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**International Balkan University
5th International Student Congress**

“Investing in Youth for a Sustainable Future”

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Dukica Pavlovikj, Honorary President of IBUISC’18 Organizational Committee

Visar Ramadani, Secretary-General of International Balkan University

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FOREWORD

On behalf of the International Balkan University, allow me to give you brief introduction to our University. The International Balkan University is founded in 2006 by the Foundation for Education and Culture “ÜSKÜP”. It is a foundation, non-profitable university, one of a kind in the Republic of Macedonia. Located in the heart of the Balkans, IBU is a gathering point for students from all over the region, including Turkey. This makes IBU a multinational, multi-religious and multicultural institution. If we add the fact that IBU is an English speaking university, teaching and learning medium, then we can conclude that the epithet “international” fits our University the best. The track record of success saw IBU ranked as the best university in Macedonia in the field of Teaching and Learning in 2016 by the world-known Shanghai University Ranking, according to criteria specifically designed for ranking world academic institutions.

As the beacon of the importance we attach to the quality of education for the leaders of the future and carrying the banner of internationalism by functioning under Erasmus and Mevlana Exchange Programs, we here welcome the students from various countries in connection with numerous symposiums and congresses. We, thus, believe that such academic and friendly interactions will further encourage the learning quality. We have so far welcomed and educated considerable number of foreign students through Erasmus and Mevlana Programs, believing that such events surely serve equal benefits for all those involved.

To give a striking example, International Balkan University has continuously organized the spectacular International Student Congress since 2014, which became one of its most valued traditions so far. Not to mention that these four congresses that have been organized in the previous years are solemnly the result of the limitless effort and enthusiasm of IBU’s own students, encouraged and supported by IBU’s academic and administrative staff. Bearing in mind that in the previous year we hosted 80 participants from 35 countries around the world, we are now more than honored to host 120 participants from 42 countries to share their knowledge and broaden their prospects at no other place, but the IBU Campus itself.

Taking this opportunity, I should underline that we are pleased to welcome you all as our students who are tomorrow’s leaders from different countries and universities to participate in the Congress. I sincerely thank you for your incessant effort to pass your knowledge to our students and I wish you success and fun at the same time.

Dukica Pavlovikj

IBUISC’18 Honorary President

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“Investing in Youth for a Sustainable Future”

Stream: Economics and Business

RETHINKING EDUCATION: SHAPING THE YOUTH'S AS THE LEADERS OF THE FUTURE IN THE HOSPITALITY BUSINESS SECTOR

MAGDALENA MICEVA and CVETANKA RISTOVA
*Business Logistics, Faculty of Tourism and Business Logistics,
GoceDelcev University of Stip, Republic of Macedonia*
Email: magdalenamiceva@gmail.com
*Tourism, Faculty of Tourism and Business Logistics,
GoceDelcev University of Stip, Republic of Macedonia*
Email: cvetanka.ristova@ugd.edu.mk

ABSTRACT

The hotel industry is one of the oldest industries in the world. It is said that no hotel can survive in this competitive environment, unless it satisfies its customers with good quality service, but for that good quality service to be provided, is obvious that it depends from the role of the employees. Today, this industry is faced with the lack of qualified employees. One of the reasons is the low income, and an additional problem in Macedonia's tourism is also the outflow of educated employees. Hospitality, being the second fastest growing economic sector after healthcare, has been the industry with the highest job opening rate in the last few years. The heart of the hospitality industry is exactly human interaction so it is necessary to invest in the education of the youth, which will benefit from employment's rate of the country and well as the economy and GDP. The hotel business sector should build its future through the engagement of young educated personnel, built personalities who with their professional skills and knowledge will contribute to its further social development. Starting from the fact that the Republic of Macedonia possesses outstanding opportunities for tourism development in different areas, as well as the fact that it is a new and unknown destination for tourists, the progress in this area in the last decade is very important, but far from satisfactory. Time is such that every area in everyday life is susceptible to change and requires people who are innovative, people who will offer solutions, people who will go beyond the established dogmas, theories, and practices.

The main goal of this paper is the analysis of the imbalance between formal education; shaping the future youth in the hospitality industry as employees and actual needs of the employment market, required job requirements from them in this industry. This paper focuses on promoting awareness of overlooking perspectives and critical issues in hospitality education by examining two possible approaches to educating future youth in the hospitality industry. It discusses education in hospitality from the perspective of employability as the primary goal and the chance of youth leaders to improve the business climate in the hospitality industry.

Keywords: youth, education, hospitality, business, economy.

INTRODUCTION

The youths are the leaders of tomorrow, they say. Leadership is often explained as the ability of the management to create such an environment that encourages the commitment of employees to participate in the implementation of the organization's strategy. It involves complex transactions between leaders and followers. Managers are not always and successful leaders, that is, leaders are not always managers. Of course, organizations regardless of size, prefer and strive to develop managers who are both leaders and leaders. Young people who are also called leaders of the future should be able to encourage change and use the values, beliefs, and needs of their followers in the performance of tasks in crisis and dynamic situations, especially in the dynamic hospitality industry. The hospitality business sector is one of the industries who never struggled to get back from the economic crisis, but instead has proved to be resilient, and now represent the mayor employer exactly for people aged 18 to 30. The hospitality industry has the capabilities to mobilize all youths in exploiting their abilities and knowledge, and create capacity to provide thousands of jobs for them. The young leader in the competitive hospitality business needs provides a strong vision and "contagious" enthusiasm, which among his followers will increases trust, aspirations and commitment to the leader. Therefore, only transformation leaders will be able to trace and set new trends in the hospitality industry.

