



ANALYSIS OF EMPLOYMENT IN TOURISM AND HOSPITALITY SME'S: THE CASE OF THE REPUBLIC OF NORTH MACEDONIA

INTRODUCTION

Tourism makes a major contribution to the economies of most developed and developing countries.

SMTEs are driver of inclusive economic growth in RNM and the creation of sustainable jobs increasing productivity.

The subject of research in this paper is employment in SMTEs, focused on investment in human resources.

The aim of this paper is to point out the tourism and SMSE's impact on employment in the RNM.

METHODS

The paper is focused on conducting analysis of the *General development overview of catering trade and services* for the period 2013 to 2017 and *number of employees in some of the activities in the service sector in the Republic of Macedonia for the period from 2014 to 2017*.

RESULTS

From Table 1-general review of the development of catering, can be notice a tendency of decrease in almost all data except for the number of beds where a trend of increasing capacities is noted. This situation is mainly due to the construction of new accommodation facilities and expansion of the existing ones, as well as the commercialization of certain housing facilities. There is a downward trend in the number of Catering Business Units whose number in 2013 is 1957, and in 2017 their number is 1209, according to the available data from the SSO, with the notion that the number of individual catering stores is not available. According to table 2 -The total service sector in the total number of employees in RM participates with 40.1%. It can be concluded that the activity of accommodation and food service activities employs a significant number of workers in relation to all employees in the service sector. It confirms the labor intensive nature of the activities of tourism and hospitality. In the analyzed period from 2014 to 2017, there was a tendency of increasing the general employment in the RM. We have a total of 501788 employees, of which in the sector accommodation and catering services there are a total of 20 076 employees, out of which 4 138 are employed in shelters for accommodation, and 15 938 persons are employed in catering units whose main activity is the provision of food and beverages, and a smaller part, i.e 16,804 of the total employment, is recorded in administrative and other service activities

Number of catering business units	Beds in catering trade and services, private rooms and vacation facilities	Employees	Total turnover, in '000 denars	Number of inhabitants per catering establishment	Value added in million denars	Number of catering business units
2013	1 957	70297	12 770	8 419 069	1 056	6 4091)
2014	2 004	71225	13 076	9 289 811	1 031	6 8681)
2015	2 084	72021	14 874	10 338 132	993	7 1061)
2016*	2 212	73168	15 209	10 836 359	936	...
2017)	1 209	74257	12 439	10 085 781	1 722	...

	2014	2015	2016	2017
Total employees in all activities in the RM	501 788	519 031	534 200	548 681
Total employee only service sector	195 800	205 971	215 929	220 037
Wholesale and retail trade	85 025	87 725	92 359	92 990
Transport and storage	29 529	31 188	32 841	33 066
Accommodation and food service activities	20 076	21 468	23 050	23 073
Only accommodation	4 138	4 476	4 466	5 025
Only preparing and serving food	15 938	16 992	18 584	18 048
Travel agencies and tour operators	1 186	1 254	1 267	1 318
Information and communications	10 744	12 388	13 401	14 060
Financial and insurance activities	9 391	9 150	9 421	10 811
Real estate activities	2 135	2 334	2 442	2 465

. During the analyzed period, there is a gradual increase in the general employment and employment in the tourism and hospitality sectors. Thus, in 2017, the total employment is 548681 employees, out of which 23,073 persons are employed in the accommodation and food service sector.

CONCLUSION

The tourism labour market has a dynamic nature, i.e. high labour turnover between organisations, wide range of remuneration levels and schemes, seasonality, etc. In developing countries, such as RNM there is typically high competition for tourism jobs by a large, often very young and undereducated, population. Tourism has a great potential in generating employment (direct and indirect). Notably, the lower the leakages from the economy, the greater the tourism multiplier effect of the spending made in the local economy. Based on the data presented for the participation of SMTE's in the employment of the people, it can be concluded that these companies have huge importance for the Macedonian economy and for its economic development. Therefore, it is necessary to take measures and actions for further development of these enterprises such as: introducing incentives to encourage investment in tourism facilities, investment in tourism product (in many types of tourism), education of employees in the field of tourism, encouraging others branches that stimulate tourism and vice versa, and professional education for managers and other employees in the tourism that will ensure the required level of quality in offering tourism and catering services.

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