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LABOR MARKET RESERCH AND EMPLOYER DEMAND ANALYSIS IN THE TOURISM INDUSTRY: GEORGIAN EXPERIENCE

ИССЛЕДОВАНИЕ РЫНКА ТРУДА И АНАЛИЗ СПРОСА РАБОТОДАТЕЛЕЙ В ОТРАСЛИ ТУРИЗМА: ОПЫТ ГРУЗИИ

TURİZM ENDÜSTRİSİNDE İŞGÜCÜ PİYASASI ARAŞTIRMASI VE İŞVEREN TALEBİNİN ANALİZİ: GÜRCİSTAN ÖRNEĞİ

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ABSTRACT

The tourism industry appears as a socio-economic phenomenon that can solve many economic problems facing the country. Employment remains an acute national problem in Georgia, the development of the tourism industry has a directly proportional effect on this indicator of economic importance. The level of quality of tourism products and services largely depends on labor capital. A significant problem in the hospitality sector is the lack of skilled labor, especially in the recovery from the pandemic. The paper describes the assessment of the current situation in the labor market, the needs and problems of the tourism sector, and the issue of demand and supply of tourism professions. The purpose of the study was to analyze the dynamics of the employment market, to reveal the professional skills demanded by employers on the human capital skills. Study of difficulties related to filling vacancies. Education and the achieved level as the main criterion for employment in the tourism sector and determining the compliance with the required skills in the labor market, identifying the reasons for unfilled vacant positions, identifying existing challenges and formulating individual recommendations. In order to present the problem in a complex way, within the framework of the research, three categories of subjects were distinguished: employers, existing official sites offering jobs and the field of education. The identified manpower shortage is caused by various aspects such as environmental change and even deeper roots such as the education system. Qualitative, quantitative, qualitative, statistical analysis methods were used in the research process. The research itself included the processing of existing literature, the search for statistical data with the direct help of the

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Labor Market Reserch and Employer Demand Analysis in The Tourism Industry...

National Statistical Service of Georgia, the use of various employment sites, conducting surveys and interviews, sorting and quantitative analysis of the retrieved data.

Keywords: Labor Market, Employment, Tourism Industry, Problems, Challenges, Quality of Service.

АННОТАЦИЯ

Индустрия туризма предстает как социально-экономическое явление, способное решить многие экономические проблемы, стоящие перед страной. Занятость остается острой национальной проблемой в Грузии, развитие туристической отрасли прямо пропорционально влияет на этот показатель экономической значимости. Уровень качества туристских продуктов и услуг во многом зависит от трудового капитала. Серьезной проблемой в сфере гостеприимства является нехватка квалифицированной рабочей силы, особенно в период восстановления после пандемии Covid. В работе описывается оценка текущей ситуации на рынке труда, потребности и проблемы туристической отрасли, а также вопрос спроса и предложения туристических профессий. Цель исследования состояла в том, чтобы проанализировать динамику рынка труда, выявить профессиональные навыки, востребованные работодателями в отношении навыков человеческого капитала. Изучение трудностей, связанных с заполнением вакансий. Образование и достигнутый уровень как основной критерий трудоустройства в сфере туризма и определение соответствия требуемым навыкам на рынке труда, выявление причин незамещения вакантных должностей, выявление существующих проблем и формулирование индивидуальных рекомендаций. Для комплексного представления проблемы в рамках исследования были выделены три категории субъектов: работодатели, действующие официальные сайты, предлагающие работу, и сфера образования. Выявленная нехватка рабочей силы вызвана различными аспектами, такими как изменение окружающей среды, и даже более глубокими причинами, такими как система образования. В процессе исследования использовались качественные, количественные, статистические методы анализа. Само исследование включало обработку имеющейся литературы, поиск статистических данных при непосредственном содействии Национальной статистической службы Грузии, использование различных сайтов по трудоустройству, проведение опросов и интервью, сортировку и количественный анализ полученных данных.

Ключевые слова: рынок труда, занятость, индустрия туризма, проблемы, вызовы, качество обслуживания.