The leader of the hospitality business must create an architecture that can coordinate and orchestrate these

things in the direction of realization of the vision of the business. Basically, this task comes down to the processes of education, the involvement of youths in theoretical and practical form of education. Unequal access to these necessary resources, in the education will stimulates youth dissatisfaction in existing social conditions, but strengthens their awareness of the importance of equal opportunities for success in education and employment. The total average risk associated with unemployment in the Republic of Macedonia is still large and unequally distributed, and you mind say that young people are desperately looking for a job. Of course, most of the reasons for high unemployment are related to the overall situation in the hospitality industry, meaning that one of the most visited touristic city in this country; Ohrid, has seasonal working hotels. The changes that young people face at the beginning of this millennium are slower, more complex, and sometimes more risky than those generations before them. It is necessary for the faculties to connect with the needs of the hospitality business sector. It is necessary to clearly define the professions, knowledge and skills necessary in the Republic of Macedonia for rapid development of this industry, and overall tourism. On the basis of these indicators, higher education should define its enrollment policy and the policy of operating the study programs and practice.

Hospitality business sector includes enterprises that directly generate most of their income from the consumption of tourists.²⁴ This sector includes indirect and other types of enterprises, such as construction companies, wine production and foodstuffs, textile industry, services, etc. These economic activities do not generate income directly from the spending of tourists, but supply companies that directly provide services to tourists. Hospitality creates strong links with other sectors of the economy through the multiple effects of tourism spending. Today the hospitality industry is considered to be one of the world's largest employer and therefore the hospitality industry is uniquely positioned to positively impact global youth well-being. Hospitality as a sector has the potential to generate jobs in areas where there are not many other employment alternatives. Worldwide, the number of destinations being opened and invested in hospitality is continually growing further in traditional destinations such as Europe and North America, with hospitality becoming one of the key drivers of socioeconomic development through income from exports, job creation, and enterprises and infrastructure development and in that time becoming the fastest growing economic sector in the world.

1. HOSPITALITY BUSINESS SECTOR IN MACEDONIA: ANALYSIS OF THE CURRENT POSITION

Hospitality is the most representative part of the tourism industry, and the benefits of a developed hospitality in each country are great. According to the data given by the Sector of Tourism in the Republic of Macedonia, the last review of the categorized hotels was conducted in 2016 with total of 279 categorized hotels in Macedonia. In the timeline of 6 years presented in the Table 1, given the absence of data for 2012 and 2014; information that are not available from the Sector of Tourism, the number of categorized hotels in constantly rising. From 2015 to 2016 the number of categorized hotels noticed a growth of 9,84%. In 2016, most of the hotels categorized with three stars (***) are represented as opposed to them, least are the hotels categorized with superior five stars (*****), even so their number has raised by 2 (two hotels). The review of categorized hotels for 2017 is still not published.

Table 1. Overview of categorized hotels in Republic of Macedonia

Type of hotel	2011	2012	2013	2014	2015	2016
Superior hotel *****	/		1		3	5
Hotel *****	11		12		12	12
Superior hotel ****	/		1		2	7
Hotel ****	28		35		46	63
Superior hotel ***	/		/		5	6
Hotel ***	47		60		67	79
Superior hotel **	/		3		6	7
Hotel **	61		51		47	57
Hotel *	36		41		41	43
Total:	183		204		229	279

Beside the hotels, we are going to analyze the data from the State Statistical Office in the Republic of

²⁴Dobre, R., Ruskovic, P., Civljak, M. (2004) Management of a tourist destination. High School for Tourism Management, Sibenik, pp.18.

Macedonia in hospitality, regarding the other types of accommodation. From Table 2, we can see that the number of other establishments in the hospitality sector in the Republic of Macedonia, continuously varies through the 6 year timeline but still maintains the same number around 120 units. The variability applies to units such as: motels, camps and uncategorized accommodation establishments. In the case of boarding houses and overnight lodging houses a decline has been noticed. Analyzing the years 2014, 2015 and 2016 growth is only noticed in the worker's vacation facilities, where from 2014 to 2016 their numbers were 19 units in 2014, 21 units in 2015 to 24 units in 2016.

Table 2. Hospitality units by types of establishment in Republic of Macedonia

Type of establishment	2011	2012	2013	2014	2015	2016
Boarding houses	3	3	3	3	3	1
Motels	8	13	14	13	12	12
Overnight lodging houses	13	14	9	17	14	11
Spas and sanatoriums	5	5	5	5	5	5
Workers' vacation facilities	20	17	20	19	21	24
Children and youth vacation facilities	15	14	14	14	15	15
Camps	8	8	10	10	8	8
Houses, vacation apartments and rooms for rent	2	2	2	2	2	2
Uncategorized accommodation establishments	42	46	44	41	47	44
Total:	116	122	121	124	127	122

Because the Republic of Macedonia's State Statistical Office doesn't have available data of the participation of hospitality in the tourism industry, as well as the participation in the GDP of the country, in order to emphasize the importance of hospitality business sector in the Republic of Macedonia, the overall economic impact of the tourism industry in the Republic of Macedonia will be presented in Table 3.

