

The Perspectives of Romania Hospitality Employment

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Abstract *Hospitality industry is formed by accommodation, restaurants services and travel and consists especially in lodgings and food and beverage activities. The Hospitality employment represents a vital force for this type of business, as services offered to the tourists cannot be touched (intangible) and are consumed at the same time in which are produced (perishable). The skills of the hospitality employment can create benefits and added value for the hotels and restaurants due to the fact that tourists are looking for personalized services, helpfulness, counseling, guidance, friendliness, cleanliness, and consideration. The present paper analyzes the evolution of the Romania Hospitality employment and highlights the importance of women working in this domain of activity for the development of tourism in our country.*

Key words Hospitality, employment, hotels, food and beverage

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1. Introduction

The hospitality industry unrolls activities of lodging and food and beverage for the travellers. Hospitality industry provides tourists more than a place to sleep and eat, but also entertainment and recreation services. Essentially, “hospitality” means social interactions and kindness in welcoming guests or strangers (Wearne and Baker, 2002). Travel and Tourism generated 292 million jobs, and tourism’s participation to employment is estimated at 10% of the overall number of jobs worldwide (direct and indirect) according to the World Travel & Tourism Council (2017).

In the marketplace there is a saying: “*business is people*”, nothing more true in the hospitality sector. Why?, because the needs of travellers consists also in interaction with people working in hotels and restaurants. Tourists are travelling for business or pleasure and require different tourism services, but above all they want recognition, smile comforts, help, cleanliness, knowledge, empathy and friendship.

2. Literature review

The hospitality industry provides services like accommodation, food and beverage and other particular services (transportation and entertainment) to the customers. The accommodation area includes hotels, motels, bed and breakfast, and other lodging businesses. The food and beverage area covers restaurants, bars and cafes, fast food chains, and others food and beverage establishments. The food and beverage services could be included in a hotel or stand alone at the tourism destination. The travel and tourism sector provides services like transportation (airlines, trains, and cruise ships). The travel industry includes air travel, trains, buses, coaches, taxis, and cruise ships. On the other hand, tourism represents the temporary movement of people to destinations outside the places where they normally live and work, and their activities at these destinations (Pender, 1999). These days, the services offered by the hospitality industry enclosure all forms of transportation, accommodation, dining, drinking, recreation and entertainment.

One of the most specific strategies for tourism industry is the formation of *dual labour markets* inside hotels and restaurants companies (Shaw and Williams, 2002). The dual labour tourism markets are the core labour group and the peripheral workers. The core employees are permanent and working full-time, with jobs security and high earnings, doing a flexible work (willing to move between different tasks). The core

employees represent the managerial and professional staff with specific tourism skills. The peripheral workers are grouped around the core with jobs less secure, part time and seasonally contracts.

The hospitality employment encompass the hotel managers, the front office manager, the food and beverage manager, the financial and accountable manager, the concierge, the receptionist, the housemaid, the chefs, the waiters, the curriers, the laundry staff, the events planners, the bell boys, the stewards, the hostess and so on.

Table 1. The list of the main jobs in hospitality industry

<i>Employees in a hotel</i>	<i>Employees in a restaurant</i>
<i>Hotelier</i> (hotel manager or/and the hotel owner)	<i>Restaurateur</i> (Restaurant manager and/or restaurant owner)
<i>Front office manager</i> (in charge of front desk service)	<i>Chefs</i> (preparing food)
<i>Concierge</i> (help people staying in a hotel by dealing with problems, finding solutions and giving them information, books tickets for shows)	<i>Maitre d'hôtel</i> or the <i>headwaiter</i> (in charge of all the other people who serve food)
<i>Receptionist</i> (check-in and check-out activities)	<i>Waiter</i> (brings food and drink to your table in a bar, restaurant or café)
<i>Commissionaire</i> (delivering messages)	<i>Hostess</i> (welcoming customers in a restaurant and take them to their table)
<i>Bellboy</i> (carrying tourists luggage to their rooms)	<i>Dishwasher</i> (washes dishes in a restaurant)
<i>Doorman</i> (in charge of the entrance, opens doors)	<i>Barista</i> (preparing coffee in bars or cafes)
<i>Housekeeper</i> (cleaning rooms and manage the staff who do this)	<i>Barman</i> (making cocktails)
<i>Maid</i> (cleaning rooms)	<i>Bartender</i> (in charge with drinks at the bar, serving drinks)
<i>Valet</i> (parking cars)	<i>Steward</i> (takes care of the restaurant's dishes)

