

# **THEORETICAL RESEARCH ON SPECIFIC HUMAN RESOURCES IN TOURISM. FEATURES IN ROMANIA**

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**Abstract:** Tourism is a sector of the economy in which the problems related to the jobs and necessary skills to exit the crisis are emphasized more sensitive than other sectors of the economy. This paper proposes a literature review based on the latest studies and research literature worldwide (USA, Canada, EU, etc.) and aims to identify the factors and trends influencing skill shortages in tourism and also the policies to mitigate this deficit. Tourism feels the chronic global shortage of human resources due to its seasonal activity and its lower efficiency. Most relied upon solutions are considering closer involvement of the Government in tourism support. An important role lies in defining the content engine training and education. The differences between the requirements of the tourism sector and content of vocational, technical and university learning is a problem in many countries. The situation remedy requires programme rethinking, teachers improving skills, creating practical programmes in terms of quality, preference in enterprises and establishment of the most appropriate bridge linking vocational (professional) education and higher education to open students' clear and open opportunities. The paper lists the types of partnerships between public powers, the tourism sector and the educational sector at a global level and highlights their potential in connection with national and cultural specifics.

**JEL classification:** L80, L83

**Key words:** human resources, specific, mountain tourism, policies, Romania

## **1. INTRODUCTION**

Papers on the relationship between the human resources practice and the organizational performance aim at studying the broader context of the evolution of human resources management, of the most important social trends and practice that have decisively influenced the relationship between enterprises and their managers, on the one hand, and employees, on the other hand. It's under the circumstances of this declining evolution of the main challenges that we have to study tourism worldwide and in Romania.

This approach is necessary for a better understanding of the present context of human resources management in the tourism field, mainly in mountain balneo, spa and wellness tourism in Romania.

## 2. HUMAN RESOURCES IN TOURISM: SPECIFICITY AND CHALLENGES

Tourism is a service activity, in which capitalist intensity is reduced. Therefore, human resources play an essential part in the competitiveness of the companies and the tourists' interest for some destinations in terms of quality of greeting and services, etc. The tourist product means first of all pleasant experience and in this case, the human element is crucial when it comes to the quality of the service as it is perceived by the customer.

Beyond the quality of the product all that matters is enjoying using the product and mostly the relationship between the tourist and the specialist working in the tourism field. The human element represents the main vehicle of quality in tourism (Merasli, 2012). The new technology of communication and information, very important nowadays in tourism at the level of production, of distribution and of promotion led to an upheaval in point of skills needed by human resources.

The development of the activity especially towards highly specialized markets together with the importance of industrialized companies from the field of standardized production leads to a dichotomy between less qualified jobs and highly qualified ones in the tourism field. The last category is represented by part time seasonal jobs, thus less attractive from many viewpoints (Merasli, 2013).

The major challenge for tourism consists of the qualification and the availability of those seasonal part-time jobs in order to reach the quality goals required by visitors. That is why innovation in terms of organization, training and governance represents a strategic goal, i.e. improving actors' competitiveness. Acquiring necessary skills is a priority, along with managing them and providing employees with permanent professional training that will allow human resources to become themselves an advantage in terms of performance and quality. More than in other fields of activity, managing knowledge represents a major competitiveness and organizational innovation axis, a vehicle of development, of sharing and managing knowledge, as it permits professional perspective, identifying and promoting synergies, easier access to knowledge competence and experience.

Tourism develops in a tormented environment, in which terrorism, natural catastrophes, climate changes and epidemics strongly lead to its weakening. More and more often, the security of the tourist environment plays an important part in the market dynamics and in the development of this economic sector.

Informing tourists becomes more and more complex and the tourists' behaviour undergoes changes influenced by socio-demographic factors and by innovative tourist products. Today's tourist is a very exigent customer. He/she is typically a highly educated person with decent incomes and much experience, able to assess the quality of the services he gets and to choose the best offer on the market. Today's tourist wants to fully enjoy his spare time, to involve in the activities he participates in, not only to behave like a passive spectator. He constantly looks for a new, authentic experience.