And since, hospitality is considered to be an inseparable part of the tourism industry because it consists of services such as providing accommodation and serving food as well as entertainment and recreation, the data in Table 3, directly reflects on the hospitality industry as well, and the need of well qualified employees, in order to fulfill the future forecast of the tourism industry.

From the data shown by the World Travel & Tourism Council's country publication the direct contribution of the GDP in 2017 was 1.8%, with forecast to rise up to 6.4% in 2018, and to rise 3.6% by 2028. The total contribution of the GDP in the country in 2017 was 6.6% with forecast to rise to 6.4% in 2018, and to rise by 3.9% by 2028. As for the direct contribution of the employment the rise is expected to be 1.3% in 2018 and to rise to 1.6% by 2028. The total contribution of the tourism industry in the country in 2017 was 6.1%, with forecast to rise up to 3.6% in 2018, and to rise 1.5% by 2028. In the tourism industry in the Republic of Macedonia in 2017, the investment was 2.4%, with forecast to rise by 4.6% in 2018 and rise by 6.2% in 2028, representing 3.3% of total investments in the country.

Table 3. Economic impact of tourism in the Republic of Macedonia ('000 mkd den.)

	GDP: Direct contribution	GDP: Total contribution	Employment: Direct contribution	Employment: Total contribution	Investment
2017	11.2 bn	42.2 bn	12.000	44.500	5.5 bn
2028 Forecast	16.9 bn	65.8 bn	14.000	54.000	10.5 bn

2. TOURISM EDUCATION: PRESENT STATUS

For many of youth's first experiences with work in the Republic of Macedonia, is exactly through the hospitality sector. Honorary and seasonal employment in this industry attracts the youth's and later on have the chance to combine their work with formal education.²⁵

Within the education system of the Republic of Macedonia, programs related to tourism are included in the

²⁵Petrov, K., Poposka, M., Trpchevski, F. (1992) Basics of hospitality and tourism. Skopje, pp. 97.

secondary and university education. In addition to this within the concept of lifelong learning, there is an offer of institutionalized education through trainings, courses and programs.

2.1 Secondary education in tourism

The programs for tourism are controlled by the municipalities and they are organized in two-year program, three-year and four-year programs, offering four areas of specialization:

- Tourism and hospitality technicians (four-year program),
- Hospitality technicians for rural tourism (four-year program),
- Hospitality technicians (four-year program),
- Waiter (three-year program),
- Chef (three-year program),
- Baker (three-year program) and
- Maid (two-year program).

Fourteen secondary school in the Republic of Macedonia offer tourism programs as of the new 2018/2019 year, and the details are presented in Table 4.

Table 4. Secondary schools that offer tourism programs in the Republic of Macedonia

Town	Name of the school	Type of programs	Number of students	Total
Berovo	AcoRuskovski	Tourism and hospitality technicians	34	68
		Waiter	34	
Bitola	Josip Broz Tito	Waiter	34	34
Veles	KoleNedelkovski	Chef / Waiter	34	34
Gevgelija	JosifJosifovski	Tourism and hospitality technicians	34	102
		Waiter	34	
		Chef	34	
Kratovo	MitkoPendzukliski	Hospitality technicians for rural tourism	34	34
KrivaPalanka	Gjorche Petrov	Chef / Waiter	34	34
Krusevo	NaumNaumovskiBorche	Tourism and hospitality technicians	34	136
		Waiter	34	
		Chef / Baker	34	
		Maid	34	
MakedonskiBrod	Ss. NaumOhridski	Tourism and hospitality technicians	34	68
		Hospitality technicians for rural tourism	34	
Ohrid	VanchoPitoseski	Tourism and hospitality technicians	34	238
		Hospitality technicians for rural tourism	34	
		Hospitality technicians	34	
		Waiter	34	
		Chef	34	
		Baker	34	
		Maid	34	
Skopje	Lazar Tanev	Tourism and hospitality technicians	102	408
		Hospitality technicians	34	
		Waiter	136	
		Chef	102	
		Baker	34	

Skopje	Saip Jusuf	Waiter	34	34
Struga	Niko Nektor	Waiter	34	34
Tetovo	MoshaPijade	Tourism and hospitality technicians	68	136
		Waiter	68	
Stip	KoleNehnenin	Chef / Waiter	34	34
			Total:	1394

Beside the programs for tourism are controlled by the municipalities and the state secondary school, a private secondary school SABA – Secondary academy for business administration located in Skopje, Kumanovo, Stip and Bitola offers program for tourism.

2.2 University education in tourism

As a part of the university education system in the Republic of Macedonia, there are currently several educational institutions that create highly qualified profiles for the tourism and hospitality business sector. In Table 5, it is shown that three state faculties offer tourism and hospitality programs and two private universities with their faculties offer tourism programs as of the new 2018/2019 year.