ÖZ

Turizm sektörü, ülkenin birçok ekonomik sorununu çözebilecek sosyo-ekonomik bir olgu olarak karşımıza çıkmaktadır. İstihdam meselesi Gürcistan'da ciddi bir ulusal sorun olmaya devam etmektedir. Turizm sektörünün gelişmesi istihdam meselesine doğru orantılı bir etkiye sahiptir. Turizmdeki ürün ve hizmetlerin kalite düzeyi büyük ölçüde emek sermayesine bağlıdır. Konaklama sektöründe önemli bir sorun nitelikli işgücü eksikliğidir. Bu durum özellikle Covid salgını sonrası dönemde kendini daha fazla belli etmiştir. Çalışmada işgücü piyasasındaki mevcut durum, turizm sektörünün ihtiyaçları, sorunları ve turizm mesleklerinin arz ve talebi konusu değerlendirilmiştir.

Araştırmanın amacı, istihdam piyasasının dinamiklerini analiz etmek, İnsani beceriler konusunda işverenler tarafından talep edilen profesyonel yetenekleri belirlemek, boş kontenjanların doldurulmasıyla ilgili zorlukları incelemek, turizm sektöründe istihdam için ana kriter olarak eğitim ve başarı düzeyinin işgücü piyasasında talep edilen becerilerle

örtüşme oranını belirlemek, açık kalan pozisyonların nedenlerini incelemek, mevcut zorlukları belirlemekle birlikte gerekli tavsiyelerde bulunmaktadır.

Araştırmada mevcut sorunu bir bütün olarak ortaya koymak için işveren, iş sunan resmi siteler ile eğitim sistemi gibi üç ana kategori üzerinde durulmuştur. Tespit edildiğine göre insan gücü sıkıntısı, çevresel değişim gibi çeşitli faktörlerden ve hatta eğitim sistemi gibi daha köklü alanlardan kaynaklanmaktadır. Araştırma sürecinde nitel, nicel ve istatistiksel analiz yöntemleri kullanıldı. Araştırma sürecinde konu ile ilgili literatür taranarak, Gürcistan Ulusal İstatistik Kurumu' u ile çeşitli istihdam sitelerinin verileri kullanılarak, tutulan anketler ve elde edilen veriler sınıflandırılarak nicel analiz yapılmıştır.

Anahtar Kelimeler: İşgücü Piyasası, İstihdam, Turizm Endüstrisi, Sorunlar, Zorluklar, Hizmet Kalitesi.

Introduction

The tourism industry can be considered as a powerful tool that can solve such an important problem of the country's economy as employment and economic development. The tourism sector operates through a huge network of interconnected and related industries, as well as other ancillary industries. In turn, the increase in the number of tourists contributes to the increase in the number of employees, which has a positive impact on the functioning of the labor market, as well as the income of the population and the country's economy in general.

In many countries, the tourism industry produces most of the GDP. For example, Spain's share of the tourism industry in GDP is 16%, in Italy it is 10.3%, in Morocco - 17.3%, France - 9.3%, Norway - 9.1%, Turkey - 12.6%, 5 in the UK - 11.3% and more (Schubert, 2012). One of the important features of tourism, and especially international tourism, is the increase in employment of the population since the proper functioning of tourism as an economic sector is based on the extensive use of human resources. Consequently, in countries with a significant share of tourism in the economy, the number of employees is directly proportional to it. For example, in Europe, where according to the data of the first quarter of 2016, the number of visitors to Europe increased by 3.4% compared to the previous year, followed by an increase of 1.8% in the number of employees, and in 2016 the number of employees in the tourism industry was 14 492 000 people compiled by (World Travel & Tourism Council, 2015: 4-5).

According to the World Travel and Tourism Council, in 2019 the total contribution of this sector to GDP amounted to 8.9 trillion US dollars and contributed to the creation of 330 million jobs. The total contribution of this sector (direct and side effects) to the development of the world economy is as follows: 10.3% of world GDP, one place in every 10 jobs, 4.3% of total investments made, and 6.8% of world total exports (World Travel & Tourism Council, 2019:2-3).