Other challenges are related to the natural necessity to get into touch with foreign customers, necessity that requires additional language knowledge, a better understanding of the visitor's culture and the development of special tourist products along with traditional offers. Personalized programmes are crucial.

As far as tourism companies are concerned, they react by promoting new business patterns. Thus, if at the beginning of the new century, low-cost airline companies didn't have the position they have today on the market. Their present

position tends to a fact the market success of the big airline companies. N TIC's presence on the market and the development of the Internet have completely revolutionized the process of gathering information and the ways of getting flight reservations.

Constant development becomes an imperative both for protecting product and protecting local jobs in order to preserve human resources. A new perception of the part to be played by an enterprise inside a company forces the latter to behave like a responsible citizen.

One of the first aspects that should be taken into account and that sometimes was considered a myth, sometimes reality, is represented by jobs in the tourism field, that are far away from what we can consider the security and stability of jobs. Such jobs are considered a problem due to non-typical timetables or due to the existence of many part-time jobs which are seasonal and underpaid as compared to other fields of economy.

Moreover, there are tendencies to extend tourist seasons which, despite all efforts, are difficult to set in and haven't led to necessary improvements in point of efficiency and better use of human resources. Likewise, we should not omit the fact jobs in the tourist sector are often considered, by employees, temporary activities and transitory steps towards other jobs. This extremely elevated mobility of the employees has a negative impact on the competitiveness of tourism.

This picture, far from being complete, must be associated with the sad economic projections concerning the lack of workers in tourism. The competition between different domains to attract workers will complicate even more the recruiting activity in tourism. Finally, employers will court potential employees. Aging will result in massive retirements and loss of experience. It will be harder to hire stuff and the exodus of the young towards big cities will worsen even more the present situation.

Considered a solution to the lack of qualified stuff, workers aged of 55 and over are facing all kinds of prejudices (high wages, reduced productivity, lack of abilities in technology, resistance to reformation, etc) and complicates even more the efficiency in touring companies. For countries with multi-ethnic population, as a result of immigration that last category and the people who are waiting for social reinsertion (those who abandon school or face hardships such as physical or intellectual disabilities, etc) will contribute to broadening labour, but will need special training and a certain probation and adaptation period.

Problems related to the qualified stuff in developed countries (Girard and Baillargeon, 2009), including the balneological variant in the mountain area, can be improved by assimilating new dynamics of jobs, dynamics that suppose:

- the attenuation of the differences between generations that would allow reconciling different profiles and expectations of the employees, a more harmonious use of everybody's skills and avoiding conflicts;

- professional mobility in the sense that a person will hold various positions during his/her career;

- appointing retired stuff on the working market which requires working conditions adapted to people's ages.

The same author notices that in the case of the countries that experienced a certain decline in the field of tourism, a lack of vision and of cooperation between different domains, areas and organisms that led to the present state of affairs. That lack

of synergy complicates the development of permanent full-time jobs by combining complementary activities of the type winter-summer, job bonus, etc.

A business in tourism is supported by small and medium-sized enterprises, whose managers must face different kinds of requirements and pressure coming from the entities involved. A first reaction is related to the profit requirements of the investors who expect immediate and consistent results. Following such a policy would mean giving up strategies and long time visions in favour of short time actions that lead to the increase of the profit earning capacity, but also to the impossibility to use the instruments of an efficient management of the business.

The lack of a definite perspective places managers in tourism in such a position as to react to immediate changes of the investment environment. Relatively small companies, rather poor in point of high qualification human resources specialists place managers in a permanent provisional situation as far as the recruitment process is concerned, the processes of hiring and selecting qualified stuff, but also when it comes to the other activities related to the stuff. Such a situation can, most of the time, affect the social climate and the motivation of the human resources of the enterprise.

