HUMAN RESOURCES DEVELOPMENT IN TOURISM

DEZVOLTAREA RESURSELOR UMANE ÎN TURISM

R. GHERMAN[1], ANA MARIANA DINCU[1], CARMEN DUMITRESCU[1], COSMINA TOADER[1]

[1]Banat's University of Agricultural Sciences and Veterinary Medicine, Agricultural Management Faculty Timisoara, Romania; remusgherman71200@yahoo.com

Abstract: *Tourism represents an activity which results depend essentially on the contribution of human resources attracted in this sector. In Romania tourism can become an activity with influence on economical and social development of the country through its multiplier effect.*
Despite the crisis phenomena actually manifested globally, the tourism has a lightly ascending evolution in Europe and also in the whole world. That is why the employment of human resources in tourism even in the critic periods from economical point of view contributes to diminish the global unemployment rate. Globally tourism development is approached more and more under durability aspect with the aim of preserving natural environment and cultural inheritance, the human resources from tourism being those which have to assure the observance of durability principle.

Key words: *situation training, tourism, competences, standards, labour force quality*

INTRODUCTION

Human resources constitute a special, unique, hard to imitate and relative to change potential that has to be understood, motivated or trained with the purpose of overlying of its purposes over the organizations.

Realizing the tourism activities suppose the presence of tourism potential and qualified human resources, the factor that assures the functionality of other compounds that form the offer.

The relation between tourism and human capital is an ample inter-conditional relation, each of both elements playing the cause and effect role.

Any politics in human resources field must be based through knowing the distinctive characteristics of tourism labour, on evaluating the intensity and the particular manner of labour force action on tourism production and on activity results.

MATERIALS AND METHODS

The authors have used and applied as methods of operation: a selective survey of foreign and domestic bibliographies, identification and data collection, processing, analysis, observation and interpretation.

RESULTS AND DISCUSSIONS

Tourism due to the plurarity and diversity of its activities print to the work from this sector a sum of characteristics that reflect principally on labour force need and on using it effects.

Through the most important characteristics, we can count: the large consume of living labour, the material and moral superior responsibility, relatively high and complex training level, relations between employed – tourist, emphatic seasonality, the use of part-time labour model.

Between the worker in tourism and the consumer appear reports with a different particular content from the ones in other fields, the worker labour supposing the accomplishment of some quality requests close to the realizing of quantity elements.

The human resources in tourism play an important role in stimulating the request, creating a relaxation atmosphere, formulating buying decision, forming and maintaining the interest, the sympathy for a certain tourism product or holiday destination, hotel or food unit, way of transport of form of entertaining and in determination of tourist coming back.

There are an important number of functions in tourism that do not need a special qualification, so-named the bad jobs like cleaning staff, elevator man, door man, waiter help, luggage man. Against the technical knowledge, tourism labour request a high general instruction and culture level. The employee that is working in contact with the tourist, especially

the foreign tourists must know a foreign international language, to be able to present the cultural values of the area in which he is working, to be able to offer detailed and correct information with high utility.

Tourism activity specificity generates the part-time labour. There are some advantages like: more intense labour with smaller pauses, low level of missing, high level of enthusiasm, labour valuating by staff, but the employees in this category are the most affected by the economical situation being the first fired in the recession periods.

Also in supplying the labour force the bigger percent that is represented by women in this field contributes to the expansion of request for certain services for families or collectivities. In the filed women recruiting is explained by the professional functions considered more closely to women aptitudes or because a part of the women accept more flexible statuses with lower salaries.

If in the past the human resources and the manner in which they are used were not considered very important, presently the human capital is placed in the center of all development politics of a society especially in tourism field.

Qualified staff for tourism activities is an essential factor for successful development of tourism and to insure that high level of services expected by the tourists.

Tourism activity includes jobs in different fields like: accommodation, supplying, souvenirs shops, tour-operators, tourism agencies, transport etc.

The development of human resources for tourism needs a systemic approach:

- Research and evaluation of actual human resources in tourism field and the identification of any problems and needs as an example of staff abilities improvement;
- Estimation of future human resources necessary;
- Determination of qualification and training needs of necessary staff.

In developing the labour force we have to consider all the qualified staff types that are activating in tourism field:

- Accommodation, catering and human resources management;
- Travels and trips including itineraries programming, necessary guides and drivers;

- Government officers specialized in tourism management;
- Handicraftsmen, animators, sport directors and other specialists.

The training refers to all the personnel categories including the execution and management staff. Also, it is necessary the behaviour development and improvement toward tourists of certain staff categories as: customs officers, immigration service personnel, taxi drivers, en-detail sellers.

Staff training supposes courses organisation on short time for the existent personnel, regulated training programs in accommodation and catering, profession training, institutes with tourism university programs and scholarships award.

Training and education need in tourism must be improved especially in the tourism areas. Here can be founded a local tourism institute or a tourism department in a handicraft school. This department can be assisted by the Tourism World Organisation that can recommend training institutions and institutional programs, including short time programs for tourism management.

