

THE HUMAN RESOURCES IN THE TOURISM OF THE BISTRITA-NASAUD COUNTY, ROMÂNIA

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Abstract

The study aimed to analyze the employment evolution in tourism sector of Bistrita-Nasaud County during 2011 – 2015 both in terms of quantity and quality. Therefore, the following indicators were taken into consideration and analyzed: civilian occupied population in the county economy by gender, average number of employees, number of employees by gender and activities, nominal average income gross, share rate of occupied population in tourism industry. The results showed that in the analyzed period, 2011 – 2015, the employment in tourism industry recorded an ascendant trend, which can be considered a sign of activity growth in this sector. Also, the salary earnings in this sector of activity increased during period 2011 – 2015.

Key words: labor force, human resources, tourism

INTRODUCTION

Bistrita-Nasaud County is located in the North of Romania and includes 62 administrative units of which: 1 municipality, 3 towns, 58 communes and 235 villages.

In the rural tourism development, human resources have an important role.

Besides the technical endowment, tourism activity requires the presence of human resources, a factor that ensures the other components functionality of the offer.

Non agricultural sectors are less developed in the rural communities and oblige mainly young people to look for jobs in the cities or to emigrate in the other EU countries. [2]

In this respect, the present article is a study case in Bistrita Nasaud County including a quantitative analysis of human resources in tourism during 2011 - 2015 in order to identify the influence of labor on the development of tourism and agro tourism in the area.

MATERIALS AND METHODS

The following indicators were analyzed: civil occupied population by national economic activities and gender, average number of

employees by economic sector, the number of employees splitted by gender and activities from national economy and the medium monthly gross earning by national economy activities.

The average annual growth was calculated by the following formula $r = \sqrt[n]{\prod (p1/p0)} - 1$; which: $\prod p1/p0$ = growth chain indicators. The trend was calculated by: linear equation $Y=ax+b$; quadratic $Y= ax^2+bx+c$ and power function $y=Ax^b$, in which Y is the analyzed phenomenon, a,b,c= coefficients and t=time. The data presented and analyzed in the present study were provided by the National Institute of Statistics of Romania for the period 2011-2015.

RESULTS AND DISCUSSIONS

According to the balance of labor methodology, the employed population includes all the people who have an income generating occupation, which habitually is included in one of the national economic activities, being employed in an economic or social activity, based on a work contract or independently (on their own) in order to obtain income in the wages, payment in kind etc.

During the period 2011 – 2015, concerning the civil occupied population in Bistrita-Nasaud County in economic activities and tourism industry, by gender it can be observed that from the total county's labor force an important part is engaged in the tourism activity, respectively in hotels and restaurants. In 2012, it was recorded the highest number of 131.7 thousand people occupied civilian population at the county level. Of this number, 2,400 are people who work in "hotels and restaurants". If in 2011, there were 2,100 people involved in tourism activity, in 2015 this number increased to 2,500 persons, the growth recorded in the period under review being a significant one: 4.46% (Table 1).

Table 1. The occupied civil population at Bistrita-Nasaud county level, by economic activity and gender during 2011 – 2015 (thousand persons)

Year	Total occupied civil population at county level	of which: females	Occupied civil population in hotels and restaurants	of which: females
2011	127.0	61.3	2.1	1.7
2012	131.7	63.2	2.9	2.4
2013	130.2	60.5	2.1	1.6
2014	128.8	60.0	2.5	1.8
2015	129.1	60.1	2.5	2.0
Annual growth rate %	0.41	-0.49	4.46	4.15

Source: Processed data from <http://statistici.insse.ro> [1]

This increase is also even more important at the county level, where the total economic activity rate was only slightly upward (0.41%).

The overwhelming share of females among workers in the tourism is due to the specificity of the activity in this area where, in most sectors, are traditionally required skills specific to women.

The evolution of occupied civil population at Bistrita-Nasaud county level during 2011 – 2015 is also illustrated in Fig.1.

Regarding the average number of employees it can be noticed a larger number of the occupied civil population employed in the tourism sector, year by year during the period 2011 – 2015 (Table 2).

If in the 2011, the average number of employees accounted for 54,045, in 2015, it reached 60,053 persons, by 6,008 employees

more compared to the reference year 2011.

