and employment for the newcomers. Simultaneously migrants carry with them a specific local ethnic culture, religious traditions and behavioral habits of their birthplaces.

Thank you for your attention and I wish you a pleasant stay in an ancient city of Ohrid.

Prof. Rubin Zemon
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CLASSIFICATION OF HOTEL ESTABLISHMENTS: THE CASE OF MACEDONIA

Abstract

Tourism is one of the largest and fastest growing sectors in the world economy, and the hotel industry is one of the key segments within contemporary international tourism. The subject of this paper is the classification of hotel establishments in Macedonia. The paper presents basic data on the distribution of tourism and hotels in the country. The Tables show the criteria for classification and categorized hotels according to the presented official statistical yearbooks. For the purpose of the paper, a research methodology and secondary data sources have been used by using relevant literature, statistical official yearbooks and rulebooks for the classification of accommodation facilities in Macedonia. An analysis and review of hotel classification has been made, based on a systematic evaluation of its current content. Concluding observations refer to the structure, differences and similarities of categorized hotels and the prospects and directions for tourism development in the regions of Macedonia.

Key words: hotels, star classification, Macedonia.

INTRODUCTION

Tourism is one of the largest and fastest growing sectors in the world economy that plays an important role in job creation and economic benefits in destinations (OECD 2018). According to the United Nations World Tourism Organization (UNWTO 2018), the arrival of tourists in 2017 internationally reached a number of 1,323 million. The tourist consumption was \$ 1.340 billion, and the tourist industry participated with 10% of the global gross domestic product. Every tenth employee in the world is employed in this sector.

The hotel industry is one of the key segments within the modern international tourism and in an unbreakable connection with it, that is, we cannot talk about developed tourism if there is no developed material and technical base for accommodation of tourists. Hotel services date back from ancient

times, and their appearance is related to the needs of a shelter and food for people who were traveling (Stamov, Aleksieva 2006). The hotels first appeared in Paris in 1669 and then in England in 1760 as a result of the growing interest in international tourism and commerce (Medlik, Ingram 2000). A new stage in the development of hotel business is taking place at the end of the 18th century, after the great geographical conquests and technical progress of transport. It sets the foundation of modern tourism, the number of trips is increasing - first aristocracy and later merchants, bankers, industrialists. In the first half of the 19th century, in the United States were opened the first luxury hotels - "Branums city hotel" in Baltimore in 1825 - and the famous "Tremont hotel" in Boston in 1829 which is considered the first "modern" hotel (Sherman 2007). In the past, the technical progress in the world has always found its application in the hotel industry and also reflected the quality of service in this activity: central heating was introduced in the rooms in 1846; in 1859 a lift; in 1881-electrical lighting; in 1907- phone in the room; 1927 - radio in the room; 1940 - air conditioners etc. (Bardi 2007). Hotel base after the World War II at a global level is constantly increasing, most of the hotels are located in Europe and the United States, and in 2000, there were around 16.3 million hotel rooms in the world (Pizam 2005).

In the beginning, hotel business involved an activity related to offering conditions for overnight stays, but today this term has a much wider definition that includes the whole industry of hospitality for tourists, as well as offer of additional services, in order to satisfy their desires and needs in the best possible way. In modern conditions of intense technical progress, the material base of the hotel industry is rapidly developing and constantly improving and modernizing, which contributes to creating a great competition in this market, which with globalization and global flows becomes hyper competitive. The development of tourism and hospitality leads to the emergence of hotel chains (Ivanova, 2016). These are specialized companies that deal with hotel business and operate more hotels, united under the joint name of the company. Their development is result of the movement of free capital in the world, which is looking for sectors of the economy that guarantee earnings (Bachvarov, Tonchev 1996).

From a terminological point of view in this paper, under hotel management we mean the totality of all accommodation facilities. The aim of this paper is to conduct research related to the categorization of hotels in Macedonia. For the needs of this paper, an exploratory (qualitative) research was done, which contributed to gaining insight into the essence of the problem in order to better understand the regional policy of tourism development. The exploratory research is in the category of research that results with descriptive results (Budinovski 2010). Part of the research consists in collecting appropriate and relevant literature and using secondary sources of data

as annuities from the Statistical Office and Rulebooks for categorization in Macedonia and their analysis.

DISTRIBUTION OF HOTELS IN MACEDONIA

There are eight statistical regions in Macedonia: Vardar, East, South-East, Pelagonia, North-East, South-West, Polog and Skopje.