Tourism is characterized by a definite intensity of labour, by the existence of certain seasonal activity cycles and by daily and weekly fluctuation of the demand. Those characteristics are restrictions justifying the use of an important part of the stuff in part-time, seasonal and occasional activities. Both the intensity of work and the working conditions complicate even more the difficulties of tourism enterprises in their effort to attract qualified employees and to increase their fidelity.

Most of the researchers, managers and specialists agree that most of the jobs in tourism are based on tasks requiring medium and reduced technical skills. The seventh frame-programme of the European Commission concerning Work and Life Quality in New and Growing Jobs (WALQING) established that approximately two thirds of the jobs in hotels and restaurants were less qualified (Holman and McClelland, 2011), contradicting conclusions drawn following certain studies performed in South Korea and Japan.

Just as in other fields of economy, jobs in tourism have enjoyed a significant technologic contribution that supports different services, on the one hand, and changes of those services, on the other hand. Technology has replaced repetitive jobs (airport registrations, hotel check-out procedures). On the other hand, it placed in the background certain skills such as hotel check-in procedures, preparing meals and so on. Apart from specialized and technical skills, that an employee generally acquires during training sessions, general and quality skills prove to be more and more important.

In the service domain generally speaking, and in that of tourism, the degree of exigency related to many jobs depends mostly on the relationship aspects rather than on the specific technical tasks it involves. Interpersonal relationships with customers and colleagues were described as part of the 'emotional competence'. That competence describes 'managing feelings that allow the transmission to the others of a certain facial and body image' (Hochschild, 1983) and requires a high degree of craftsmanship and coordination (Bolton, 2004).

We must add to this exigency, an additional one 'the aesthetic competence', that is the capacity of transmitting an image of expressing thoughts and feelings and of behaving according to the job's requirements and to the customer's expectations (Warhurst et alii, 2000). Both types of skills, often named 'the personality of the employee' suppose a certain educational and cultural background in order to animate a

conversation with customers in domains such as politics, sports, and any other topics, often considering international points of view (Baum, 2007).

A group of countries elaborated training programmes based on skills, at the end of which the specialists should be able to prove possessing certain qualifications notified by a national certificate. Unfortunately, with very few exceptions those training sessions are not mandatory in order to work in a domain and their absence or insufficiency does not allow insuring a quality of the service and a higher productivity. In addition to those aspects, the public powers only accepted certain qualifications and certain providers of training sessions in the tourism field.

Customers' demand for tourist products imposes unpleasant working conditions and unsocial schedules including working at weekends, at night and during holiday periods (Busquets, 2010). These conditions, specific to this domain, have not improved for 20 years, and they are worsened by an important number of underpaid, repetitive jobs, by reduced social advantages and limited promotion and professional development. These features explain the strong staff rotation, especially in the case of executive positions and the bad image of tourism as a whole. There are quite few countries in which careers in tourism are highly appreciated. As for the rest of the world, jobs in tourism are neither worthwhile doing, nor considered sources of prestige by the employees.

The main hardships education and tourism professional training in tourism face are identified by many authors (Kusluvan et alii, 2010).

*The skills and attitudes of human resources.* The first aspect refers to the cultural shortage of training, in the sense that tourism considers training sessions rather from the point of view of costs than from that of the investment. The hesitations when it comes to investing in the development of human resources is directly related to the nature itself of the sector which registers high costs and little profits, its demand being unstable and insufficient. Some structural requirements and parameters can't be achieved as its seasonality and the predominance of SMEs and a commercial strategy based on cutting costs (Kusluvan et alii, 2010).

*The competition with other countries and sectors.* Another constant feature tourism is the migration of graduate students and employees trained in the companies for which they work and holding executive and management positions in enterprises belonging to other sectors where the dimension of the services offered to customers plays an important part. Those domains come up with more attractive wages and better working conditions. In the Czech Republic, for instance, 80% of the university graduates have left this sector. Such a situation is due to better payment and working conditions elsewhere (in Western Europe) than in their native country. That state of affairs determines the qualified young to immigrate, thus emphasizing the lack of human resources in countries such as Romania, Poland or Hungary.