The beginning of the third millenium marks significant changes for tourism regarding the tourism product and the consumer motivation in tourism.

Referring to Romania we can observe that presently the tourism represents a stated priority in development strategies and programs from Romania, but transforming it into practice depends on bringing to attention of all interested factors.

The human resources development in Romania tourism supposes taking in count many factors that refers to assurance need of services quality in the conditions of a tight competition of societies, technological progress and the attraction of labour force with a high level of professional training from other economical sectors.

In tourism labour force attraction must face an important psychological factor, the working conditions affect in a certain measure the private life, this perception tends to change in the societies in which the labour force is highly qualified and where they give a special attention to recruiting and selection processes.

Specialized human capital at a high level will represent in the future the main source of competitive advantage in global economy.

Tourism sector is characterised by the need of competences forming, of advising the clients and by the competences that allow to the labour force to face the recent competition at international level that need multi-qualified persons or having qualifications that assure a high flexibility.

Qualified human capital must be retained in this field through different means taking in count the seasonal employment and the lower salaries from the sector.

As a result of high degree of internationalisation of tourism activity appeared more and more the idea of certain common qualifications and competences no matter the country in which the tourism organisations are acting.

All the European Union member states are in different stages of the development of national frameworks of qualifications that can be related to European Code of qualifications and the tourism can benefit from the advantage of such instruments that encourage the labour force mobility, the qualification transparency and the homologation of competences gained in diverse learning and working backgrounds.

The advantage of anticipating the necessity for qualifications consists in the capacity to see the resistance at changing of influence groups that has the tendency to slow the modernization processes.

Especially after 2007 Romania registered important results in re-defining qualification process in tourism field based on jobs competences in cooperation with the employees to assure the relevance and transparency of qualifications.

Tourism services quality, the essential element for differentiation in setting the tourism services, is highly depended on human resources quality, including the educational capital that they integrate.

Even more tourism organisations are oriented toward quality implying the orientation toward client, including a better orientation toward investing in staff forming and improvement.

Quality assurance at education and forming system level and at professional training supplier level form the premises for human resources capable to face the important tourism changes, those changes being difficult to define and acting as disturbing factors at world level.

Human resources adapting to the complex systems from economy and society need new approaches regarding the development of human tourism resources.

The tourism represents the economic activity that influences in a considerable measure the durable development through negative and positive effects. An uncontrolled increasing of tourism having as purpose the short time benefits has as effect a negative impact on environment and on communities and the destruction of base elements on which the tourism in built and develops on.

Frequently, tourism development represents a solution for local communities especially of rural and minority communities and having as impact that diminish of social negative phenomena.

The challenges determined by durable tourism need modified fundamentally that management and leadership strategies of companies from the field. Even more tourism and travel societies are preoccupied by social responsibilities close to the ones related strictly to the activity field.

This fact supposes a responsible management not only for the actors from the field, but also in the benefit of employees, communities and environment.

The education for durable development takes in count training necessities for maintaining and improving life quality. Through education, the communities, groups, organisations and governments learn to live and to perform durable based on understanding the environment, social and economical problems. Such an action is not possible in the societies and organisations based on old managerial practices.

The complex systems analyse that address depending on global changes represents a new paradigm and an organisational behaviour study model. Tourism approaching as a complex, dynamic system represents a modern step that can represent an instrument for the field managers to adapt to globalisation.

Professional forming in tourism network through exercise societies represents a durable approach manner of education and professional training that suppose structural changes at the level of teachers training but also to the level of collaborating with businesses and local organisations representatives.

CONCLUSSIONS

Professional training in tourism presents a range of features, perceived as benefits on tourism labor market, namely: competitiveness and innovation increasing, strategic and critical thinking improvement needed to managers, labor productivity growth, employees stability, staff costs reducing, reducing the amateur management that characterized the small businesses, creating clearly defined and delineated qualifications, enhancing employees experience, increasing the professionalism, the quality of services improvement, proximity to industry needs in tourism training institutions, development and practice in the future of more responsible forms of tourism.

Making and implementing specialized training programs and professional development of rural tourism operators (entrepreneurs, tourism employees, local community members, local government, opinion formers, etc.) will bring economic, social and organizational benefits locally with effects on the development of tourism products and services and rural areas.

Human resources are an investment in the social structure-economio, contributing to the combining factors of production, increase product quality. Also, the human factor best known vibration countryside, with a great capacity to adapt to various situations of the rule and spirit of initiative, and is also an excellent keeper of local identity, habits, customs and traditions etc.. In turn, tourism generates a range of benefits on human resources in rural areas, expressed as creating jobs, reducing the possibility of restocking the local population migration to rural areas, improving living standards, training and professional development, mitigation discrimination between the sexes and between other social groups, improve social and cultural coexistence, increased opportunities for social interaction, participation of residents in decision making, but also some negative effects especially in morals and religion, diversification of rural communities

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