Table 1. Capacity of accommodation facilities in Macedonia for 2016 by statistical regions

Regions	Accommodation facilities	Number of rooms	Number of beds
Vardar region	24	699	1 818
East region	40	669	1 985
South-West region	134	16 472	42 105
South-East region	80	2 443	6 438
Pelagonia region	101	3 417	10 078
Polog region	52	1 142	3 507
North-East region	18	361	727
Skopje region	125	3 102	6 510
Total	574	28 305	73 168

According to the data presented in Table 1, most accommodation facilities, number of rooms and number of beds are in the South-West region, followed by Skopje, Pelagonia, South-East and Polog, and least in the East, Vardar and North-East region. Also, the number of overnight stays and tourist arrivals in these regions is the lowest. The South-West region of Ohrid Lake is one of the most popular tourist destinations in Macedonia, followed by the Skopje region with the city of Skopje, which is mostly visited by foreign and business tourists, the South-East region, which is characteristic of Dojran Lake and casino tourism in Gevgelija, as well as the Pelagonia region due to Prespa Lake.

Table 2. Tourist arrivals and overnights stays by types of business units in Macedonia in 2016

Business units	Number	Tourists	Nights
Hotels (1, 2, 3, 4 and 5 *)	230	632 657	1 253 495
Hotels *****	20	151 225	288 176
Hotels ****	61	273 516	543 106
Hotels ***	67	137 666	281 919
Hotels **	48	54 098	107 370

Hotels *	34	16 152	32 924
Pensions	3	965	1 738
Motels	19	11 659	16 081
Tourist apartments	1	1 563	4 122
Nightclubs	24	10 735	17 666
Spa Centers	6	28 276	227 919
Hiking or hunting homes and houses	3	1 152	1 537
Workers resorts	44	13 842	46 505
Children's resorts	16	11 214	55 153
Camps	13	11 947	39 845
Houses, holiday apartments and rooms for rent	118	117 039	762 544
Temporary accommodation facilities	3	591	2 112
Sleeping cars	1	2 617	2 617
Uncategorized accommodation facilities	93	12 586	29 826
Total	574	856 843	2 461 160

From the realized overnight stays of tourists by type of business units in Macedonia for 2016, it can be noted that the most numerous are overnight stays in the hotels, followed by houses, holiday apartments and rooms for rent, spa treatments, children's resorts, etc. (Table 2).

CATEGORIZATION OF ACCOMMODATION FACILITIES

The categorization of accommodation facilities with stars is first encountered in Mariana Starke travel guidebooks at the beginning of the 19th century; later the guides from Karl Baedeker and John Murray took this practice, firstly, using it for sites of interest for tourist, and later for hotels. Michelin's guides in the early-20th century introduced the categorization of stars for restaurants.

The categorization of accommodation facilities with stars is officially introduced for the first time by the Swiss Hotel Association in 1979 (Tashkov, Metodijeski 2018). Since then, the categorization with stars begins its use across the world. In Europe, although several efforts have been made, there is still no single categorization system for accommodation facilities, but each country has its own categorization (in some countries it varies from region to region or city to city). In some European countries such as Finland, there

is no categorization system, it takes into account online hotel reviews (Foris 2014). In other countries (like Macedonia), categorization is mandatory under the law, and in third countries there is a categorization, but it is not obligatory (most often done by national hotel associations). There are also countries in which the state submits the competencies of categorization to national associations. In Romania, for example, the accommodation facilities in rural tourism are self-categorized by the owners, and after a certain time, the Categorization Commission checks whether the category is suitable for the facility (Metodijeski 2012).

The definition of categories aims to emphasize the advantage of one facility in relation to another, so that the client can get an idea of the quality level of that facility. There are various criteria for categorization in the world, and generally accepted by most of the countries are: material-technical base, equipment, personnel, additional services, etc. There are about 30 categorization systems in Europe, but the most common are the following (ECC Net 2009): the European system - the system of stars, the system of letters, the system of “crowns”, the system of levels. There is a categorization on the basis of diamonds, which is carried out by the American Automobile Association. Table 3 presents the categorization systems of the countries of the European Union (Foris 2014).