Source: Created by the author after Macmillan dictionary

The hospitality sector needs a skilled workforce with high education for senior management and middle-class education for executions functions. The hotels and restaurants workforce possess certain characteristics which can be found only here, for example: working under a lot of stress, “on continuous fire”, standing up all the time, precision, attention, multi-tasking capacities, attentive to detail, confident, to manage time, to have people skills, to speak fluently, foreign languages (critical to front-desk tourism jobs), likeable, and sometimes when everybody enjoys at a party, the hotels and restaurants employers need to work.

3. Methodology of research and data analysis

First it will be analyzed the evolution and the share of what represents hotels and restaurants employment from the total employment in Romania. During 12 years (2005-2016), the hotels and restaurants employment showed slightly fluctuations with steady increase in 2014 (+3%), 2015 (+3%) and 2016 (+10%). In 2005, there were 151,000 employees in hotels and restaurants business and in 2016 reached 205,000 employees. The industry of tourism developed rapidly and there is a real need for specialized workforce. The hospitality industry represents a big consumer of workforce because every activity implied the direct interaction between clients and personnel.

Table 2. The evolution of the hotels and restaurants employment in Romania between 2005 and 2016

Years	Hotels and restaurants Employment (thou persons)	Change in chain (%)
2005	151	
2006	143	-5
2007	137	-4
2008	154	+12

Years	Hotels and restaurants Employment (thou persons)	Change in chain (%)
2009	165	+7
2010	180	+9
2011	185	+3
2012	186	+1
2013	175	-6
2014	181	+3
2015	186	+3
2016	205*	+10

* provisional data

Source: Collected data from Romanian statistical yearbook, editions 2006-2016 and Romania in figures (2017)

The average values of the data series for the analyzed period of time are: the mean 171,000 (meaning that about 171,000 employees worked in hotels and restaurants in Romania between 2005 and 2016), the average annual growth was nearly 5,000 employees, and the increase 2016/2005 was 35.8% (meaning that in 2016 there was with 35.8% more employees in hotels and restaurants that in 2005).

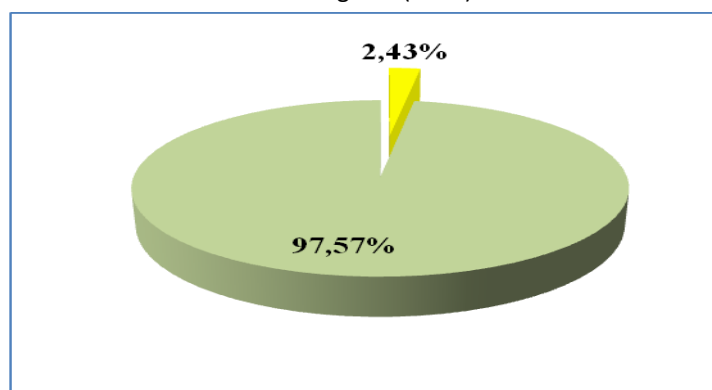
Regarding the Romania hospitality industry, in 2016, around 200,000 people worked in this industry, representing 2.43% from the total employment. Hotels and restaurants is a low-paid industry and require low-skilled, so this might be the reason for lower percent of people working in hotels and restaurants in Romania.

