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THE DEMAND AND SUPPLY OF QUALIFIED EMPLOYEES OF TOURISM ON THE JOB MARKET

The job market changes in Slovakia are influenced by product market changes. Changes in economic structure in the 1990s led to an overall unemployment. Tourism potential in Slovakia and governmental support of small and medium size businesses guarantee growing employment in tourism. Tourism sector in Slovakia offers about 90 000 jobs. Demand for work in manual and unskilled jobs is typical for small enterprises in tourism. The growth in demand for higher skilled occupations, university graduates positions is connected with larger enterprises. Supply of qualified occupations in tourism market exceeds demand. Therefore the main objective of market policy is to co-ordinate educational system and development of economic activities and creating jobs.

Key words: job market, occupations in tourism sector, employment, unemployment, education of qualified employees.

1. INTRODUCTION

According to the statistics released by World Tourism Organisation in tourism sector is currently employed 11% of labour force and dynamic growth is anticipated. Tourism development helps to solve unemployment problem induced by changes in economic structure and world economic depression.

Main objective of following text is to focus on important role that tourism plays on solving the unemployment problem in Slovakia, evaluate demand and supply for educated tourism graduates and to outline primary directions of tourism experts preparation in 21. century.

2. EMPLOYMENT IN TOURISM

In Slovakia rate of unemployment till 1993 was about 13%. Since the year 1998 rate of unemployment is increasing, present rate of unemployment is 19 %. Many enterprises are unable to solve their problems otherwise than by releasing employees. Typical for Slovakia are great regional differences in rate of unemployment. It is

a backwash of differences in economic development. Highest rate of unemployment are performing mountain and agricultural regions. One of the methods that would solve the unemployment problem is active employment policy (creating and supporting new jobs by government) and support of small and medium size enterprises. Great importance in the task of increasing employment in regions of Slovakia is placed upon tourism.

Tourism sector rises employment by creating new or additional jobs directly in tourism services or indirectly in other sectors of national economy. With regard to intersectional character of tourism it is rather difficult exactly measure number of people employed and to determine, which activities still belong to tourism sector. Institute of statistics is monitoring total employment in commerce, hotels and restaurants. On addition number of accommodation and catering facilities includes also hostels, business and school canteens, which are not offering services to tourists. To earmark from statistical group only people employed in tourism is possible to do by applying method of selective finding of labour force. Employees of travel agencies are monitored in the framework of statistics indirect and assistant activities in transportation. Similar is situation in classifying employees in other activities in tourism. Measuring is assuming direct and indirect employment in tourism and changes in the system of statistical research of data for economic activities.

Into direct employment belong job occupations in public opened accommodation facilities, travel agencies, tourist information offices, lifts, museums, caves, castles, open-air museums, Zoos, amusement parks, casinos, manufactures and shops for local products and tourist literature, catering and sport-recreational facilities in the tourist destinations, organisations and institutions of tourism, educational institutions focused on preparation of experts in tourism, other enterprises which activities are connected with tourism. Many facilities which offer services to visitors have multifunctional character and their services are using also other customers than tourists. Portion of employment in multifunctional facilities such as spas, transportation businesses, cultural, social and amusement facilities, catering business except of tourist destinations is determined by re-count according to number of tourists and other service users.

Indirect employment in tourism is based on principle of multiplier. Employment multiplier represents how growing consumption of tourism services creates new jobs in other sectors of economy, which are connected with the tourism development. Indirect employment in tourism is remarkable especially in agriculture, commerce, services, transport, industry etc. Exact measuring is not possible. Here belong some assumptions, re-counts of created indirect jobs in tourism in addition to number of beds and nights, number of employees in enterprises which directly satisfy demand of tourists. Taking into consideration multiplier one job position creates 1,5 to 2 job positions in relating sectors (Gúčik, 2000).

In tourism there is about 17 thousand businesses. Almost 75% are producers of accommodation and catering services, 4% represents travel agencies. Dominating are businesses based on self work of owner or owner employees 2 to 3 employees. Only 8,1% businesses employs 30 and more employees. By simple re-count we can find out

that number of people employed directly in tourism represents 87 990 employees, that means 4,2% of total employment in 2000. Together with indirect unemployment is portion of tourism in employment about 6, what represents about 125 700 jobs.

While doing the research of tourism occupation need it is necessary to consider job market policy and its connection to the school system, labour force mobility and description of job positions created in tourism significantly influenced by seasonal character. In purpose to determine direct employment it is essential set job positions typical for this economic activity. Under the jobs in tourism we understand specifically orientated working activities for tourism, such as waiter, duty manager, guide, receptionist, guest relations, food and beverage manager, housekeeper, banqueting manager and so on. Tourism creates job opportunities as well for employees with more general education background, which are needed in different businesses e. g. accountant, maintenance, lawyer, economist, marketing manager. As an direct employment we take into account job positions created directly in tourism businesses as well as in the activities connected with tourism.

