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Штип, 2015

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ВТОРАЯ МЕЖДУНАРОДНАЯ НАУЧНАЯ КОНФЕРЕНЦИЯ

**СОЦИАЛЬНЫЕ ИЗМЕНЕНИЯ В
ГЛОБАЛЬНОМ МИРЕ**

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THE EMPLOYMENT PROCESS IN TOURIST COMPANIES AS A CONDITION FOR THEIR ENTREPRENURIAL ADVANCE

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Abstract

Effective job search is a process through which almost every young person goes through. A small number of young people have the opportunity to learn and get information about the management of human resources, which treats the subject of employment and effective job in the tourism sector. Therefore, there is a great need for education and training of the unemployed about the techniques and activities for specialized knowledge in active job search, which in modern management is increasingly associated with innovative knowledge. Taking a personal risk by aggressively actively demonstrating new, innovative approaches makes the difference between seeking employment or without general knowledge, ability and employment plan and application capabilities and advanced communication skills and persuasion, going to interview and manifestation of these abilities of negotiation and bargaining, which is especially important in the tourism sector. Simply, the difference is not just between unorganized and organized search for employment, but also the innovative, progresiven approach to diversity, and future problem solving tasks and jobs.

These skills are learned, acquired and perfected, but differ in their manifestation of individuality. As in any business and investment, and in seeking work, one first needs to invest, and then to expect returns.

Tourist companies with employment of such employees may boost their entrepreneurial development which is more dynamic process than in any other governance institutions.

Keywords: *entrepreneurial advancement, travel companies, innovative skills and knowledge, specialized knowledge.*

INTRODUCTION

The choice of education and occupation is one of the main decisions in an individual's life.

The institutions of higher education have a special and critical place in the networks for transition towards the carriers of the youth, something that usually does not receive the attention it truly deserves, or is neglected by the sole employment seekers, or the employers, but also by the ones that come up with the rules and principles associated with the direction of these processes. According to the experiences of the ones working with the youth, it has become clear that the parents are not always aware what is there to offer in the education institutions, as help for the transition from education toward workplace and work institution, or what there is to offer on the employment market for youth. Often, there are wrong ideas about the directions that are available, an incomplete insight in the knowledge and compatibility of the youth towards a certain workplace, but also a lack of abilities for help and discussion regarding this transition.

The youth needs to make decisions that are right for them, which means having all the real data and information in advance.

According to the education programs in the institutions, there are not enough possibilities for the preparation of students for active employment search. Often problems are:

- lack of classes in the programs for training of the students for active employment search;
- lack of training of the teachers;
- lack of the employer's knowledge, regarding the techniques designed for selection of staff.

In order to overcome this, the teachers need to create conditions for preparation of students for active employment search in the area of the education institutions, through projects, additional classes, formation of career centers, and teams of teachers that would be devoted to this problem. Other subject of discussion, will not be discussed in this paper, is the suitability of the curriculum of the education programs for the real employment situations in the tourist companies.

CAREER DIRECTING

Formal education is a crucial stadium in the career directing. Coordination between all the stadiums, forms and mechanisms of the career pointing is unavoidable in order to create an effective system for preparation of today's youth for their future employment and their future contribution for the employment company.

Lately, career directing has been defined as one of the crucial instruments of society for management of human resources (directing the human potential towards branches and fields useful for the community, on micro and macro levels), which is a stimulator for every individual towards development of their personal creative potential in direction of a lifelong learning.

Generally, **career directing differs several forms**, from which crucial for the active employment search are the following:

- Career information;

- Career advising-helps people define their goals regarding employment, acquiring additional skills needed for employment, and skills of searching and obtaining a workplace in the tourist companies (writing a biography, motivational letter, preparation for an interview).

- Mediation during employment-directing towards suitable workplaces. This is an important moment for impact, because only the ones that are on the right workplace contribute towards company development.

ACTIVE EMPLOYMENT SEARCH

The search for employment is a game, which has its own rules. The main rule is to have a well-constructed professional biography, without which it would be impossible to even play. (Active employment search, manual 2005:3)

Active employment search is consisted in several steps, or phases:

- valuation of interests, skills and abilities;

- availability of information;

- cooperation with employment services;

- ability to interpret the acquired information;
- creating a network for employment search;
- active employment search-work with a plan;
- developing interview skills;
- creating the best possible biography;
- writing an excellent motivational letter, (Active employment search, manual 2005:5)

According to the Career Centre of the University of Waterloo, the CV is an irreplaceable tool in the employment search-it is an advertisement designed to present the candidate in the best possible way, focusing on his abilities and his potentials. (Active employment search, manual 2005:34)

