

people according to their belonging to a certain group. It is very difficult to establish business contact with the Japanese through correspondence or telephone conversation - they prefer only personal communication and most conduct their business in Japanese, so an interpreter will be needed. Representatives of Japan are very cautious and rarely enter into business relations if they do not know a partner. Handling business cards is a separate moment of doing business. It is uncivilized to keep them in the pockets of your trousers, especially in the back pockets. It's better to use a business card. You should treat business cards that you received from the Japanese with respect.

The research results prove that when conducting international business, it is worth paying attention to the culture and national characteristics of partners from other countries. Knowledge of the national and psychological nuances of doing business in different countries allows you to negotiate extremely effectively, as well as to avoid failures in business transactions.

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HOTEL CLASSIFICATION SYSTEMS

Системы оценивания отелей

Hotel classification systems are widely used in the accommodation sector as a means of providing an indicator to both consumers and intermediaries on the standards to be found at individual establishments. Moreover, hotel classification systems can serve as an advertisement for consumers, helping them to select a hotel based on cost and quality of service. However, the existence of multiple systems worldwide is a challenge. There are at least six different approaches, and within each approach there can be different practices and processes. This can confuse the consumer, particularly in a global market [1].

Thus, the object of the research is hotel classification systems. The subject of the research is the characteristics of hotel classification systems and their comparison with the established star system. The main aim of the following research is to consider the options for hotel classification systems, the countries in which they are used as a way of evaluating hotel complexes, and the system used in Belarus. To reach the aim of the research, the following tasks are set: to analyze the main types of classification systems taken in the world and compare them to the star system.

The establishment of comfort levels currently underpins more than 30 classification systems, the most common of which are the following:

The European rating system, based on the French national classification system, represents the division of hotels into categories based on one to five stars. The star level is known to be directly proportional to the maximum comfort level the hotel is able to provide to its clients and is used in France, Austria, China, Russia, Brazil and other countries. According to this grading, 1 star is granted to a small hotel with personal atmosphere, minimal facilities and a low level of service. On the other hand, 5 star hotels offer the highest standard of accommodation and service: highly qualified and multilingual 24-hour staff, rooms with stylish furnishings and high-quality bed linen, exclusive locations and facilities for the most demanding customers.

The next system which is called the Diamond is used in the United States, Canada, Mexico and the Caribbean. To qualify for the rating, a hotel must meet 27 basic requirements. Lists of holders are updated annually.

To follow the Crown system, which is common in the UK, one should go to the usual stars and subtract one from the total number of crowns, i.e. the crown is one unit higher compared to the common European star.

Unlike the previous systems, the letter classification is used in Greece (although stars can also be seen). Hotels in this system are divided into five categories: De Luxe, D, C, B, A. Category D corresponds to the 1 star, C – 2 stars, B – 3 stars, A – 4 stars, De Luxe – 5 stars. The Point system, used in India and in some Asian countries, is compared with the star system, where 1 star = 100–150 point, 2 stars = 150–210, 3 stars = 210–260, 4 stars = 260–290, 5 stars = 290 and up.

Finally, the Class system, applied in the U.S, is also correlated with the star system: moderate tourist — 1–2 star, tourist — 2, upper tourist — 2–3, medium first — 2–3, first — 3, upper first — 4–3, moderate deluxe — 4, deluxe — 5–4, upper deluxe — 5 stars.

The star grading is currently used in Belarus. Experts believe that this system is ideal for Belarus, as it is widespread throughout the world, and it is easier for foreign tourists to navigate in the status of hotels.

Thus, there are different hotel classification systems around the world, but for the most part everyone strives for a star system. However, even it has disadvantages; for example, the star system can vary from country to country. The rating systems emphasize the individuality of each country. Nevertheless, it is necessary to have a common system for the convenience of customers.

Reference

1. Hotel Classification Systems: Recurrence of criteria in 4 and 5 stars' hotels / World Tourism Organization – UNWTO. — Madrid, 2015. — 6 p.