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**THE IMPORTANCE OF THE QUALIFICATION OF THE STRAFF
FOR THE DEVELOPMENT OF THE TOURISM BUSINESS**

**LA IMPORTANCIA DE LA CUALIFICACION DEL PERSONAL
PARA EL DESARROLLO DE LOS NEGOCIOS TURISTICOS**

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Abstract

The personnel training and professional development of the tourism service staff is a trend related to the continuous improvement of the quality of the tourist services. The study of individual elements in tourism, the management of its development, planning, forecasting, analyzes and the evaluation of the degree of its development, require specific competencies, consequently, the corresponding professional qualification. The purpose of this report is to demonstrate that the business efforts should be focused on the continuous increase of the knowledge and skills related to the demand, supply and realization of the tourism services.

Keywords

Personnel training – Specific competencies – Language skills – knowledge

Resumen

La preparación del personal y el desarrollo profesional del personal de servicios turísticos es una tendencia relacionada con la mejora continua de la calidad de los servicios turísticos. El estudio de elementos individuales en turismo, la gestión de su desarrollo, la planificación, la previsión, el análisis y la evaluación del grado de su desarrollo, requieren competencias específicas, por lo tanto, la correspondiente calificación profesional. El propósito de este informe es demostrar que los esfuerzos comerciales deben centrarse en el aumento continuo del conocimiento y las habilidades relacionadas con la demanda, la oferta y la realización de los servicios turísticos.

Palabras Claves

Educación del personal – Competencias específicas – Competencias lingüísticas – Conocimiento

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Introduction

The study of individual elements in tourism, the management of its development, planning, forecasting, analyzes and the evaluation of the degree of its development, require specific competencies, therefore, the corresponding professional qualification.

The human factor is of great importance for the development and success of tourism. All workers and employees engaged in tourist services are called cadres. The cadres are the lively link between the tourists and the tourist offerings. Their role is specific because it is predetermined by the large relative share of services related to the provision of tourist services.

Developing

In the field of tourism, the concept of "staff" identifies the concept of "service staff". In the tourism system, the staff is divided into management / middle and management / and executive staff.¹ The managing staff are who occupy a smaller share in the overall structure of the tourism staff. Nevertheless, they play a significant role in the supply of the tourist product and the overall tourist services, because the manner and the style of leadership depend on the functioning of the overall organization and management of tourism. The executives are the ones on which the detailed execution of each of the services depend on and in practice they are the direct doers of the services:

- **Hotel staff** - administrators, receptionists, chambermen, piccolos, who are responsible for the pleasant stay in the accommodation
- **Catering staff** - waiters, bartenders, chefs. Success is product of enthusiasm, motivation and encouragement among the staff in your restaurant. When workers are motivated to work as a team, they feel independent and becomes more productive at work².
- **Information staff** - representatives of information centers or tourist organizations providing information about the settlement, the tourist attractions, transport links and services, additional excursions, etc.
- **Guides** - representatives of tourist organizations who care for the pleasure and the smooth conducting of the trip. A tour guide (U.S.) or a tourist guide (European) is a person who provides assistance, information on cultural, historical and contemporary heritage to people on organized tours and individual clients at educational establishments, religious and historical sites, museums, and at venues of other significant interest, attractions sites.
- **Animators** - take care of a pleasant stay in the accommodation during the day. Their activity is mainly related to the pleasant experiences of the tourists. The animator is responsible for planning, announcing and conducting animation programs at the tourist sites. He involves, motivates and helps tourists to participate in these programs. He must bge able to speak in a language the tourists understand and contributes to the maximum enjoyment of their free time.³

¹ M. Vodenska, Vvedenie v turizma, izdatelstvo MVBU. 2004.

² How To Manage Restaurant Staff To Get The Best From Your Team, <https://possector.com/management/manage-restaurant-staff>

³ <https://www.biznespraktik.com/files/812040B8.pdf>, Pridobivane na profesionalna kvalifikatsia "Animator v turizma", p.1

- **Transportation staff** - their function is very important, given that the transportation and transfer of tourists to the hotel and the tourist destination depends on this service. The necessity of the transport service also arises in the transportation of staff to and from the workplace, transportation of foodstuffs, building materials, fuels, etc.

There are some other types of staff whose activities and duties are directly related to tourism because they contribute to the realization of the tourist trip or the stay of the tourists but are not considered as tourist staff or they are the **untourist staff**. These are doctors or nurses in the hotel medical practices or in the large tourist complexes or the medical staff, water and sanitation specialists, electricians, maintenance services of various facilities, drivers of hotel vehicles, and security guards. As far as the foreign tourist flow is concerned, all of them are expected to speak at least one foreign language at a good level.