Table 5. Universities that offer tourism programs in the Republic of Macedonia

Town	Name of the school	Type of programs	Number of students	Total
Skopje	Ss Cyril and Methodius University of Skopje- Faculty of natural sciences and mathematics	Tourism	150	150
Ohrid	University of St.Clement of Ohrid - Faculty of tourism and hospitality	Tourism	95	365
		Insurance	70	
		Customs and shipping	70	
		Management in service sector	60	
		Gastronomy	30	
		Hotel – restaurant management	40	
Gevgeija	GoceDelcev University of Stip - Faculty of tourism and business logistics	Tourism	40	130
		Business logistics	40	
		Hotel – restaurant course	50	
Stip		Tourism	50	250
		Gastronomy and dietetics	50	
		Hotel – restaurant course	50	
	Business logistics	60		
	Business administration	40		
Skopje		Business logistics	130	230
		Business administration	100	
Skopje	University of tourism and management – Faculty of tourism	Tourism	*	*
Tetovo	University of Tetovo – Faculty of economics	Tourism		40
			Total:	1165

*non-available data from the University

The Faculty of natural sciences and mathematics, Faculty of tourism and hospitality and Faculty of economics offer tourism programs that four-years programs, Faculty of tourism and business logistics offers the programs as three-years programs and four-years programs and the Faculty of tourism offers three-years program.

2.3 Other nonformal educational tourism courses

The lifelong learning process through the provision of courses and programs is also very important in the youth's process of creating them as highly qualified and competent employees. In this paper, these educational courses and programs will be divided into three groups: professional exams for upgrading, courses and training.

Table 6. Other educational courses from the field of tourism in the Republic of Macedonia

Professional exams:	Prepared by:	Town
<ol style="list-style-type: none"> 1. Certificate for tourist guide 2. Certificate for tourist companion 3. Certificate for travel agency management 	<ul style="list-style-type: none"> • University of St.Clement of Ohrid - Faculty of tourism and hospitality • GoceDelcev University of Stip - Faculty of tourism and business logistics • University of tourism and management – Faculty of tourism 	<p>Ohrid</p> <p>Stip</p> <p>Skopje</p>
Courses:	Prepared by:	Town
<ol style="list-style-type: none"> 1. IATA courses 2. Amadeus courses 	<ul style="list-style-type: none"> • Travel Training Centre Skopje • University of St.Clement of Ohrid - Faculty of tourism and hospitality 	<p>Skopje</p> <p>Ohrid</p>
Training:	Prepared by:	Town
<ol style="list-style-type: none"> 1. Training for barmen 2. Training for skills of presentation the tourist product 	<ul style="list-style-type: none"> • University of tourism and management – Faculty of tourism 	<p>Skopje</p>
<ol style="list-style-type: none"> 1. F&B Service Quality 2. Housekeeping 	<ul style="list-style-type: none"> • Regent Hospitality Consulting 	<p>Skopje</p>
<ol style="list-style-type: none"> 1. Training for reception 2. Training for waiter 3. Training for marketing 4. Training for housekeeping 5. Training for persons in managerial / decision-making positions in hospitality 	<ul style="list-style-type: none"> • Training Centre Akademik 	<p>Skopje</p>

3. RETHINKING EDUCATION IN TOURISM

Tourism education in the Republic of Macedonia tends to focus on enabling the students for future careers in the hospitality industry. And as mentioned before, this paper discusses education in tourism from the perspective of employability as the primary goal. The schools and universities in the Republic of Macedonia emphasize training in core competencies such as hospitality, hotel management, tourism in general and related business skills. The programs do not meet the actual needs in training and education, and there are discussions on the proper place of such programs.

For example, in the secondary schools in the Republic of Macedonia that offer tourism programs, the programs themselves consist of:

- 44% general subjects (subjects that are not connected to the area of tourism),
- 36% subjects connected in the area of tourism,
- 12% internships and
- 8% elective subjects according to the student's interest.²⁶

The transfer of theoretical into practical knowledge and skills is very weak. School building facilities offer very limited and over-dated conditions.

In the university education, the programs consist of:

- 47% general subjects (subjects that are not connected to the area of tourism),
- 45% subjects connected in the area of tourism,

²⁶ Government of the Republic of Macedonia (2009) National strategy of the development of tourism 2009 – 2013, pp.138

- 4% language subjects and
- 4% sports and recreational subjects.²⁷

All the universities include internships in the semesters.

But one of the problems that the programs in the university education in tourism face are:

- Inadequate literature and
- Inadequate subjects to the programs.

These programs in the education in tourism are suit to the employment requirements of the hospitality industry but yet they are not providing qualified individuals who can contributor not only as hospitality professionals, but also as thoughtful participants in a global society. Internships are needed in the hospitality industry, as well as academic subjects closely related to specific needs in the field such as: marketing, management, finance, and human resources that can improve student development and competence. But also, to be noted that the generic subjects such as marketing, management, economics and others, can be applied to context specific work, because jobs in hospitality are not necessarily similar – hospitality includes a variety of many jobs that require the application of different types of academic knowledge bases, suggesting that tourism education includes a variety of transferable subjects, because from here comes the problem with inadequate literature. As for inadequate subjects to the programs, the problems come from the specific oriented programs (example: gastronomy, hotel – restaurant management) in the universities that study subjects that reflect tourism in general.

