

## Preparation of Resources through High Education for the Labor Market in Tourism and Hospitality Case Study: University “HaxhiZeka” in Peja (Kosovo) – Faculty of Management in Tourism, Hospitality and Environment

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### Abstract

*Tourism presents a complex activity with socio economic character in economic activities and branches. Tourism is a very important activity in our state economy and in the recent years is becoming an important economy sector. Its development and quality would not be possible without proper human resources. Main factors in tourism success are the human resources that through the high education become qualified managers in tourism and hospitality industry. In the circumstances of the new economy, knowledge based economy; human capital embodied in Kosovo population is the most important state asset. This document tackles the issue of human resources education (managers) in the sphere of tourism and hospitality, as well the cooperation with touristic operators and the issue on how capable is one degreed manager to manage the sphere of tourism and hospitality in our country. This cooperation between high education (faculty) and the labor market is important especially in the process of standard development and new study programs, in guarantying proper conditions for practical trainings, in practical qualification of human resources, in defying the specialists needed for the labor market. Methodologies used for this document are based in scientific available literature, documents that deal with high education in Kosovo as well available concrete surveys with students related to the subjects. Results of the outcomes deal with: how educated will new generations be through the faculty (MTHM) and how much they will be able to approach the labor market as new managers in the field of tourism and hotels.*

**Keywords:** *Tourism, manager, higher education, study program, economy.*

### 1. Introduction

Nowadays tourism is one of most massive globe phenomenon's. Although the tourism history is not so old, tourism faced a rapid development dynamics and very quickly involved many countries and populations (Dh.Doka, 2009; B.Draçi, 2009).

Modern society and tourism represent two terms tightly connected. As one of biggest occurrence in the society, tourism is not only a mirror of its development but it also is the expression of production and society relation that dominate in the society.

Although the human kind is still facing unsolved economic and social problems, every fifth globe habitant is involved in tourism. Tourism as occurrence is expressed in different circles and forms as well different intensity. But everywhere the tourism occurs he is a cause or consequence of improvement of economic conditions (R.b Imeri, 2010; M.Zendeli, 2010).

As general and essential goal of tourism development in the period of after war in Kosovo it's highlighted a rapid socio economic development in activating of the existing important touristic resources that effect the income increase in Kosovo, where employment and importance of production are an important component, especially in those municipalities that have touristic resources.

Having the employment of the new generations as a starting point there exist education programs in high education. Through these programs new specialized people are prepared for fulfilling the tasks of tourism and hospitality in accordance with the labor market in Kosovo and also students are prepared for higher managerial positions with adequate skills, capabilities and competences. In the new economy conditions, knowledge based economy, as human capital is embodied in Kosovo population which is most important economic asset in the country.

As in the other countries, the success of the education system in Kosovo in offering the key skills requested in the labor market will be an important factor for future economic development. Improvement of the education standard

stimulates directly the economic development through its effect in the employee productivity. Furthermore educated/qualified work force is more flexible and as a consequence it replies better to the needs of change in Kosovo and European economy (A.Hoti, 2004; N.Adnett, 2004).

## 2. High Education in Republic of Kosovo

Republic of Kosovo has the youngest population in Europe and the human capital is seen as the most important wealth that will support the future Kosovo development. The high education is facing an intensive increase of student number, but the budget allocations, investments and the number of academic staff is not following the development rhythms. High education in Kosovo involves private and public institutions of high education. Although Kosovo is not officially part of Bologna Process, all the institutions of the high education (with exception of American University of Kosovo) respect the Bologna instructions. Kosovo Accrediting Agency leads the accreditation process in all the high education institutions. The system of high education functions based on the Law for High Education approved in 2002, which is nowadays being reviewed, and based on the High Education Strategy with point of reference set for the period of 2005-2015.(Strategic Education Plan in Kosovo, 2011-2016).

## 3. History of the Faculty

Faculty of Management in Tourism, Hospitality and Environment (FMTHE) will be as successor department of Management in Tourism and Hospitality (1969-1975) that has been part of the Commercial High School, this school founded in 1960 as a two-year higher education institution. This school was founded in 1960-s as an institution of higher education (two-year academic studies). During this period, in the department of Management in Tourism and Hospitality (MTH), have studied and graduated students from different nationalities and religions as Albanian, Bosnian, Serbian, Roma, Croatian, etc. Here is the number of enrollments and graduates from 1972 - 1975, the last three academic years MTH existence under framework Commercial High School.