Job descriptions influence requirements placed upon employees. With regards on high portion of small and medium size businesses, employers expect employees to have broader skills rather than strict specialisation skills. Fore more than 45% job positions in hotel and catering industry is not required higher than elementary education or advice and so on (Team, 1997, p. 25). Portion of employment in hotel and catering industry is approximately 75% of total employment in tourism. It means, that one third of all employees in tourism does not require in contemporary high school or university education.

3. SUPPLY OF QUALIFIED EMPLOYEES

High school education in tourism is possible to obtain in hotel academies, vocational services and hospitality schools etc. They could be state or private high schools. At present in Slovakia there is 29 hotel academies, from that 5 is private and 87 vocational schools with priority education of tourism experts. Number of high schools educating students for job in tourism in comparison to the year 1989 has changed in quantitative as well as qualitative side.

After finishing five year study at the hotel academy graduate is able to practise special skills in hotel and catering industry, individually run business or to continue studies at the university. While in the year 1989 in Slovakia there were only 4 academies, nowadays it changed to 29. Yearly amount of graduates is 1740.

Vocational schools release school-leavers in specialisation cook, cook-waiter, hospitality, services in tourism, agrotourism, innkeeper, confectioner, crafts and services. Main object of high school education is to prepare school-leavers for jobs, that means to obtain necessary skills for work in hotel and catering industry, tourism. For that reason greater importance on practical placement is placed on vocational

schools rather than on hotel academies. Average is 3 specialisations on one school. Each year for jobs in tourism is waiting 1 485 school-leavers.

On selected hotel and commerce academies two year study is offered, after completing leaving examinations from high school, in specialisations tourism, hotel management, gastronomy management, travel agencies and agrotourism. Each year obtain in above mentioned specialisations another 100 school-leavers. Number of high school graduates prepared to work in tourism is each year about 3 325.

University type of education in tourism in Slovakia offers six faculties. With exception of Faculty of Economics, Matej Bel University in Banská Bystrica, which have 35 year tradition in educating tourism experts, rest of the faculties were established after 1990. Minimum year amount of university graduates in tourism is 150.

Supply of qualified employees in tourism in national economy is 3 475 applicants for job in tourism per year. Considering 1% of graduates that leave the job in one year and stable movement of employment, almost 2000 graduates do not find job in the field of study.

4. POSSIBILITIES OF EXERTION ON JOB MARKET

While evaluating level of qualification of employees in tourism businesses we are meeting with antagonistic opinions for requirements, which tourism employee should meet. Majority of managers and owners consider human resources as an valuable asset and realise importance of qualified employees for business development. Even though they employ unskilled labour force because it is more advantageous because of lower costs and for most of the job positions it is possible to advice and educate employees. Great amount of micro-businesses leads to decreasing demand after highly skilled employees in the field. Seasonality causes increasing part time employment without requirements on education obtained in the field. It is sufficient if only 5 to 10% employees are highly educated in tourism.

In effort to make connection between job market policy and school system, Faculty of Economics, Matej Bel University in years 1999 and 2000 were organised several research projects among alumnis. The purpose was to find out the proper way how to co-ordinate need of the professions in tourism and possible assertion of university graduates in the tourism market.

In conclusion we have selected several points:

- Majority of respondents (employers and employees in tourism, teachers at hotel academies and faculties orientated on tourism education) expects that employees applying for the jobs in tourism typical for tourism should have specialized education, practical placement in the field (ideal would be practical placement abroad), language knowledge, understanding for the customer needs, positive attitude towards their job.

- Contrary it is widespread opinion that in tourism can find jobs drop-outs from different types of high school and universities, even after training some students without complete high school education.
- Size of the businesses with less than 3 people requires more general educational background with good communication skills and flexibility to changing working conditions.
- Requirements placed on specialized education are increasing proportionally to the size of enterprise.
- From university graduates in tourism specialization before 1990 in tourism sector remained 78,6% after 1990 only 54%. One of the reasons is also cancellation of the placement system, changes in ownership and size of the businesses.
- Local and public authorities offer very limited number of job positions to the tourism experts. Only 20% has education in the field.
- Graduates from high school and universities with tourism specialisation are looking for job apart from field of study.
- Supply of job vacancies for graduates with university education in the field is lower than demand. On average 40% graduates work in hotel and industry sector, in specialized educational system and public administration, 20% in travel agencies, even 91,1% from them is on the job positions that corresponds to their qualification. Other graduates have found job other than in the field of study, almost 8% works abroad. Not even 1% from university graduates in tourism is unemployed. Tourism gives the opportunity for rise of employment in part time jobs.
- Lack of suitable job opportunities with regards to prevailing number of small small size businesses and low financial motivation. Wages in tourism are from 20% to 30% lower than average wage in national economy. Not suitable are working hours and working environment. Negative movement in wages, causes high fluctuation and it is a reason of unstable internal environment.

