

**IZVJEŠTAJ S OKRUGLOG  
STOLA KATEDRE ZA TURIZAM  
EKONOMSKOG FAKULTETA  
ZAGREB**

Povodom obilježavanja 95. obljetnice Ekonomskog fakulteta Sveučilišta u Zagrebu, Katedra za turizam organizirala je Okrugli stol na temu „*Obrazovanje i tržište rada u turizmu - jesmo li na istoj frekvenciji?*“. Okrugli stol održan je 19. studenog 2015. godine, a skupu su nazočili brojni cijenjeni gosti, članovi Katedre za turizam, mnogobrojni studenti smjera Turizam, kao i ostali zainteresirani studenti i nastavnici.

S obzirom da je cilj Okruglog stola bio definirati izazove i potrebe tržišta rada u turizmu, skupu su se odazvali i brojni stručnjaci iz sustava turizma koji su iznijeli vlastita iskustva i dali poticaj studentima da se trude što više ulagati u vlastito znanje kako bi bili konkurentniji na tržištu rada. Skupu su tako nazočili gospođa Kristina Alerić (zamjenica ravnateljice Hrvatskog zavoda za zapošljavanje), gospodin Igor Borojević (direktor Sektora za istraživanje tržišta i strateško planiranje Hrvatske turističke zajednice), dr.sc. Sanja Čižmar (starija partnerica Horvath HTL-a Zagreb i vanjska suradnica Katedre za turizam), gospodin Krešimir Kučko (predsjednik Uprave Croatia Airlines-a), gospodin Željko Kukurin (predsjednik Uprave Valamar Rivijera d.d.), gospođa Lidija Mišćin (tajnica Sektora za turizam Hrvatske gospodarske komore), mr.sc. Tomislav Popović (predsjednik Uprave Maistra d.d.) te gospodin Ivan Pukšar (direktor turističke agencije Kompas). Skupu su se odazvali i prof.dr.sc. Boris Pirjevec, nastavnik Katedre za turizam u mirovini te dr.sc. Amelija Tomašević, vanjska suradnica na Katedri za turizam. Prisutnost velikog broj eksperata iz različitih djelatnosti koje čine sustav turizma omogućila je razmjenu iskustava i spoznaja koje su od iznimnog značaja za studente završnih

**REPORT ON THE ROUND TABLE AT  
THE DEPARTMENT OF TOURISM,  
FACULTY OF ECONOMICS &  
BUSINESS ZAGREB**

On the occasion of the 95<sup>th</sup> anniversary of the Faculty of Economics & Business, University of Zagreb, the Department of Tourism has organised a Round Table on the topic “*Education and labour market in tourism – are we on the same wavelength?*”. The Round Table took place on 19 November 2015 and gathered a number of distinguished invited guests alongside with the members of the Department of Tourism, many students majoring in Tourism and other interested students and faculty members.

Considering that the objective of the Round Table was to define the challenges and needs of the tourism labour market the invited experts, who are all highly positioned in the tourism system, exposed their own experiences and encouraged the students to devote themselves to acquiring knowledge and competences, and thus become more competitive on the labour market. The invited participants included Ms. Kristina Alerić (Deputy Director of the Croatian Employment Service), Mr. Igor Borojević (Director of the Sector for market research and strategic planning with the Croatian National Tourist Board), Sanja Čižmar, Ph.D. (Senior Partner with Horvath HTL Zagreb and external associate professor at the Department of Tourism), Mr. Krešimir Kučko (Chairman of the Board of Croatia Airlines), Mr. Željko Kukurin (President of the Board of Directors of Valamar Rivijera d.d.), Mrs. Lidija Mišćin (Secretary of Tourism Sector with the Croatian Chamber of Economy), mr.sc. Tomislav Popović (President of the Management Board of Maistra d.d.) and Mr. Ivan Pukšar (Head of Kompas tourist agency). The meeting was also attended by Professor Boris Pirjeves, long-standing and now retired member of the Department of Tourism,

godina studija koji će se uskoro susresti s različitim izazovima na tržištu rada.

Predstavnica Hrvatskog zavoda za zapošljavanje istaknula je da su u ovom trenutku vidljivi pozitivni trendovi u zapošljavanju u Republici Hrvatskoj, što se dijelom pripisuje sustavu naknada za rad bez sklapanja radnog odnosa i povećanju iznosa tih naknada. Također je naglasila da ekonomisti svih razina obrazovanja, premda u sustavu HZZ-a dominiraju, najbrže nalaze prvo radno mjesto. Međutim, predsjednici uprava hotelskih kompanija izrazili su zabrinutost zbog izraženog trenda iseljavanja mladih ljudi u druge države Europske unije zbog nemogućnosti pronalaska adekvatnog radnog mjesta u Hrvatskoj. Posljedica takve situacije jest nedostatak domaće radne snage tijekom turističke sezone, a dugoročno bi to moglo inicirati potrebu uvoza većeg broja strane radne snage, što bi se moglo odraziti i na kvalitetu pruženih usluga.