**Table 1:** Enrollments and graduates from 1972 – 1975

<b>Two-yers study program Commercial High School department MTH</b>	
<b>Akademc Year 1972/1973</b>	
Number of Registered Students	Number of Graduaded students
185	64
<b>Akademc Year 1973/1974</b>	
Number of Registered Students	Number of Graduaded students
104	15
<b>Akademc Year 1974/1975</b>	
Number of Registered Students	Number of Graduaded students
162	54

In the academic year 2001/2002 High School of Commerce was reformed according to the model of the Bologna Declaration and in the same year the University of Prishtina Senate approved teaching plans by this statement bachelor level. During this time the school was renamed in Business School and then in the akademik year 2004/2005 at the Faculty of Applied Sciences in Business. In the same period of 2001/2002 Department of Tourism and Hospitality Management was reopened which today operates as Faculty itself.

FMTCE under the framework of the Public University "HaxhiZeka" in Peja (UPP), is responsible for fundamental studies and other requirements set by the Law on Higher Education and the Statute of the UPP.

## 4. The Organizational Structure of the Faculty / Faculty Organizational Chart

FMTHE is guided by the Dean as the highest governing body. The Faculty Council is chaired by Dean and has the following composition: Dean, Deputy Dean, Secretary of the Faculty, ten members - profesors, four assistants, advisor for ECTS and two students. Secretary of the Faculty is the head of the administrative staff. As we have noted above that FMTHE has five departments.

Number of places for study

**Table 2:** The number of students in existing programs

Department: Management in Tourism and Hospitality			
Number of students		M	F
631		415	216

**Table 3:** New students in the academic year 2011/2012

Department: Management in Tourism and Hospitality			
Number of students		M	F
219		120	99

**Table 4:** Total number of students in the academic year 2011/2012

Department: Management in Tourism and Hospitality			
Number of students		M	F
850		535	315

**Table 5:** Number of students and graduated students from previous years

Bachelor	
<b>Akademic year 2008/2009</b>	
Number of Registered Students	Number of Graduaded students
564	246
<b>Akademic year 2009/2010</b>	
Number of Registered Students	Number of Graduaded students
808	185
<b>Akademic year 2010/2011</b>	
Number of Registered Students	Number of Graduaded students
1214	236

Today in this faculty only in the first year 2012/2013, registered 200 regular students and 80 part time.

#### 4.1 Labor market

After the university graduation in FMTHE, department of Tourism and Hospitality Management, the student will be capable to:

- Apply the essential managing activities in the field of Tourism and Hospitality.
- Apply managing skills and techniques in different contexts.
- Knows and understands the global managing architecture and corporate management in the field of Tourism and Hospitality.
- Use of modern technology to increase the individual and group performance and the organizational and businesses competitive skills in the field of Tourism and Hospitality.
- Has essential knowledge that deals with planning and management in the field of tourism and hostelry.
- Works effectively individually, in the team and multi-disciplinary environments and is ready for lifetime learning.
- Communicates in effective way and reflects in critical manner in the field of discipline and with wide society.

As a result of successful completing of elementary studies in the profile of Tourism Management, the student gains the title of Science Bachelor.

## 5. Working Methodology

Methods used for the document are based on the scientific available literature; legal documents from the field of tourism and relevant fields, as well the researches and concrete student surveys in the fifth semester (winter semester) in the academic year 2013/2014 in FTHME.

The number of surveyed students was 52, and based of the surveys we can see their perceptions regarding the careers and how pleased they are with existing labor market in our country.

Working methodology present the combination of:

- a) abstract- theoretical parts based on the study of the scientific literature
- b) Analysis of the existing strategic documents
- c) Empirical part, through the analysis of the existing situation in the high education and based on the surveys and empirical data's available.

	Frequency	Percentage
<b>- Your gender?</b>		
Male	30	57.7
Female	22	42.3
<b>- Your grade of education?</b>		
Bachelor	52	100
Master	0	0
Doctor of Science	0	0
<b>- Why did you choose this study program?</b>		
It was your wish	45	86.5
Because you can profit	1	1.9
It was your parents recommendation	5	9.6
You have a business in field of tourism	1	1.9
<b>- Do you have knowledge of the programs in your direction?</b>		
Yes	52	100
No	0	0
<b>- From your professional view what is your evaluation, do they meet your expectations?</b>		
Good	24	46.2
Very good	24	46.2
Needs improvement	4	7.7
<b>- Do you think on continuing deeper studies in this study program after the actual studying?</b>		
Yes	52	100
No	0	0
<b>- Where would you like to be employed after the study completion?</b>		
Public institutions	1	1.9
Touristic business	21	40.4
Touristic agency	11	21.2
Hospitality	19	36.5
<b>- Tourism development has its positive and negative sides during its activities</b>		
Uses water and natural resources without any criteria during the peak season	17	32.7
Caused noise is continuous disturbance for the habitants in the touristic zones	10	19.2
Damaging of the public spaces from irresponsible tourists	9	17.3
Increasing of the road traffic causes environmental and acoustic pollution	14	26.9
More road accidents from strangers that do not know well Kosovo roads	2	3.8
<b>- As for this moment did you complete study practices during your studies? How many?</b>		
20 hours	0	0
40 hours	0	0
60 hours	52	100
<b>- How informed are you on the tourism field?</b>		
Very informed	19	36.5
Informed	28	53.8
Not so informed	5	9.6
Not at all informed	0	0
<b>- By having in mind the tourism development, in your opinion what are the main factors in tourism development?</b>		
Infrastructure	9	17.3
Security and safety	10	19.2
Resource education	21	40.4