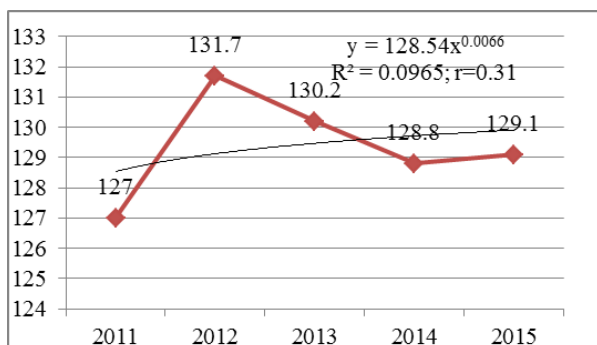


Fig. 1. The evolution of occupied civil population at Bistrita-Nasaud county level during 2011 – 2015
 Source: Processed data from <http://statistici.insse.ro>

Table 2. Average number of employees in Bistrita-Nasaud County

Year	Average number of employees at county level (Persons)	of which: in hotels and restaurants (Persons)
2011	54,045	1,365
2012	56,482	1,494
2013	56,734	1,411
2014	57,639	1,455
2015	60,053	1,557
Annual growth rate (%)	2.67	3.34

Source: Processed data from <http://statistici.insse.ro> [1]

The evolution of occupied civil population in tourism industry in Bistrita-Nasaud county level during 2011 – 2015 is also illustrated in Fig.2.

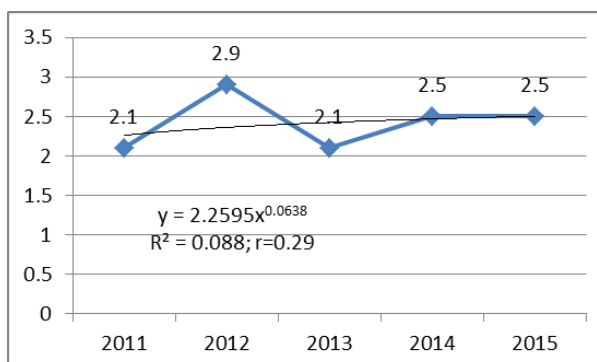


Fig. 2. The evolution of occupied civil population in tourism industry in Bistrita-Nasaud county during 2011 – 2015
 Source: Processed data from <http://statistici.insse.ro> [1]

Therefore, the growth rate of employment in Bistrita-Nasaud county was by 2.67% higher in 2015 compared to 2011.

The same ascending trend recorded by total economic activities was also found in tourism industry, where the rate growth in this segment in Bistrita-Nasaud county was even

higher (+3.34%).

The evolution of the average number of employees in Bistrita-Nasaud county during the period 2011 – 2015 is also illustrated in Fig.3.

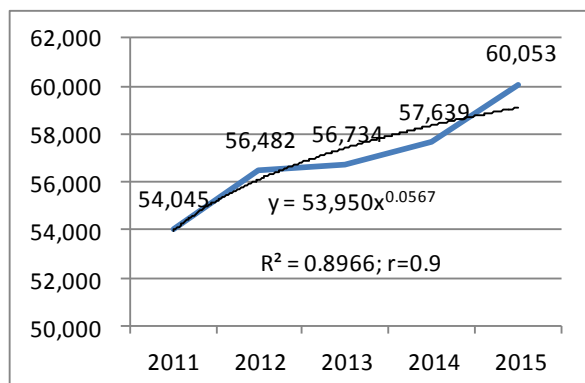


Fig. 3. The evolution of the average number of employees in Bistrita-Nasaud county
Source: Processed data from <http://statistici.insse.ro> [1]

Regarding the average gross income presented in Table 3, it can be observed that in Bistrita-Nasaud county in the tourism industry is below the national average in the analyzed period.

If at national level in tourism industry, the monthly average gross salary was 1,474 Ron, in Bistrita-Nasaud county, it was 1,152 Ron in 2015.

Regarding the gross medium salary in Bistrita-Nasaud county during 2011 – 2015 it was recorded an important growth. Considering that the inflation rate in the last 2 years was 1.1 % in 2014, in 2015 it was recorded a deflation (-0.6 %).