Table 3. Systems of categorization in the countries of the European Union

Categorization system	Country	Total
Compulsory categorization system	Belgium, Bulgaria, Cyprus, Croatia, Greece, Ireland, Italy, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Hungary	16
Voluntary categorization system	Austria, Czech Republic, Denmark, Estonia, France, Germany, Latvia, Luxembourg, the United Kingdom, the Netherlands, Sweden	11
No categorization system	Finland	1

Of the 28 countries in the European Union, 27 countries have accepted some kind of categorization system, and only Finland has no such system. 16 countries have a compulsory categorization system (for the most part, Hotel star), and 11 countries have a voluntary categorization system.

CATEGORIZATION OF HOTELS IN MACEDONIA

In 1923, a rulebook on work and stay of foreigners in hotels was adopted in Macedonia (Tashkov, Metodijeski 2018). The first categorization of hotels on the level of the former Yugoslavia is from 1946 (Frlic 1949), and in Macedonia, as part of Yugoslavia, the Tourism Committee carries a Rulebook on

categorization in 1973 (Cickovski 1980). The Rulebook on categorization of hotels, motels and pensions from 2013 (OGRM 2013) gives the following criteria for categorization of hotels in Macedonia: building, furniture and equipment, service, leisure activities, schedule of offers and conference facilities. The rulebook is based on the Hotel star criteria.

Table 4. Criteria for categorization of hotels, motels and pensions

Area	Criteria
1. Building	Cleanliness; hygiene; general impression; reception; rooms; public spaces; premises for disabled persons; parking for cars; other
2. Furniture / equipment	Sanitary comfort; sleeping facilities; equipment in the rooms; deposit / safe deposit box; noise / air conditioning control; entertainment electronics; telecommunications; various
3. Service	Cleaning the rooms / replacement of bedding; drinks; breakfast; food; reception; laundry and ironing services; payment; various
4. Free activities	Home equipment and additional activities; Spa Beauty Center; various
5. Schedule of offer	System for complaints and compliments, HASSAP and ISO certificates, booking by Internet
6. Conference rooms and premises in the building	Rooms; telecommunications; equipment / technology.

The corresponding criteria set out in the table above, carries a certain number of points, and for obtaining the appropriate category, a certain number of points are necessary. The maximum number of points is 860.

Table 5. Minimum sum of necessary points in the categorization of hotels

	One *	Two *	Three *	Four *	Five *
Hotels	90	170	250	380	570
Appendix superior *	170	250	380	570	650

* Superior are those hotels that have more points than necessary for their category and whose impression exceeds the expectations for their category.

For receiving the category, an appropriate request is submitted to the Ministry of Economy, followed by a process of visiting the facility by the Commission for categorization and determining the category. According to the Register of categorized hotels, run by the Department of Tourism and Catering at the Ministry of Economy (ME 2016), in Macedonia in 2016 there were 279 categorized hotels. 17 from them are with five stars, 70 with 4 stars, 85 or most of them are with 3 stars, 64 are with 2 stars and 43 are with 1 star.

Table 6. Overview of categorized hotels in Macedonia in 2016 by regions

Star Category (*)	*	**	***	****	*****	Total
Vardar region	3	3	4	2	1	13
East region	3	7	6	3	1	20
South-West region	6	24	28	18	3	79
South-East region	4	5	1	4	4	18
Pelagonia region	5	5	7	5	/	22
Polog region	3	6	13	6	1	29
North-East region	6	2	1	2	/	11
Skopje region	13	12	25	30	7	87
Total	43	64	85	70	17	279

From Table 6 we can notice that, the largest number of categorized hotels are located in the Skopje region or 87, followed by the South-West region with 79, Polog with 29, and the least categorized hotels are in the North-East-11. Most hotels (7) with five stars are located in the Skopje region, due to the business tourism developed in this region. Only three five-star hotels are located in the Ohrid Lake region, which is a small number considering the attractiveness of this destination in the summer. Four five-star hotels are located in the South-East region, where the casinos are located (due to the proximity to the border with Greece) and the potential of casino tourism in the country.

CATEGORIZATION PROCEDURE

The categorization procedure is as follows: the catering facility submits a Request for Categorization with the necessary documentation to the Ministry of Economy. The fee for categorization is in the amount of: 100 EUR in MKD, for the category of a hotel facility with one star, 200 EUR in MKD, for the category of hotel facility with two stars, 300 EUR in MKD for the category of hotel facility with three stars, 400 EUR in MKD for the category of a four-star hotel facility and 500 EUR in MKD for the category of a five-star hotel facility. The cost of categorization of the hotel facility is settled by the hotel.

