

LABOUR FORCE IN ROMANIAN SPA TOURISM

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ABSTRACT

In Romania there are a third of all mineral spa in Europe, both drinkable and available for cures. There are already between 2,500 and 8,500 spas which cater mainly to domestic tourists but currently just a few have been modernized to international standards. The causes which explain the present situation of Romanian spa tourism include: the reduced investments destined for the development, modernisation and rehabilitation of specific infrastructures as a result of the slow process of privatisation, the application of an inappropriate taxation policy in the area of banking loans. But as we know that people can be formed behind any strategic decision, we can say that what is missing in Romanian tourism are qualitative, well qualified human resources, boasting entrepreneurial spirit which can make the tremendous market mechanism within the tourism sector function. The labour force represents an essential factor for successful tourism development. Moreover, the quality of the services and the probability for a tourist to come back to a resort depend in a large measure on people's attitude and implication which they offer when dealing with tourist services. That's why, it is important to carry out a quantitative and qualitative research of the employed labour force in spa tourism with a view to identify the problems existing in this field and then to find solutions for the development and diversification of the products and services, through the improvement of employees service, both management and execution staff.