International and domestic tourism also plays a big role in the Georgian economy. Revenues from international travel were on the rise, with a volume exceeding \$ 3.3 billion in 2019. The total contribution of the tourism and travel sector to employment in 2019 is 29.4%, including 518.4 thousand jobs. These include jobs created in tourism. The total contribution of the tourism and travel sector to employment in 2019. 29.4%, which includes 518,400 jobs. These include

Labor Market Reserch and Employer Demand Analysis in The Tourism Industry...

jobs created by the tourism industry. The survey showed that the vast majority of those employed in the tourism industry, about 60%, are small businesses, 24% in large enterprises and 16% in medium-sized enterprises. Approximately 17% of the total number of employees, and 12 114 people occupy management positions (<https://gnta.ge/>).

The pandemic has prevented the continuation of the positive trends observed in tourism in 2019. The scale of the pandemic impact is also related to the characteristics of the domestic economic level, which, for example, is reflected in the high share of the tourism sector in the country's labor market and the abundance of small and medium-sized businesses associated with it.

Tourism is considered to be one of the priority sectors for the development of the Georgian economy and the attraction of the capital. The development of the tourism sector affects the number of employees in the relevant business sector. Approximately 17% of the total number of employees in the tourism sector, 12,114 people hold managerial positions. If the growth rate of the tourism sector in Georgia had not stopped due to the pandemic, the number of employees in tourism by 2028 would have reached 32% of the total number of employees. According to the data for 2018 in the above-mentioned document, the number of employees in the tourism industry was 71,574 people, which in 2019 is 4,353 people (6.5%) more than the corresponding figure of the previous year. In 2019, it increased to 77,384, which meant a 50% increase (the average annual growth rate during this period was 8.6%). This growth trend is logical, given that the tourism industry is one of the fastest-growing economic areas in the country.

The importance of tourism for the country's economy is obvious, that's why after the epidemic situation stabilizes, proper development of this sector should take place. The development of tourism depends to a significant extent on human capital. Tourism is one of the leading industries in the world, creating stable jobs every year.

Literature Review

The study labor market and employment of the population to date Remains a topical issue for scholarly research and is among contemporary economists, sociologists, politicians, and various international organizations, One of the main concerns of governmental or non-governmental organizations. Based on the main goals and objectives of the research, the works of Georgian and foreign scientists were studied. Georgian authors, it was especially important: Armania-Kepuladze (2014), Bedianashvili et al., (2021), Diakonidze (2021), Tsintsadze (2020), Tsartsidze (2010, 2021), and foreign authors, for example, Andersson & Wallin (2018), Neiu & Predonua (2013), Schubert (2011, 2012).

The theoretical basis of our research was the papers related to the problems caused by the imbalance of demand and supply of human resources in the labor market and the experience of countries around the world to eliminate them.

It is recognized that the development of the labor market model of the American scientist Peter B. Doeringer and Michael J. Piore Is related to names. In

the 70s of the twentieth century Formed the concept of the so-called internal labor market and based on it 80s the so-called Vertical labor market segmentation model, which is today a classic model of labor market segmentation Recognized as the primary and secondary sectors of the labor market The idea of division and recognizes the so-called. Existence of "bad" and "good" jobs (Armania-Kepuladze, 2014:21-26).

According to studies, modern forms of labor market segmentation are the most Better reflect the situation in the labor market. They discuss labor Market segmentation, which is based on the doubling of the labor market Theory, ie the division of the labor market into two parts: the primary and the secondary market. As m. Reiki, d. Gordon et al. Edwards note that historical In terms of the need for labor market segmentation is caused by changes in economic systems. According to their research, production the increase in scale has led to a quantitative and qualitative shift in the workforce (Qualified) Demand increase. And the latter became labor The reason for the division into market segments (Keller Peter, 2004:1-6).