Students see the education as an investment for a future career and desire its monetary return. That is why we need programs that enable students to think critically about the future of the hospitality industry, as well as to train them for required skills and knowledge. Because hospitality industry is all about service, therefore the programs don't need to taught students only to memorize information. And since the job qualification and requirements are dictated and change often due to the dynamics the hospitality industry, one way for education to contribute to its programs is to answer to the latest changes. Where instead of subjects like general management, the classes can oriented towards stress and time management, ability to work under pressure, problem solving and creativity or instead of general marketing classes, students can be encouraging to learn about digital methods like social media, content marketing, Google Adwords and email campaigns. Only by this, students will develop self-awareness and motivation, imagination and creativity, the characteristics of a youth leader.

4. YOUTHS AS THE LEADERS IN THE FUTURE OF THE HOSPITALITY BUSINESS SECTOR

Jobs in hospitality are frequently the first paid work that many young people undertake. Although their importance may not be recognized by the individual at the time, these early work experiences can shape the future direction of a youth's career and life course. Whether is by formal education or courses and training, the size and diversity of the hospitality industry means that youths looking for a role in hospitality have huge opportunities to pursue a long and worthwhile career.

4.1 Youths status in the employment in the Republic of Macedonia

There is a difficulty in identifying the scope of the labor force in hospitality in the Republic of Macedonia due to the existence of the gray economy (parallel economy) through a significant number of unknown, unlicensed units and rooms, seasonal units and rooms that are not reported in The Employment Office and are not part of the official statistics. This gray economy employs seasonally unregistered people, often youths to work in the in unregistered accommodation facilities.²⁸ The number of such jobs in the informal economy is significant. This is particularly the case in seasonal employment, where most of the additional seasonal workforce is not reported to the Employment Office and receives a salary in cash.

²⁷ Authors research and calculations

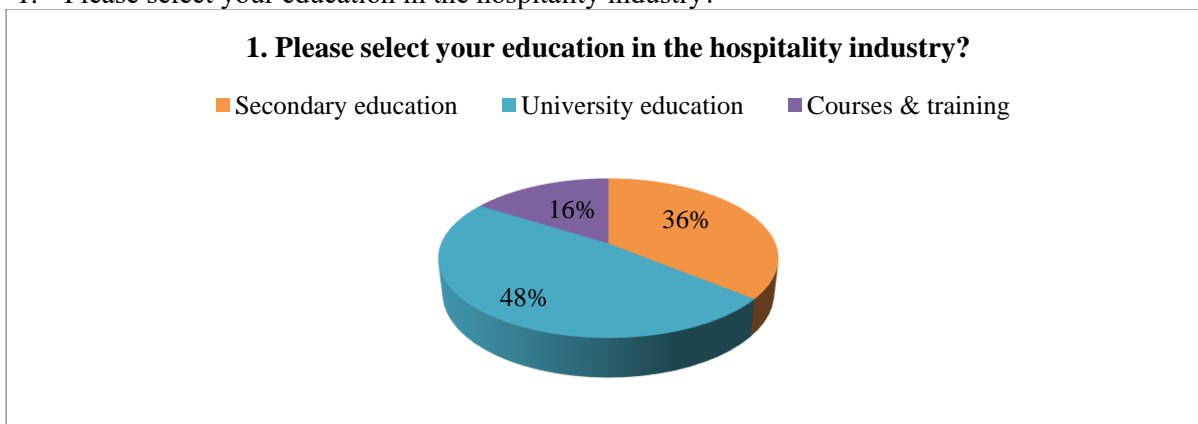
²⁸ Topuzovska Latković, M., Borota Popovska, M., Starova, N. (2016) Unemployment analyzes of the youth in the Republic of Macedonia. Skopje: Friedrich Ebert Foundation, pp.125.

5. METHODOLOGY AND RESULTS OF THE RESEARCH

In order to perceive and determine whether young people are the leaders of the future in the hospitality business sector in the Republic of Macedonia, practical research has been conducted. Also the aim of the research was the perception of the real situation from the aspect of whether education enables young people to acquire the appropriate knowledge and qualifications that they need to be successful in their work and to progress.

The questionnaire questionnaire consisted of 9 questions, from which the essence of this research was taken into account. The survey included 100 young people who have completed a formal education in tourism or training and courses and have been selected random through all of the country. As we know the youths as those persons between the ages of 15 and 24 years, but for the survey the selected search group was from 18 to 30 years old. The survey was conducted in the period from 01.04.2018. until 30.06.2018.