Situation in the job market in tourism express employment situation in Slovak conditions. Measures of active policy in the job market are focused on creation new job opportunities by support of medium and small size businesses that do not solve regional disproportion and situation of most endangered social group.

Investments into education, development of human potential are necessary to co-ordinate with needs of job market. Education system based on needs of job market is required in case of growing employment and higher effectivity of national economy. Structure changes in tourism as a result of transformation, globalisation processes and international character of economic activities are leading to higher claims on labour force. Therefore it is necessary to make changes in terms of reducing amount of high school and university graduates which are orientated on preparation of tourism experts and implementation into requirements placed on education such as practical experience, experience from abroad.

5. TRAINING OF QUALIFIED EXPERTS

Based on long term experience in university education in tourism, which offer Faculty of Economics, Matej Bel University are taking into consideration following criterias:

- study system is not closed but open, that reacts to the changes in the job market,
- monopolised position in offering university type of education in tourism changed after 1989 into competition,
- position of tourism in the society has changed as an result of transformation processes and development of international economic relations.

Priority in education system in faculty is to train engineers that are highly flexible, individual, creative and professional able to handle tasks on national and international level. Growing competition among schools is necessary to perceive as an motivation factor for continuing improvement of teaching process. Training of university graduates for new century should contain latest scientific findings and global trends as an result of globalisation and international processes in tourism.

View of professionals in tourism has to be on line with the faculty concept of graduates erudition. University school system for that reason emphasis on:

- knowledge and skills from the field of study (professionalism),
- knowledge of economy of enterprise,
- social behaviour and communication with customer,
- self management abilities and leadership skills,
- high flexibility to complete duties at different job possitions,
- to master at least two foreign languages,
- computer skills,
- practical experience from tourism businesses.

Effort of Slovakia in becoming a European Union member is connected with overcoming barriers of free trade of products, services, people and capital. Considering this trend has to adjust also university education system in tourism. Training of tourism graduates is inevitable to direct on multicultural aspects and ethic responsibilities of managers towards customers, owners, employees, ecology and culture. Essential is to teach students how to use knowledge, be able to select information and to be creative in problem solving. Traditional learning from memory substitute by new forms of personality development., create opportunities of self assertion. University graduate in this century has to be professional in the field of study, creative, independent and flexible, multiculturally prepared to master in languages, computers and data processing ready to handle professional tasks on national and international level.

6. CONCLUSION

Aim of the job market policy as a part of employment policy is to secure civil right for proper job. Government by enforcing measures and instruments helps to adjust professional structure employed and unemployed citizens to the requirements of job market, support creating new job opportunities, maintain existing jobs and creates conditions for professional and regional mobility.

In case that in education system are prevailing public high schools and universities, primary interest of public administration should be correspondence between needed amount of qualified employees and placement possibilities. Slovakia's potential in tourism development as well as working system in this industry are ensuring growing employment, important is co-ordination of businesses interests on one side and interest of education institution on the other side.

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Sažetak

PONUĐA I POTRAŽNJA KVALIFICIRANIH TURISTIČKIH RADNIKA NA TRŽIŠTU RADA

Tržišne promjene u Slovačkoj su pod utjecajem tržišnih promjena proizvoda. Promjene u ekonomskim strukturama devedesetih godina dovele su do opće nezaposlenosti. Turistički potencijal u Slovačkoj i vladina potpora malim i srednjim poduzećima jamči rast zaposlenosti u turizmu. Turistički sektor u Slovačkoj nudi oko 90 000 poslova. Potražnja za fizičkim radom i nekvalificiranim poslovima je tipična za mala poduzeća u turizmu. Rast potražnje za zanimanjima sa višom spremom i poslovima koje zahtjevaju sveučilišne diplome povezana je sa većim poduzećima. Ponuda kvalificiranih zanimanja na turističkom tržištu nadmašuje potražnju. Zbog toga je glavni cilj tržišne politike da koordinira sistem naobrazbe, razvoj ekonomskih aktivnosti i kreiranja poslova.

Ključne riječi: tržište poslova, zanimanja u turističkom sektoru, zaposlenost, nazaposlenost, obrazovanje kvalificiranih zaposlenika.