### **3. POLICIES AIMING AT REDUCING THE SKILL AND EMPLOYEE SHORTAGE IN TOURISM**

The complexity of tourism and the interference of public and private entities impose from central public authorities the elaboration of a long-term development strategy concerning human resources. It would be ideal if such a strategy proved to be part of a broader context making possible the improvement of the competitiveness and perenniality of tourism. Countries are facing a growing demand for high quality human

resources. As tourism is a transversal domain, that involves more ministries in the process of supervising actions that influence it, the strategy must promote an integrated governmental approach. At the same time, it must rely on partnerships with the private sector and with education and make them work.

Certain innovative approaches in some of the countries can set a good example for the other countries, as, for instance, the creation of a private institution ready to manage public financial programmes to support tourism (Austria), the deep prospective analysis in order to anticipate the next decisions authorities will make (Spain).

An important step in the process of improving the quality of human resources is represented by the creation of national professional standards and the validation of the training sessions and of the experience acquired while being at work. In tourism there are certain peculiarities that have lately become more obvious:

- only few of the professions on the market require a certain certification;
- possessing a university diploma or a qualification that conditions less obviously the way in which workers are paid and promoted;
- there are few jobs for which the recruitment process depends on a certain knowledge level;
- many post-graduated students in other fields are recruited in the tourism field without any previous experience in this field.

That is why validation rules are, nevertheless less useful. At the same time, rules can contribute to the creation of a validation programme that turns professional experience into acquired knowledge. In this way, those skills will be validated by institutions involved in public education. Consequently, those skills will receive public validation, which makes easier the recognition of professional degrees that employees in tourism possess, no matter if they obtained them in their native country or abroad.

Central and local public institutions, in partnership with the private sector can play an important part when it comes to improving information concerning tourism and career possibilities. The countries that did the best they could in this respect (Canada, Austria, The Czech Republic, Portugal and Australia) knew a positive evolution of the image of that sector and of the professional attractiveness of this domain.

As working in tourism is a seasonal, cyclic activity, a possible solution would be attracting foreign employees. Such a solution would allow tourism companies to develop and reduce their staff according to the demand. Table no. 1 presents the variable proportions of foreign employees in hotels and restaurants as compared to the global percentage of the immigrants holding various 'less qualified jobs' and to 'the total number of professions in all economic sectors'. The growing number of immigrant employees all over the world facilitates the recruitment in order to make up for the lack of human resources at the local level.

Such a situation has also led to an alarming growth of the insecurity associated to the positions held by the immigrants who agree to work at a very low income level, conditions that native workers of such a country would never accept (OIT, 2010a).

*The recognition of foreign qualifications* is imperative in order to facilitate the mobility of workers, mainly of international mobility. In the tourism sector, some countries have established national standards of competence and certification systems for certain professions, but most of them give an optional value to these criteria. The European certification framework seeks to solve this problem, because, once adopted, it should considerably facilitate the mobility of the employees.



**Table no. 1 The level of employment of the immigrants out of all jobs. Less qualified jobs, including the hotel and restaurant sector in 2011**