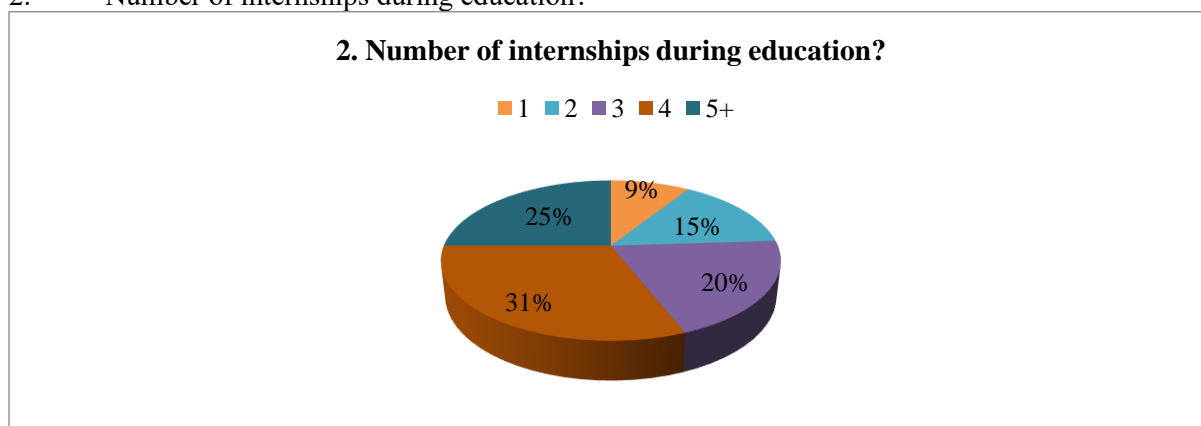
1. Please select your education in the hospitality industry?



Source: Own research

48% of the respondents answered that they finished university education in tourism, 36% have finished secondary education and 16% finished training and courses in the hospitality industry.

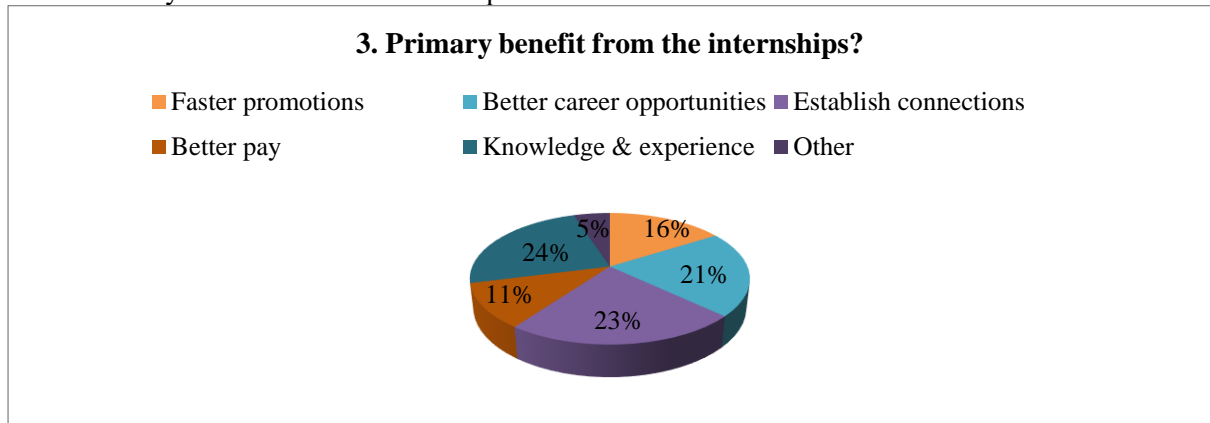
2. Number of internships during education?



Source: Own research

31% of the respondents answered that they done 4 internships, 25% have done 5+ internships, 20% have done 3 internships, 15% have done 2 internships and 9% have done 1 internship during education.

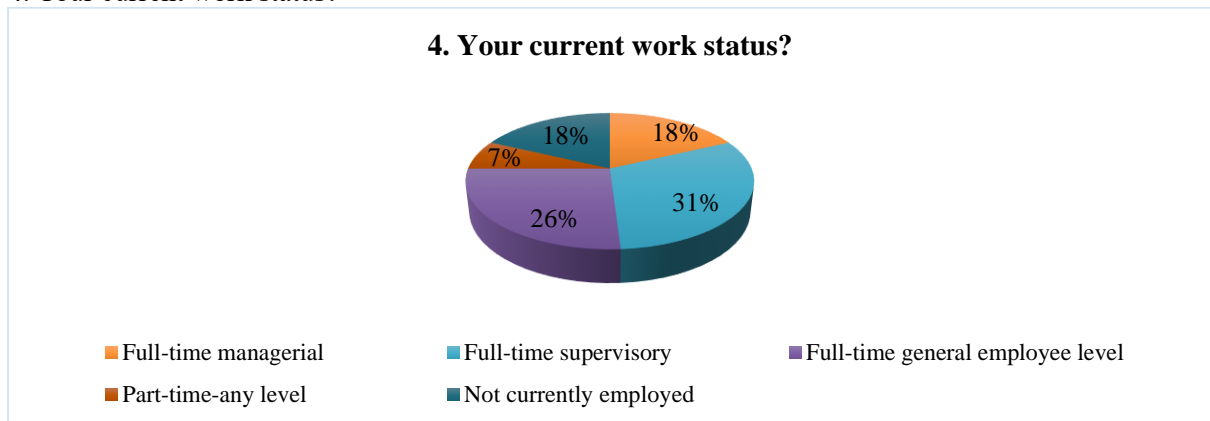
3. Primary benefit from the internships?