An extensive range of theoretical material, government documents of the Ministry of Economy and Sustainable Development of Georgia, analysis of the Georgian labor market in 2018 and 2019 were used in the research process; Also, based on the main goals and objectives of the research, we studied "Labor Market Needs Survey in the Tourism Industry". A document of the Ministry of Economy and Sustainable Development of Georgia is based on identifying the demand of employers for human capital skills in the tourism industry (<http://www.lmis.gov.ge>).

Tourism Research and Policy Paper "Pandemic Challenges in the Tourism Industry, Socio-Economic Analysis of the Situation and Recommendations for Promoting Tourism Development"; The study uses data from the National Statistics Office of Georgia, materials of the National Tourism Administration, data from the Department of Tourism and Resorts of Adjara; Tourism Development Strategy 2025; Scientific papers of research institutes working in the field of tourism, methodological guidelines and recommendations, materials of empirical research (survey method), United Nations World Tourism Organization (UNWTO) and the World Council for Travel and Tourism (WTTC) Works, collections, articles.

On the problems arising in the field of COVID-19 pandemic in the field of economy of Georgia and directly in the field of tourism and the experience of their solution, see, for example, papers: Azmaiparashvili (2021a, 2021b), Bregadze (2021), Bedianashvili (2021), Bedianashvili et al., (2021), Tsartsidze & Latsabidze (2021).

Methodology

Quantitative research is one of the most important aspects of data mining. The main tool of data collection is a mass survey, which involves compiling a questionnaire to study the attitude of the population towards this or that issue,

Labor Market Research and Employer Demand Analysis in The Tourism Industry...

selecting the target group participating in the research, conducting research, data processing and analysis, and finally, making recommendations based on research results. Mass surveys are of two types: questionnaire and interviews. All respondents are considered not as a unique person, with their inner world, but as part of social unity. They provide us with their own opinion and information about a social phenomenon of interest to us or its evaluation.

In the process of analysis, we were guided by qualitative research methods, which involve, on the one hand, the processing of analytical material presented in open source, and on the other hand, the survey of representatives of relevant professional circles. In-depth interviews with different parts of the tourism value chain. Both one and the other component serve the analysis to find information about the subject at the empirical stage of the analytical cycle.

The main methods of qualitative research were defined as: focus groups, in-depth interviews, protocol analysis, project methods. For example, an in-depth interview (personal conversation with the respondent) and detailed answers to the questions received were used in the university alumni survey.

The information obtained includes the analysis of the existing achievements and needs in the field of tourism, as well as the assessment of the practical applicability of the field. In the process of analysis, facts and opinions were separated and classified, as well as their systematization and identification of cause-and-effect relationships between them, which makes it possible to present a more or less realistic trend in the market.

Despite the crises and Global employment of universal stagnation is still growing in tourism. Should Note also that tourism is a very specific field and includes many In the field, it even makes it difficult to determine the exact number of employees in the field.

The tourism industry as a whole with tourism services Related to tangible and intangible manufacturing areas Commonwealth, affects such segments of the labor market, Such as: a) labor market segmentation by geographical indication; B) Labor Market segmentation by sector; C) Labor market segmentation With a qualitative mark; D) labor market segmentation on a professional basis - and leads to an increase in employment in these segments; The importance of economic analysis of the tourism industry lies In assessing the impact on his employment. For this purpose the tourism industry The study serves his employment and related Identify problem-solving capabilities (Diakonidze, 2021:75-81).

The Policy Sector in Georgia's Tourism Sector examines the impact of COVID-19 on the tourism sector in Georgia, reflects sectoral needs in times of crisis, assesses government response, and reviews international best practices for pandemic crisis management and exit planning. The first of the three challenges mentioned is the lack of qualified staff (a priority in the opinion of donors) - the recommendations include deepening cooperation between tourism value chain companies and educational institutions.

It must be said that the pandemic has forced the tourism sectors around the world to shift the focus from volume to value. Focus on the development of the

tourism sector and from high-volume and low-quality tourism to low-volume and high-quality services. This trend puts on the agenda raising the quality of education, new infrastructure, tourism products, and services.