Table 3. Employment evolution in Romania between 2005 and 2016

Years	Hotels and restaurants employment (thou persons)	Total employment (thou persons)	Share (%)
2005	151	9147	1.65
2006	143	9313	1.54
2007	137	9353	1.46
2008	154	9369	1.64
2009	165	9243	1.78
2010	180	9240	1.95
2011	185	9138	2.02
2012	186	9263	2.00
2013	175	8549	2.05
2014	181	8614	2.10
2015	186	8535	2.18
2016	205*	8449	2.43

*, provisional data, estimated value

Source: Collected and calculated data from Romania in figures (2017)



Source: author representation and calculation

Figure 1. The share of the hotels and restaurants employees from the total employment in Romania in 2016

The personal skills and social skills of the tourism employees affect the business goodwill, as the first impression is crucial; can build loyalty to the hotel brand. The personal skills involves personal hygiene, clean clothes, uniforms that reflects the company image, jewellery must be kept to minimum, conforming to a style of dress and attendance. The social skills mean that employees must interact with tourists in a confident and friendly manner. The social skills encompass eye contact, welcoming smile, willingness to listen, helpfulness, to smile often, respect for the client (Holloway, 2009).

Second it will be examine the evolution of woman employees in hotels and restaurants in Romania, as an important indicator for hospitality sector, in which tourists are an essential ingredient and the interaction between tourists and personnel, ensure the tourist product satisfaction.

Table 4. The percents of women employees in hotels and restaurants in Romania

Years	Hotels and restaurants employment (thou persons)	Of total, women: (%)
2005	151	65.4
2006	143	63.2
2007	137	65.9
2008	154	65.2
2009	165	63.7
2010	180	59.7
2011	185	60.3
2012	186	61.6
2013	175	60.9
2014	181	63.1
2015	186	59.9
2016	205*	62.2

Source: Collected data from Romanian statistical yearbook, editions 2006-2016 and provisional data from Romania in figures (2017)

Regarding hotels and restaurants sector, the number of working women increased greatly, growing from under 59.7 percent of the Romania workforce in 2010 to more than 62 percent by 2016. The trend away from the traditional family has created a demand for food prepared in restaurants, as women working hard do not have the time to prepare meals (Kotler, 2006). Important steps have been made in providing security for women at work and avoid misbehaviour from the part of male manager.

The hospitality industry has been considerate a male dominated because the hotel and restaurants business require a flexible schedule, is time and energy consuming, is extremely intense, request relocation (for develop a new hotel-chain), demands for female a choice between career and family. The women's abilities to lead determine them to have career opportunities and to gain leadership roles in hospitality industry. The rapidly expanding of the hospitality industry and the advances in technology also help female to earn more senior management roles.

Women's involvement in leading tourism activities represents a modern vision and a change of perception of the entire society. Merits recognition and increasing self-confidence are two essential factors in tourism workforce development. A team of satisfied employees will lead to satisfied customers, which will lead to the creation of wealth for the hotel company.

In Romania 62 per cent of the tourism workforce are women; deploying most jobs involving serving people, cleaning rooms, hostess, entertainer and babysitter. In hotels and restaurants, women tend to work in subordinate posts such as housekeeping, hostess, waitress, receptionists, for short-term because the industry is mainly seasonal.

4. Conclusions

In Romania, in 2016, hotels and restaurants industry generated 205,000 jobs of the 8,449,000 jobs in the country, supporting 2.43% of the Romania's total employment base. Between 2005 and 2016, the hotels and restaurants employees grew slowly, from 151,000 in 2005 to 186,000 in 2015 and reaching

205,000 in 2016. The per cent of women working in hotels and restaurants in 2016 were almost 62% from the total employees. Employees must interact with tourists in a confident and friendly manner. The social skills encompass eye contact, welcoming smile, willingness to listen, helpfulness, respect for the client, and friendship. The modern vision, the change in perception and the involvement have conducted women in managerial positions in hospitality industry.

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