No.	Country	Total professions	Less qualified professions	Foreign employees in the hotel and restaurant industry
1.	Germany	15,0	27,5	8,83
2.	Australia	27,9	31,7	....
3.	Austria	17,1	36,2	12,12
4.	Belgium	13,6	16,2	8,21
5.	Canada	20,9	21,0	..
6.	Denmark	10,2	13,1	7,51
7.	Estonia	13,2		..
8.	Spain	16,7	33,6	16,15
9.	USA	14,7	19,9	10,5
10.	Finland	4,0	4,3	8,49
11.	France	11,6	21,2	6,97
12.	Greece	10,4	38,4	12,07
13.	Hungary	2,1	1,8	5,65
14.	Ireland	17,0	23,0	11,7
15.	Iceland	9,4		..
16.	Israel	20,3		..
17.	Italy	12,9	23,2	8,8
18.	Luxemburg	51,5	71,9	5,85
19.	Norway	11,3	19,1	6,78
20.	The Netherlands	11,1	24,3	6,79
21.	Poland	0,2	0,2	..
22.	Portugal	9,4	11,8	10,54
23.	Slovakia	0,5	0,5	..
24.	Czech Republic	2,8	3,2	5,6
25.	Great Britain	13,9	14,4	9,18
26.	Slovenia	10,1		..
27.	Sweden	14,8	25,1	7,21
28.	Switzerland	30,3	46,3	7,72
29.	Turkey	3,6	1,8	4,68
30.	<b>Average</b> (apart from Australia)	13,7	21,2	

The skill shortage in tourism may be attenuated particularly through education and training. The main difficulties faced by education and training in the field of tourism have many causes. The cost of training is a first and important challenge for businesses. The training is generally more expensive in the hotel and restaurant sector than in other sectors, since it imposes the existence of important equipment, as well as a low ratio between the number teachers and that of students, especially for the training of chefs and head cooks.

A second element is the restrictive geographical location of training centers. In many countries the training centers are sometimes far away from tourist areas in which human resources are located or are able to attract a sufficient number of students for training to be less expensive. Some countries, such as Egypt, have put in place a training programme directly at the workplace, without disrupting the activity of the enterprises.

### 3. TOURISM IN ROMANIA: ORGANIZATION, POLICIES AND PROGRAMMES

During the period 2006-2010, the annual average growth of international arrivals in the OECD area was of 0.8%, in the European Union of 0.1%, while the world average was 2.9%. Income and expenses during the international travel years 2009 and 2010 in the main countries and in Romania are presented in table no.2.

**Table no.2 Income and expenses in international travels**

Area/ country	Income		Expenses		Balance	
	2009	2010	2009	2010	2009	2010
<b>Worldwide level</b>	851.000	919.000	851.000	919.000	0	0
UE 27	337.700	333.947	335.419	329.604	2281	4343
OCDE	541.564	560.268	522.247	539.185	19138	21083
Germany	34.953	34.700	80855	79.068	-46262	-44368
Australia	25.384	30.103	17.575	22.368	7.809	7.735
Austria	19.327	18.645	10.761	10.221	8.566	8.425
Belgium	10.202	10.235	20.432	18.679	-10.230	-13.847
France	49.333	46.514	38.219	38.493	11.114	8.021
Spain	52.965	52.475	16.791	16.771	36.175	35.704
United States	94.191	103.505	74.118	75.507	20.073	27.998
Great Britain	30.176	32.386	50.189	49.979	-20.013	-17.593
Italy	40.089	38.749	27.806	27.039	12.283	11.710
Netherlands	12.319	12.983	20.603	19.611	-8.284	-6.627
Turkey	21.249	20.807	4.146	4.825	17.103	15.982
Switzerland	14.158	14.967	10.908	11.149	3.250	3.818
Sweedeen	10.258	11.094	11.918	13.274	-1.660	-2.180
Mexico	11.278	11.758	7.133	7.283	4.145	4.475
Poland	8.913	9.587	5.777	7.441	3.135	2.146
Japan	10.260	13.218	25.114	28.373	-14.885	-15.155
Greece	14.448	12.729	3.381	2.854	11.067	9.875
.....						
<b>Non OCDE countries</b>						
India	11.354	14.909	9.315	10.633	2.039	4.276
Egypt	10.487	11.584	2.708	2.313	7.780	9.270
South Africa	7.624	9.085	4.151	5.595	3.473	3.490
Croatia	8.850	8.217	1.006	833	7.845	7.383
Indonesia	6.298	7.603	4.939	5.796	1.359	1.807
Bulgaria	3.728	3.571	1.750	1.232	1.978	2.339
Albania	1.827	1.613	1.585	1.362	242	251
Romania	1.228	1.139	1.457	1.641	-229	-502
Lithuania	1.007	1.029	1.124	793	-117	-236
Latvia	675	630	801	695	-126	-65
Montenegro	659	660	49	46	610	613
Serbia	857	801	953	959	-96	-158
.....						