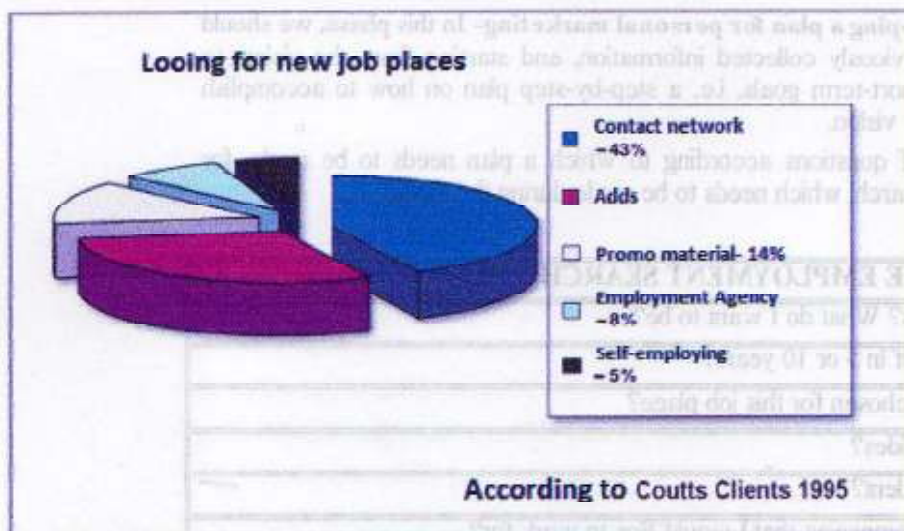
The goal of the employment seeker, with the CV is to persuade the employer that he is worthy of the interview, or one of the following selection steps. Anyway, a quality CV is step number one towards getting the goal workplace.

The possibility for an interview is not acquired with the description of the activities, but with the way they are presented in. On the other hand, the employer acquires an immediate information that the potential employee knows exactly what he actually knows and what he wants in his company.

STRATEGY OF PERSONAL MARKETING

A well-organized search for employment will surely result with calmness, and self-control, which would reflect in an employment interview, but most importantly, it would probably result in employment.

It is crucially important to implement more different ways in employment search.



For personal promotion, besides the biography, motivational letter, the most important tool is the plan for personal marketing.

Personal marketing is a process of self-presentation, presentation of one's personal individuality, one's person and persuading people that in front of them, there is an individual with qualities, which they would like to have in their environment.

Personal marketing is a continued process, and often it is unplanned, which would mean because the personal marketing is not considered an important process in the personal career and is not planned, this often means improvisation on-the-spot, which usually results in lacking of significant results.

Entrepreneurship steps for creating a personal marketing:

Step 1: Creating a vision- How do we see ourselves in our profession in 5 or 10 years?

Step 2: Research on the current needs – Which knowledge and skills are needed to acquire our vision?

Step 3: Self-evaluation –We need to confirm which knowledge and skills from the needed we already possess, and how compatible they are with the vision, which skills we are yet to acquire, how to improve ourselves?

Step 4: Evaluation of the potential sources –How to acquire the skills needed, and what kind of support we could expect from the environment?

Step 5: Developing a plan for personal marketing- In this phase, we should use all the previously collected information, and starting from the vision, to define more short-term goals, i.e. a step-by-step plan on how to accomplish the individual's vision.

An example of questions according to which a plan needs to be made, for active employment search, which needs to be made during the studies.

PLAN FOR ACTIVE EMPLOYMENT SEARCH
What are my interests? What do I want to be?
Where do I see myself in 5 or 10 years?
Why do I want to be chosen for this job place?
What are my strong sides?
Do I have a certain talent?
What are the top 10 companies that I would like to work for?
Which new abilities, skills and knowledge would I have to acquire in order to get this job?
Do I need more theory, or more practice?
Which are my weak sides?
How should I eliminate them?
Which contacts should I keep, and which ones I should create?
Which organizations could help me in the employment search?

The plan needs to be clear, precise and timely determined, which means that every step towards the vision should have a time frame in which it should be realized in.

CONCLUSION

Formal higher educational institutions still do not have trained career counselors, which would help youth find their interest and explore different directions and options for employment, which would help them take bold, entrepreneurship steps in order to get to a certain company or workplace. It is needed to form career teams, that consist of trained teachers which would help students in the following ways:

- **Develop needs for their interests, values, talents** and pretensions regarding personal education, training and employment.

- **Explore possibilities**, acquire information for local, state and international possibilities for education, training and employment.
- **Acquire job experience** or structure learning in the workplace
- **Develop and implement their career plans.**
- **Acquire skills** in order to accomplish an effective transition from the personal formal education process towards further directed education, training or employment, such as filling forms for application, creating a resume, biography, applying for course, interview skills, etc.

Formal higher education institutions need to work according to certain programs for directing the students for an active employment search, programs that would teach and stimulate young people to learn and plan their career life. The direction plan is something the student has set as a goal list, and for which he has identified innovative activities in order to accomplish. Teachers, counselors, need to help students with their direction plan through regular presentation of the dynamic, variable needs of the companies, and the tourist companies could rightfully be named as one of the most dynamic. (Career support and transition, 2005:30)

The preparation of students for active employment search would help them overcome the basic rules in competing for a certain workplace in the tourist companies. Planned classes could be realized as realizing a work practice in the tourist companies step-by-step, in different workplaces, with different work assignments, to share practical advices, plastic description of situations possible for the young person, so that they could apply for a certain workplace. The goal of these practical approaches is to make the employment process easier for the youth, to stimulate the youth and to direct the steps needed towards being presented the best way possible, one at a time, but also to make them show a complete awareness for their own education and knowledge, which is yet to be developed. Finally, after this approach, the students will abandon the passive concept of a "job search", they would be able to take concrete and active steps, which include writing a biography, following the new turns in the profession, training to acquire new skills, informing the companies for their employment search, following the available workplaces, volunteering for acquiring more practice, etc.

This is the only way that would make the youth contribute, and provide themselves a personal development in entrepreneurship, but also the company's development. Innovative approach seeks knowledge of certain processes and situation, but it is inseparable from every modern individual and organizational development.

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