Svi pružatelji usluga u sustavu turizma usuglasili su se oko činjenice da su studenti Ekonomskog fakulteta – Zagreb najkonkurentniji prilikom prijave za radna mjesta u njihovim poduzećima te da su im znanja u području ekonomije i turizma na visokoj razini. Također je istaknuto da se u tim poduzećima, posebice u hotelskim, provode brojni treninzi i tzv. akademije s ciljem stjecanja specifičnih znanja i vještina na zaposlenike. Takve posebne edukacije u prosjeku traju do dvije godine i nakon toga zaposlenici su osposobljeni za obavljanje različitih zadataka koji im u konačnici omogućuju napredovanje na razini poduzeća. Pretpostavka ovog sustava je želja zaposlenika za učenjem i napredovanjem te predanost poslu.

Sudionici Okruglog stola usuglasili su se oko stava da zaposlenici koji svoju diplomu steku na Ekonomskom fakultetu Sveučilišta u Zagrebu raspoložu visokom razinom znanja. Do tog je zaključka tim lakše bilo doći jer su gotovo svi sudionici skupa svoje diplome stekli upravo na Ekonomskom fakultetu Zagreb, a danas se u svojim poduzećima na-

and by Amelia Tomašević, Ph.D., adjunct professor with the Department of Tourism. The presence of so many renowned experts from the different businesses in the tourism system facilitated a fruitful exchange of experiences and in-depth reflection that have both shown to be of exceptional significance for graduate students soon to be facing the different challenges of the labour market.

The representative from the Croatian Employment Service emphasized the positive employment trends in Croatia, which can partially be assigned to the system that allows labour benefits without the employment contracts and to the increase the amounts of those benefits. She also stressed that, although economics and business graduates at all levels are most frequent job seekers, they are the ones who find first employment in the shortest time period. However, the presidents of the hotel companies expressed their concerns regarding the distinct trend of young people leaving for other countries in the European Union due to the lack of adequate employment offers in Croatia. The consequence of this situation is the lack of domestic labour force during the tourism season, which in the long run could initiate the need for importing staff, and which in turn could also be reflected in the quality of the services.

All service providers in the tourism system agreed on the fact that the students of the Faculty of Economics & Business of the University of Zagreb are most competitive applicants in their companies and that their knowledge in the areas of economics and tourism is at a high level. It was also mentioned that companies, especially hotels, organise various training courses and their own academies with the objective of transferring the specific knowledge and skills onto their employees. The special training lasting two years on average qualifies the trainee-employees to perform the tasks that will eventually facilitate their promotion within the company levels. The system is based on the assumption that the employees

laze na najvišim pozicijama. Međutim, nedostatak trenutnog sustava obrazovanja leži u činjenici da studenti tijekom svog studija nemaju obvezu odraditi studentsku praksu. Stoga je zaključak skupa bio da je nužno jačanje suradnje koja bi omogućila studentima da znanja stečena na studiju primijene u poduzećima tijekom studentske prakse i na taj način skrate vrijeme potrebno za specifičnu edukaciju nakon što se zaposle. Primjeri dobre prakse iz Europe i ostatka svijeta pokazuju da takvi oblici suradnje između privatnog sektora i obrazovnih institucija daju dobre rezultate, stoga je tendencija s obje strane iznaći način za uspostavljanjem takve suradnje u budućnosti.

are keen to learn and develop at work, as well as that they are committed to their work.

The attendees of the Round Table agreed on the stand that the employees who achieve their degrees at the Faculty of Economics & Business, University of Zagreb possess a high level of knowledge. This conclusion was easy to draw as almost all the participants in the meeting were the alumni of the Faculty of Economics & Business of the University of Zagreb and today hold the highest positions in their companies. However, a disadvantage of the current education system lies in the fact that the students are not required to complete an internship programme during their studies. Therefore, the overall conclusion was that it is necessary to strengthen the cooperation with the corporate world which would enable the students to implement the knowledge gained during their studies in different companies through internship and thus reduce the time needed for specific training after being hired. The examples of good practice in Europe and the world indicate that such forms of cooperation between the private sector and the educational institutions generate good results. For that reason the tendency on both sides is to find ways of establishing such cooperation in the future.