In 2011, Romania received 7,61 million non-resident visitors (arrivals recorded at the border), of which 1,51 million (+12.7 percent as compared to 2010) stayed in accommodation units. The number of foreign tourists who spent the night in hotels



came to 3.06 million in 2011, which meant an increase of 11.2 percent in a single year. In addition, Romania counts 5.5 million domestic visitors (16.9 percent as compared to 2010) and 14.9 million visitors (+12.4%) who spent the night in hotels. The five main source markets (Germany, France, Hungary, Italy and the US) accounted for 43.6% of total foreign visitors who spent more than 24 hours (and spent the night in hotels).

According to the report The Travel & Tourism Competitiveness Index, published in 2012 by the World Economic Forum, the travel and tourism sector generated 7.7 billion RON in 2011 and represented 1.4% of the GDP. During the next 10 years, this contribution should increase with over 6.9% every year. In 2011, the total contribution of the tourism sector and travel accounted for 25.1 billion RON, i.e. 4.5% of GDP (if we take into account the indirect effects of investment, supply network and induced revenue).

Reorganized in 2013, the National Tourism Authority is the competent authority in tourism at the national level. Its main duties involve planning, territorial development at the regional and national levels, cross-border questions, cross-border and interregional cooperation and regional planning, urbanization, housing and tourism. The Authority coordinates the functions of Tourism Research and Development Institute (INCDT) and of the Advisory Committee, which includes representatives from the public and private sectors and the NGOs concerned. In addition, an Interministerial Commission for Tourism was created to provide an integrated development vision, a government travel policy. Public-private working groups were established, at the initiative of the Committee for tourism, hotels and restaurants specialized in human resource development.

At the national level, the Ministry is in charge of 25 territorial offices. Working groups ad hoc comprise representatives of the Central Administration at the national level, of the local communities, the private sector and the NGOs concerned, to deal with important issues of the tourism policy.

At the same level, the private sector is organized into associations which represent either a subsector (rural tourism, thermal tourism, business tourism, ecotourism), or a professional segment (travel agencies, hotels, guesthouses, tourist guides, cooks or pastries).

The necessary expenditure for the activities of the National Authority for tourism are borne entirely by the State budget through the budget of the Ministry of economy. In this respect, the authority proposes a draft budget to ensure the necessary financial resources and achieve the specific tasks.

The Authority manages the financial resources allocated through its own budget, following both the achievement of annual or multifunction objectives, and justification of the amounts received from the State budget through the budget of the Ministry of economy, according to the Governmental Decision no. 9 of 9 January 2013, concerning the organization and functioning of the National Authority for Tourism.

The main guidance document for this sector is the National Framework Plan for tourism development for the years 2007-2026. The strategic plan was divided into several components, resulting in the 2009 National Ecotourism Strategy and the National Strategy for Thermal Tourism. In 2011, the operational and strategic marketing plan 2011-2015 was completed within the regional operational Programme 2007-2013.

Many Romanian tourist associations initiated programmes offering stays at discounted prices in the spring and fall, and which, therefore, extend the tourist season.

Two other programmes were designed aiming at facilitating access to travel: the traveler's checks programme imposed on employees, which boosts domestic tourism and the early reservation programme, which offers discounts of up to 30% for each anticipated purchase of summer holidays (between 1 February and 31 March).

The development of cyclo-tourism is one of the priorities of the Ministry of Tourism. Thus, the Government, in collaboration with the Romanian Federation of Cycling, has drafted a proposal relative to a national network of special lanes. Studies have been carried out in order to substantiate the decisions and proposing the development plans of the two European itineraries transiting Romania: EuroVelo 13, also called the way of the Iron Curtain and EuroVelo 6, which links the Atlantic Ocean to the Black Sea, along the Danube.