Source: Own research

24% of the respondents think that the primary benefit from the internships will help them with knowledge & experience, 23% think that they'll benefit in establishing connections, 21% think it will help them in better career opportunities, 16% in faster promotions, 11% think it will help them in getting a better pay and 5% answered that they think the benefit from the internships will help them in other stuff.

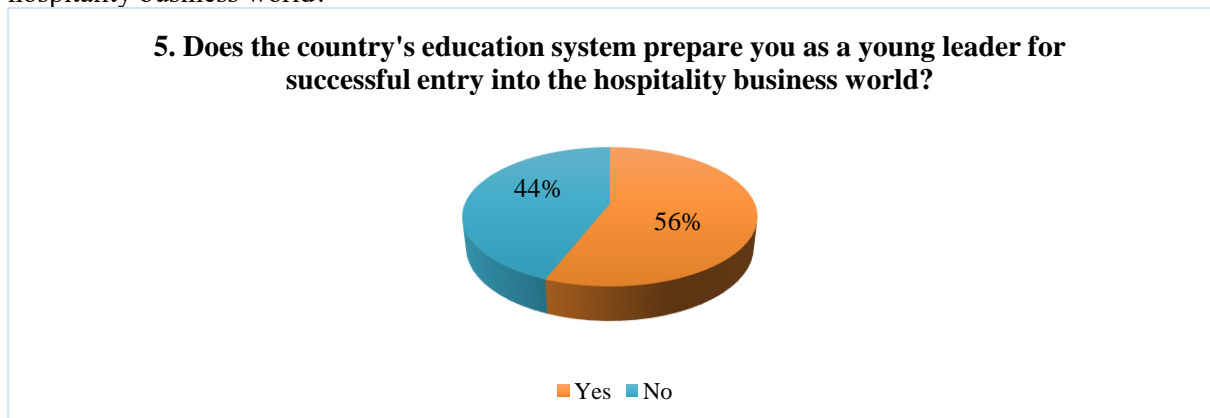
4. Your current work status?



Source: Own research

31% of the respondents are in full time supervisory employment, 26% are in full time general employee level, 18% are full time managerial, 18% are not currently employed and 7% are part time any level employment.

5. Does the country's education system prepare you as a young leader for successful entry into the hospitality business world?

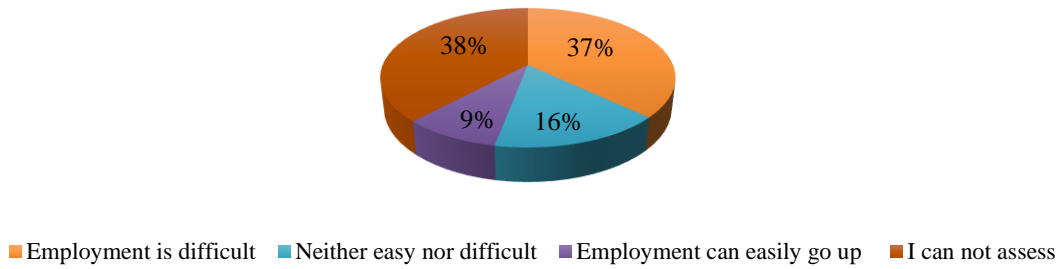


Source: Own research

Of the respondents 56% answered "yes" and 44 answered "no".

6. Your opinion on employment in the hospitality business sector after the completion of the education?

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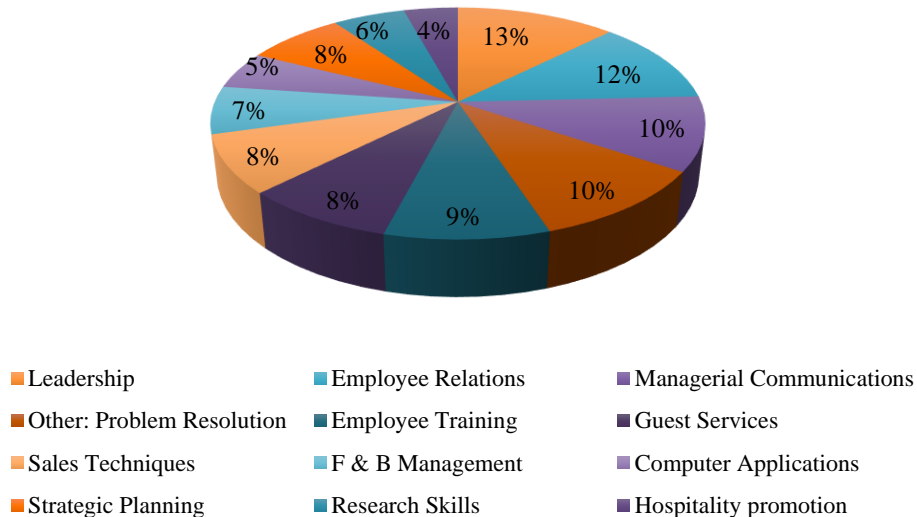


Source: Own research

From the respondents 37% answered that employment is difficult, 16% answered - neither easy nor hard, 9% answered - easy employment can easily go up and 38% answered - I can not assess.