All these staff represent the organizational structure of tourism. The overall functioning of the tourist process depends on the way they work, their competences and their professional skills. The higher the level of overall tourist services, the greater the economic and social efficiency of tourism development.

If we look at the definition of "labor", it is simple - which does not require special knowledge and skills and working habits or it is the unskilled labor. When a person has specific knowledge and applies special professional skills when performing a particular activity, then he / she is qualified. This also applies to the field of tourism, although some of the secondary activities in this area still do not require qualification. The vocational training and the work habits occur most often in demand and supply activities or in the first communication of the tourist with the hotel representatives or with travel agencies, i.e. with the executive staff. Their performance depends on the degree of satisfaction of the tourist. Therefore, in no case can we say that the work of this kind of personnel is simple.

It can not be argued that since the executive staff are mainly involved in the realization of the tourist process, the role of the management in tourism is not decisive. Managers are also expected to have professional skills, although their work remains hidden. They do not come in direct contact with the tourists. For example, in a hotel, if everyone in the chain performs impeccably their work, from the bell, through the controller responsible for the timely accommodation of the tourists, to the chambermaids who take care of the quality of the hotel room every day, and this is the manager who bears the responsibility about that.

The work of cadres in tourism affects different sectors and sub-sectors in the economy or the material sphere, as well as the intangible or the service sphere. For this reason, it is varied, as varied are the duties of the individual cadres, which Hadzhinikolov divides into several groups⁴.

Of particular importance are services related to catering and the accommodation of the tourists, followed by transport services accounting about 70% of the supply.

Of greatest importance for raising the level of the tourism personnel is their education. The relatively high proportion of graduates – staff with primary and primary

⁴ Hr. Hadzhinikolov, Ikonomika I planirane na turizma, SU "Kliment Ohridski". 1988.

education - is not balanced. For the last twenty years in Bulgaria, the Bulgarian tourism cadres have been preparing in colleges and universities in all Bulgaria, such as Varna, Burgas, Sofia, Shumen, Blagoevgrad, Plovdiv, Kyustendil. But it is still necessary to start the training in the secondary education by increasing the number of the practical classes in out-of-school time.

First group	Professionals involved in the supply of materials in the area of material production
Second group	Occupied in the catering in restaurants - chefs, waiters, bartenders, saloon managers
Third group	Those employed in the hotel and in the service sector
Forth group	The employees in the additional services within the tourist complex - spa, hairdressing saloons, cosmetics, dry cleaning, laundry and ironing, landscaping and maintenance of the complex.
Fifth group	Employees in the transport sector associated with relocating and transferring tourists to the tourist sites, as well as transporting goods for consumption.
Sixth group	Employed in the field of services such as maintenance and repairs.
Seventh group	Tourist agents - agencies and information offices - agents, organizers, guides, mountain guides.
Eighth group	Those engaged in providing a pleasant stay and entertaining tourists - orchestras, musicians, singers, artists, masseurs, animators, fitness instructors and others.

Table 1

Groups of the cadres engaged in the tourism service:

Source: Hadzhinikolov, Hr. Ikonomika I planirane na turizma, SU "Kliment Ohridski", 1988

Another, I would say, a basic indicator of the level of the staff is the foreign language education. This is especially true for those positions that require first and direct contact with foreign tourists. Practice in our country shows that the level of knowledge of a foreign language in the management cadres as well as in the 7th group (see Table 1) is relatively good, but this cannot be said for many representatives from 1st to 6-th Group. Good language skills are an asset not only in sales, contracting, marketing. They are necessary in all commercial activities. Investment in language training are of the interest of each company⁵.

The objective reason for the shortage of language-qualified staff is still seasonality. Hired tour guides for the winter season, for example, have no certainty that they will remain on a labor contract during the summer. There is no need for high linguistic knowledge and professional qualification by people, since they are not guaranteed a year-round work. While there is seasonality, there can be no good prospects.

The improvement of the personnel in tourism and their qualification are a factor that also affects the productivity of labor. Another important factor is the material stimulation, especially as regards the amount of the wages, because it should cover and reflect the actual labor expended. Fair remuneration and material and moral incentives can increase the productivity.

⁵ L. Ivanova, "Language competences – an important element in the business management", Entrepreneurship, Issue 2 (2015): 178.

Conclusion

Continuous changes in tourism are influenced by the constantly changing wishes and interests of tourists, as well as many external factors such as economic situation, political stability, technologies on which tourism cadres can not influence but can help achieve high quality of service. High-quality training and professional skills by staff can contribute to pleasant customer experiences and make them feel comfortable during their stay. The question of the competences of the trainees in tourism will continue to be a leading topic. At different levels and with the help of the various engaged sides, an adequate and timely solution must be found to overcome the inconsistencies between the labor market (demand), the education (supply) and the realization of tourism services.

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