The National Authority for Tourism keeps investing in tourism infrastructures according to the development plan in 2011. The investment includes harbours, beaches, tourist observers, skiing areas, mountain chalets, Spa complexes, tourist information centers, mountain rescue centers, mountain itineraries and cableways.

Within the framework of the national strategy for ecotourism, and under the auspices of a working group comprising the main organizations concerned, Romania currently develops specific criteria for the designation of ecotourism destinations. The promotion of products which comply with the criteria of sustainable tourism is permitted under two symbols: the European Eco-label, awarded by the Ministry of Environment and Forests, and the certification system established by the Association for Ecotourism in Romania.

The 2009-2010 project to improve 'clean' production technologies and the social responsibility of enterprises in the tourism sector has entered phase two (after a first phase in 2007-2008). Coordinated by the United Nations Organization for industrial development, the project has received financial support from the Swiss Government. Nationally, it is supported by the National Authority for Tourism and is managed by the Consortium Denkstatt Romania and Trend Hospitality. Since 2002, Romania has participated in the programme "Blue Flag", aiming at promoting the quality of the Romanian beaches on the Black Sea in accordance with international norms. Among other purposes, in order to raise awareness of sustainable tourism, the Ministry of Environment and Forests has published a guide of ecotourism.

Another form of sustainable tourism having a strong potential for development is hiking. In the project Datourway (the Transnational Strategy of Sustainable Territorial Development in the Danube basin, centred on tourism and financed by the transnational cooperation programme South-East Europe), a study was carried out for the development of the "green roads" along the Danube.

Under the Eurostat directive, National Institute of Statistics has implemented, in 2011, with the help of the National Tourism Authority and the Central Bank of Romania, a tourism satellite account in Romania. The information provided by this account is multiple, and tables no. 3-8.

**Table no.3 Romania: national tourism with overnight stay/ stays**

	Unit	2006	2007	2008	2009	2010
Number of arrivals with overnight stays <sup>1</sup>	hundreds	4836	5421	5659	4866	4693
Number of overnight stays <sup>2</sup>	hundreds	15750	17007	17367	14658	13212

<sup>1</sup> Domestic arrivals in collective accommodation establishments

<sup>2</sup> Domestic overnight stays in collective accommodation establishments

*Source: Statistical Office of Romania*

**Table no. 4 Romania: inbound tourism-international arrivals and cashing**

	Unit	2006	2007	2008	2009	2010
Total international arrivals <sup>1</sup>	hundreds	6037	7719	8862	7575	7498
Arrivals of non-residents <sup>2</sup>	hundreds	1380	1550	1466	1276	1343
Five main markets <sup>2</sup>						
Germany	hundreds	190	235	213	182	185
Italy	hundreds	183	194	166	165	145
France	hundreds	110	119	116	100	99
USA	hundreds	98	98	76	76	84
Hungary	hundreds	81	96	92	77	76
Cashing – international stays	Mil. euros	1034	1171	1358	884	860
Cashing from transportation services – international travelers	Mil. euros	291	338	428	327	375

<sup>1</sup> Arrivals of foreigners at the borders

<sup>2</sup> In accommodation establishments

**Table no.5 : Romania employment in tourism**

	Unit	2006	2007	2008	2009	2010
Hotels <sup>1</sup>	hundreds	34,4	36,5	38,9	37,6	
Tourism employment share	%	2,4	2,5	2,5	2,6	2,7

<sup>1</sup> Represented by the average number of employees in hotels and similar establishments

*Source: World Council of tourism and travels, the National Institute of Statistics, the structural survey of enterprises*