Table 3. The annual growth rate of monthly nominal gross income in turism in the period 2011 – 2015 in Bistrita-Nasaud county

Economic sector	Region	MU	2011	2012	2013	2014	2015
Total economic activities	Romania	Ron/month	1,980	2,063	2,163	2,328	2,555
	Bistrita - Nasaud County	Ron/month	1,508	1,570	1,641	1,742	2,041
of which: hotels and restaurants	Romania	Ron/month	1,139	1,148	1,214	1,300	1,474
	Bistrita - Nasaud County	Ron/month	894	954	959	1,046	1,152

Source: Processed data from <http://statistici.insse.ro> [1]

In addition to the quatitative aspects, the relation of tourism with human resources can be also analyzed from a qualitative point of view taking into account the following

aspects: professional qualification, personnel fluctuation, employment type: undetermined or determined by a period labor contract (part time or full time labor contract).

The evolution of the average gross income in tourism industry in the period 2011 – 2015 is illustrated in Fig.4.

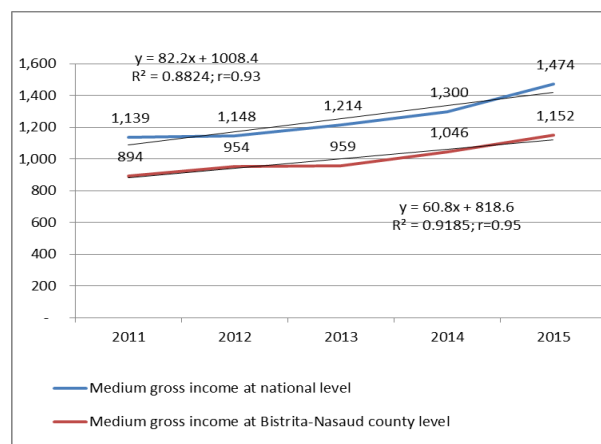


Fig. 4. The evolution of the average gross income in tourism industry in the period 2011-2015 [1]

Analyzing the structure of employees from Table 4, it can be noticed that the part time employment in turism industry is higher than in the general economic activities.

When it is the choice of workers part-time jobs can be viewed as positive; they do provide significant benefits, particulary for people who are looking to earn money in various ways, for those looking for flexibility in their work schedules, for a supplementary incometo that of their main job, or for a start in the labour market, etc. [4]



Fig. 5. The evolution of the share of part time employment at national level and in tourism sector (%)
Source: Processed data from <http://statistici.insse.ro>[1]

Table 4. The number of employees by employment type (full – time or part – time) at national level and in tourism industry during the period 2011 – 2015

Specification	MU	2011	2012	2013	2014	2015	2015/2011 %
Total economy	Thousand persons	5,697	5,734	5,743	5,850	6,062.2	106.41
of which: full - time	Thousand persons	5,652	5,689	5,701	5,809	6,015.8	106.43
of which: part - time	Thousand persons	45.54	45.16	42.86	41.11	46.50	102.10
<i>Part - time share %</i>	%	<i>0.80%</i>	<i>0.79%</i>	<i>0.75%</i>	<i>0.70%</i>	<i>0.77%</i>	-
Total accomodation and food service sector	Thousand persons	162.3	163.3	165.4	170.9	177.1	109.11
of which: full - time	Thousand persons	159.8	160.8	163.3	168.6	174.4	109.13
of which: part - time	Thousand persons	2.5	2.5	2.1	2.3	2.6	104.00
<i>Part - time share %</i>		<i>1.54%</i>	<i>1.51%</i>	<i>1.29%</i>	<i>1.34%</i>	<i>1.48%</i>	-

Source: Processed data from <http://statistici.insse.ro> [1]

The temporary nature of employment in tourism but also other aspects already mentioned are reflected in the relatively high cost (comparable, according to some authors, with the industries with a high level of technicity) creating a work place in tourism and its maintenance. [3]

CONCLUSIONS

In the analyzed period, the population employed in the tourism sector of the county of Bistrita-Nasaud has peaked in 2012, and later fell to 2015.

A similar trend is recorded at the level of employees, part of the wider concept of the occupied civilian population.

Earnings recorded successive increases year by year in the period 2011 – 2015. It is about the real gain, given the fact that inflation has been steadily declining over the past 3 years, and in the year 2015 it recorded even deflation (-0.6%) due to lower VAT.

From the analyzed figures, we can conclude that the economic branch of tourism has recorded an ascending curve in the last 3 years, both nationally and in the county of Bistrita-Nasaud.

An indicator of the growth in tourism industry can be considered the higher workforce need in this sector.

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