Political stability	6	11.5
Touristic product and its quality	2	3.8
Promotion of our touristic product	3	5.8
Modern touristic environments and on different types	1	1.9
<b>- As a student, please give your opinion on Kosovo priorities for tourism development?</b>		
Mountain tourism	44	84.6
Cultural tourism	1	1.9
Cure tourism (Spa's)	4	7.7
Rural tourism	3	5.8
<b>- During your studies or before, did you visit any touristic place?</b>		
Hospitality	29	58.8
Cultural monuments	2	3.8
Touristic resources	0	0
Family tourism	5	9.6
Touristic agency	16	30.8
Public institutions that are dealing with tourism	0	0
<b>- What do you think, which of touristic HR are specialized (have adequate education in the Hospitality field) for their working position</b>		
Manager	17	32.7
Waitress	1	1.9
Bar tenders	0	0
Cooks	2	3.8
Receptionists	0	0
Supportive staff	0	0
Cleaning personnel	1	1.9
Guides	0	0
None of these	31	59.6
<b>- On your opinion, in what situation is the faculty you are studying, in which of the bellow mentioned elements is the quality of lecturing and student preparation improving?</b>		
Programs	5	9.6
Teaching	4	7.7
Professional practices	28	53.8
Literature	12	23.1
Knowledge evaluation	3	5.8
Faculty staff	0	0
<b>- Do you believe that after the study completion for a manager you can be employed in the field of tourism and Hospitality ?</b>		
No, because there is not possibilities of employment	9	17.3
All hotelier enterprises hired their relatives	17	32.7
Yes, you can be employed	4	7.7
There is a huge competition	22	42.3
<b>- Do you think that tourism development in Kosovo will impact positively economic development?</b>		
Yes	52	100
No	0	0

## 6. Questionnaire Results

Given answers through the questionnaire are presented in the table:

As presented on the table, there was an equal number of the student surveyed, 42.3% female and 57.7% male all students of University "HaxhiZeka" – Faculty of Tourism, Environmental and Hospitality Management. The study level is 100% bachelor. The study direction was selected with their own wish at 86.5% of these students. 100% of them are aware of the study program.

100% of them after the actual studies intend to continue the studies; most of them wish to be employed in Hospitality with 36.5% and 40.4 % in the touristic business. Tourism development has its positive and negative sides during its activities: biggest percentage of students 32.7% answered usage with no criteria of water and natural resources.

Their learning practice was 100% with 60 hours practical work.

Priority of developing Kosovo tourism was mountain tourism with 84.6%, whereas as main development factor 40.4 replied as human resources education. Most of students 58.8% did visits on hotelier field and 59.6% think that there is no adequate education for their working positions. Regarding the elements for teaching quality improvement 53.8% believed this can be done through professional practice. After the completion of the management studies, the biggest percentage of the answers is concerning 42.3% due to the competition and nepotism. 100% of the surveyed believe that tourism development in Kosovo will have impact on economic growth.

## 7. Conclusion

Based on the student survey we can see that students willingly choose the study program. They are pleased with the study program and have knowledge about it and they give a professional practice higher importance. Whereas the concerning fact is that after the study completion they believe that there is a huge competition in the labor market and most of the enterprises in the hotels and tourism industry hire the close relatives independent if they have an adequate education or not. Besides that, other fact that is concerning is the students thoughts regarding the qualification of the existing staff in the industry of tourism and Hospitality - where most of them do not have an adequate education for their working place.

## 8. Recommendation

Although the not favorable effects for employment in general, the readiness of the surveyed for post diploma studies in tourism is very big, their involvement to work in this direction after the graduation is also big. One of the reasons for the negative image in the industry of Hospitality and tourism is the use of old management styles from the human resources that do not have an adequate education. Human resources educated with higher education grade will help improving the working experience and improvement of the industry image. In long term, general conditions of employment in this industry can be improved enabling the nowadays students, with formal qualifications to become effective managers for tomorrow. Therefore, this can be seen as direct matters in importance of employment in tourism and Hospitality, to increase the offer of the well-educated labor market.

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