

EU.EM.NET Project W.P 2

Country report : Romania

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Sandrine Reiter
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Characterisation of the T&H sector in Romania

The **key actors** in T&H sectors in my Romania are:

- Chamber of commerce
- Regional development agencies
- Tourism&Hospitality Professional Associations

Main figures

- Number of hotels: 1330
- Number of bars: 1619
- Number of restaurants: 2693

Others information are not public and so not available.

There is no tourism strategy in Romania, which makes difficult to anticipation skills needs

Inform / Promote / attract

Promotion and marketing around the T&H sector in Romania

In small towns T&H sector is promoted by direct publicity (from mouth to mouth).

In big towns T&H sector is promoted by advertisement announces, publicity on local posts, TV publicity, radio publicity, newspapers publicity and by the County Agency for Employment of Labour Force.

There are also campaigns to all public categories in national plan and outside by the international tourism fairs, but marketing campaigns do not promote jobs in the sector.

There is no contest organised specifically in the sector

T&H jobs visibility in Romania

Jobs are formally identified in the Romanian Occupational Code and describe in terms of Job description. For example, there is a code associated to waiter, an employer can verify by this code the description of the job and see all the needed competences. Based on this information he can decide to apply for a waiter job or not.

On the contrary no career paths are identified in Romania.

Develop and Train Workforce

Existing training and qualification levels in Romania

Qualification Levels are: Upper secondary education, Post-secondary non-tertiary education, Short-cycle tertiary education, Master's or equivalent level.

New training needs emerged, mainly determined by the environment changes:

- Technology expansion
- We have to speak a foreign language
- Communication competences
- The use of the modern equipment.

Quality and certification in Romania

There is no NQF defined in Romania mainly due to the implementation cost.

Training organisms and employer's link; development of curricula in Romania

Main partnerships are done thanks to employers' contracts during holidays, and internships.

Retain workforce in the T&H sector in Romania

Mature workers are offered part-time jobs and involved in mentoring and training young people

There are no actions taken in order to attract student in the T&H sector, and no HR practices are put in place in order to retain talents.

Skills anticipation (forecasting) in the T&H sector in Romania

Nothing is done in Romania for skills anticipation; there are no methodologies, no strategy, no studies, no references, no assessment...

As a consequence, nothing is anticipated and Romania lives from a day to another.

As mentioned if any planning strategy would be defined, T&H sector in Romania would be promoted more easily to different hierarchical levels.

APPENDIX