The categorization of accommodation facilities is carried out by the Commission for categorization of hotel facilities established by the Government of the Republic of Macedonia. The Commission works with 13 members, out of which three representatives are from the Ministry of Economy, three representatives from the Office of the Prime Minister of the Republic of Macedonia, one representative from the Cabinet of the Deputy Prime Minister of the Republic of Macedonia responsible for economic affairs and coordination with one economic representative, one representative from the Ministry of Finance, one representative from the Ministry of Transport and Communications, one representative from the Ministry of Environment and Physical Planning, one representative from the Ministry of Culture, one

representative from the Agency for Promotion and Support of Tourism and one representative from the State Market Inspectorate. Members of the Commission have their deputies. Members and deputies of the members of the Commission need to have university degree in the fields of construction, architecture, economy, tourism and hospitality and law, depending on the competencies of the state administration bodies from which they are proposed.

The President of the Commission shall be elected from the members of the Commission for a period of one year, according to the principle of rotation. For the work in the Commission, the members and deputy members are entitled to compensation. The manner of work of the Commission is more closely regulated by the Rules of Procedure, which is adopted by the Commission with a majority of votes from the total number of members. Professional and administrative-technical matters for the Commission are carried out by the organizational unit responsible for the affairs of tourism and catering in the Ministry of Economy.

The Commission has the power to categorize catering facilities for accommodation. For the performed categorization, the Commission prepares a report with a proposal for a particular category of the catering facility, within 30 days from the day of submitting the request for categorization. The report is prepared on the basis of an immediate direct inspection by the Commission in the catering facility which is subject to the categorization request. An integral part of the Report is a photographically documented material that is used as proof of fulfillment of the conditions and standards under which the categorization is carried out, as well as the proposed category for the catering facility and the manner of voting of each member of the Commission, individually, with an appropriate explanation for the proposed category. The report is adopted and signed by all members of the Commission and shall be submitted to the Ministry of Economy within 3 days from the day of its adoption.

Based on the Report, the Ministry of Economy, within 15 days from the day of receipt of the Report, submits it to the Government of the Republic of Macedonia with a proposal for determining the category of the hotel facility. The Government of the Republic of Macedonia shall adopt a decision for determining the category of the hotel facility with a period of validity of three years. Supervision over the work of the Commission for categorization and supervision over the maintenance of the criteria on the basis of which the appropriate category has been obtained by the hotel, is carried out by the Commission for Supervision established by the Government of the Republic of Macedonia.

CONCLUSION

In this paper, a research was conducted related to the categorization and distribution of hotels in Macedonia. For the needs of this paper, exploratory research was conducted, which contributed to gaining insight into the essence of the problem in order to better understand the categorization of hotels. Appropriate and relevant literature was gathered, and through the use of secondary sources of data as annuities from the Statistical Office and Rulebooks an analysis was made for categorization of hotels in Macedonia.

The hotel industry is one of the key segments within the modern international tourism and in an unbreakable connection with it. The categorization of the accommodation facilities with stars is first encountered in the guidebooks for tourists in the early 19th century, using it for places of interest for tourists, and later for hotels. The categorization of accommodation facilities with stars is officially introduced for the first time by the Swiss Hotel Association in 1979, and since then, the categorization with stars has started to be used throughout the world.

In Macedonia in 2016 there were 279 categorized hotels. 17 from them are with five stars, 70 are with 4 stars, 85 or most of them are with 3 stars, 64 are with 2 stars and 43 with 1 star. The largest number of categorized hotels are located in the Skopje region or 87, followed by the South-West region with 79, Polog with 29, and the least categorized hotels are in the North-East - 11. Most hotels (7) with five stars are located in the Skopje region due to business tourism developed in this region. Only three five-star hotels are located in the Ohrid Lake region, which is a small number considering the attractiveness of this destination in the summer. Four five-star hotels are located in the South-East region, where the casinos are located (due to the proximity to the border with Greece) and the potential of casino tourism in the country.

For the needs of this paper, a review of the categorization procedure is given, which we consider to have a large volume of members (13 persons) coming from various state institutions. The recommendation of the authors based on this conclusion is the reduction of the number of members of the commission and the introduction of members from the Hotel Associations as well as educational institutions from the field of tourism and hospitality.

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