**Table no. 6 Romania: outbound tourism – international departures and expenses**

	Unit	2006	2007	2008	2009	2010
Number of tourist trips	Hundreds	8906	10980	13072	11723	10905
Expenses – International Travels	Mil. euros	1035	1120	1477	1049	1239
Transportation expenses for the international travelers	Mil. euros	118	134	157	214	198

*Source: Statistical Office of Romania and the Central Bank*

**Tabel no.7 Romania: the place of tourism in the national economy**

2010	Unit	Internal tourism consumption	Inbound tourism consumption	Tourism GDP <sup>1</sup>	Share in GDP (%)
Accommodation services	Mil RON	6095,3	1504,7	4126,8	*
Food and beverage services	Mil RON	2038,1	814	787	*
Passenger transport services	Mil RON	3536,3	1232,4	1846,7	*
Activities of travel agencies and tourist guides	Mil RON	1167,1	14,5	264,1	*
Cultural services	Mil RON	123	71,6	146	*
Leisure services and entertainment	Mil RON	432,8	137,1	331	*
Other services	Mil RON	88	507,5	639,1 <sup>2</sup>	*
Goods	Mil RON	1028,4	183		*
<b>Total</b>	<b>Mil RON</b>	<b>14509</b>	<b>4464,8</b>	<b>8140,8</b>	<b>2,23</b>

<sup>1</sup> Gross value added of tourism

<sup>2</sup> Included goods and services

*Source: National Institute of Statistics, National Institute of Development Research in Tourism, Satellite Account of Tourism 2011*

**Table no.8 Romania: other economic indicators**

	Unit	2006	2007	2008	2009	2010
Domestic tourism consumption rate in final consumption <sup>1</sup>	%	1,9	2,0	1,9	1,8	1,8
The share of tourism in GDP <sup>2</sup>	%	1,5	1,5	1,6	1,6	1,7

<sup>1</sup> The equivalent indicator is "part of the internal costs of travel and tourism"

<sup>2</sup> The indicator is "part of the direct tourist activities in total GDP"

*Source: World Council of Tourism and Travel*

If the frequency of visits is a benchmark index in measuring attractiveness, Romania is not an attractive destination in the world. The evolution of some indicators representative for domestic tourism reveals that the momentum recorded in the years 2006, 2007 and 2008 was far from being caught up in 2010, and the number of overnight stays, although reduced, constantly declined as well. A similar situation occurs at the "international arrivals" and the related receipts. Regarding the indicator "international departures," the data provided by the OECD statistics show that their budget exceeds the budget of international arrivals, which shows that Romania has, from this point of view, a negative balance of payments.

Another interesting indicator refers to the number of jobs in tourism, and, in this respect, it is noted that during the period 2006-2010, there is change from a rate of 2.4 percent, at first, to 2.7% at the end of the period. As the value of the share of tourism in Romania's GDP was at the level of the year 2010, of 1.7%, it follows that the value added of this sector is far below the average of all branches of economy, i.e. approximately 63%.

#### 4.CONCLUSIONS

The tourism sector is dominated by small and medium-sized enterprises, which are characterized, most of them, by reduced input requirements both in terms of capital and skills.

Labor and skill shortages in most of the developed countries, should worsen the situation in tourism. They would incite employers to look for less skilled employees on the national market and abroad, at the expense of the quality of the services offered. International Labour Organization (2010b) showed that "this sector exceeds the porous borders separating the informal economy from the formal one, a number of formal organizations offering clandestine jobs.

The differences between the requirements of the tourism sector and the content of professional, technical and University education are a problem in many countries. Fixing this problem would require a rethinking of the syllabus, the improvement of the teachers' skills, the creation of practical training programmes, preferably in the enterprises, and the establishment of the most appropriate bridges between vocational education and higher education to create professional opportunities for today's students.

Partnerships between public powers, the tourism sector and the educational sector must be established in order to follow three important objectives:

- a new conception of training ;
- the use of more reactive teaching methods and procedures;
- the proposal of new, more flexible patterns, especially when it comes to lifelong learning programmes and the improvement of qualifications.

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