7. After employment, what do think in which areas should education contribute more to prepare the youth for the labour market in the hospitality business? Please name three areas.

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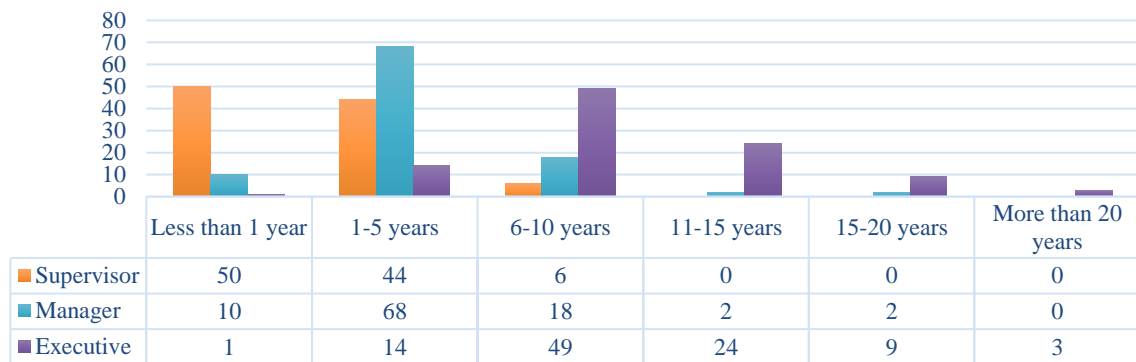


Source: Own research

After summarizing the respondents named these skills as important for them, skills that they think are needed to learn during education. At the top of skills needed are, leadership (13%), employee relations (12%), managerial communications (10%), problem resolution (10%) and employee training (9%). The least needed skill is hospitality promotion (4%).

8. With your current finished education, courses and training what are your expected years to achieve the positions supervisor, manager and executive?

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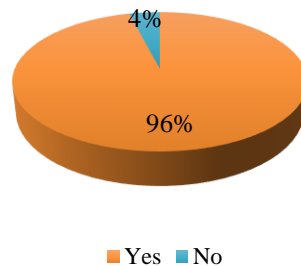


Source: Own research

50% of the respondents think with their education, training and courses need less than 1 year to achieve the position supervisor, 44% think they'll need 1 to 5 years, while no one of the respondents think they'll need more than 10 years to achieve the position of supervisor. 10% of respondents think they'll need less than 1 year to achieve the manager position, 68% think they'll need 1 to 5 years, 18% think they'll need 6 to 10 years, 2% think they'll need 11 to 15 years and 15 to 20 years, while no one of the respondents think they'll need more than 20 years to achieve the position of manager. 1% of the respondents think it will need less than 1 year to achieve the position of an executive, 14% think they'll need 1 to 5 years, 49% think they'll need 6 to 10 years, 24% think they'll need 11 to 15 years, 9% think they'll need 15 to 20 years and 3% think they'll need more than 20 years to achieve the position of executive in the hospitality industry.

9. Do you think that education providers should link with the hospitality business sector in order to promote youths?

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Source: Own research

From the respondents, 96% answered "yes" and 4% answered "no".

CONCLUSION

The development of hospitality in tourism as a socio-economic phenomenon is always associated with the development of technical and technological development and the development of science. The hospitality sector is a case environment for the consideration of skills in services. For these reasons, modern knowledge should be included in the educational process in a timely manner, and the curricula are constantly being promoted. As a knowledge generator, information, transfer and communication technology are emerging in modern conditions, hence the curricula should be continually complemented with new content appropriate to today's trends in the operation of the tourism sector and contemporary scientific achievements in the domain of economic science. It would also be necessary to include new curricula that will enable students to proactively think to be innovative and creative, but also to enable them to acquire knowledge that will increase their efficiency in conditions of digitization of the economy at the inclusion in the work process.

The Republic of Macedonia has a positive forecast for the development of the tourism and the hospitality industry, and the education is massively expected from secondary to university education to professional exams, courses and training. There is a debate of the structure of programs and their suitability, but as the research has shown the youth expect a good education from the tourism programs, but still point out the need of certain skills and knowledge to prepare them for the labour market and expect those skills and knowledge to receive from the formal or non-formal education.

As a mayor job creator, the youths in hospitality industry are crucial for the future of the economy of a country as well, and hence it posits as a very important issue for attracting young people to the certain job, but also how to keep it. The Millennium Generation is one of the most educated generations to date, but at the same time the least employed, and one of the reasons for this is the fact that the global economic crisis has occurred at a time when young people from this generation have reached appropriate time for employment. But despite the low employment rate, the young people of this generation have a higher starting salary than the previous generations, mainly because as it was proved the hospitality industry was one of the resistant industries to the crisis. Therefore, with the possibility of the hospitality industry to dynamically change to the market but still stand stable at the economy scale, the education in tourism needs to adapt in order to confirm the fact that the hospitality industry is one of the fastest growing job providers to youth, by preparing them to answer to the requirements of the industry.

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