Results and discussion

Tourism has 5 functions in relation to the country's economy: 1. Production function - enterprises working in the field of tourism produce new products and contribute to the accumulation of values; 2. Population employment function - tourism creates jobs; 3. Function of income creation - in parallel with the creation of jobs, tourism also creates incomes; 4. Mitigation function - tourism contributes to the development of weak regions from a structural point of view, for such regions, tourism is an additional source of income for the population, and 5. Tax leveling function - in the given balance, outbound tourists' trips are opposed to incomes received from goods and services consumed by foreign tourists (Herman, 2015).

Tourism industry Related to entrepreneurial activities, manufacturing, and services While rendering as an event the tourism industry is inseparable from the demand for services, related to the needs of the people, to the Leisure, income, lifestyle, etc. (Schubert, 2011). Human potential in the field of tourism is the cornerstone of competitiveness, efficiency and economic growth. The tourism industry has a positive feature, it can Employ specialists of different profiles as it represents a Multidisciplinary complex and does not limit the existing labor markets. The prospect of employing a workforce with different qualifications (Diakonidze, 2021:93-94).

Diversity of types of tourism with a differentiated workforce Allows employment, both directly in tourism, Also at the peripheral level. According to the German Tourist Board (Deutscher Reiseverband) people who choose tourism as their main profession, Only 57% remain in the sector to the end, 17% of employees The tourism industry is moving away from other sectors of the economy for a while Almost as much, or 16%, will flow from the tourism industry to the economy In other sectors. Accounts for about 10% of the tourism industry Number of temporary employees. Manpower Manipulation Economics Other From sectors to the tourism industry and vice versa For the employment of a differentiated workforce. Tourism industry The multiplier function increases employment opportunities in the peripheral Level. In terms of the number of employees, Europe stands out, where given About 4% of the total population is directly involved in the industry, Which is up to 14 million people, most of them, or 68%, are Employed only in the hotel industry (Tsintsadze, 2020:7-12).

Employment remains an acute national problem in Georgia, the development of the tourism industry has a directly proportional effect on these indicators of economic importance. According to the 2018 data on the Labor Market Needs Survey in the Tourism Industry, the number of employees in the tourism industry was 71,574 people, which in 2019 is 4,353 people (6.5%) more than the same period last year. In 2019, it increased to 77,384, which meant a 50%

Labor Market Reserch and Employer Demand Analysis in The Tourism Industry...

increase (the average annual growth rate during this period was 8.6%). This growth trend is logical, given that the tourism industry is one of the fastest-growing economic areas in the country. If the growth rate of the tourism sector in Georgia had not stopped due to the pandemic, the number of employees in tourism by 2028 would have reached 32% of the total number of employees.

The survey found that the vast majority of those employed in the tourism industry, about 60%, come from small businesses, with 24% employed in large enterprises and 16% in medium-sized businesses. Approximately 17% of the total number of employees, 12,114 people hold managerial positions. Vacancies were distributed according to the size of the enterprises as follows: 58% of the available vacancies come from small enterprises, while 18% and 24%, respectively, for large and medium-sized enterprises. 48% of vacancies by economic sectors (2,132 vacancies) In the food service sector, 33% (1,459 vacancies) of accommodation In the means sector, 14% (628 vacancies) for transport and 5% (230 vacancies) Comes to the tourism services sector. The most vacancies by professional groups were announced: For persons employed in the field of services and sales - 58.9%; For beginners with qualified qualifications - 16.5%; Office Assistant 12% for staff and 6.7% for managers (Ministry of Economy and Sustainable Development of Georgia, 2019).

Regarding the announced vacancies It is noteworthy that most of the announced vacancies are for service and In the professional group of persons employed in the field of sales, while the hotel managers, the hotels, are not filled with vacancies recipient operators, travel consultants, and light Positions of car drivers.

The tourism research and policy document on the Eastern Partnership Civil Society Forum Georgian National Platform "Challenges in the Pandemic Tourism Industry, Socio-Economic Analysis of the Situation and Recommendations to Promote Tourism Development" states that in the post-endemic period. In order to rehabilitate the tourism industry by 2021, it is important to take appropriate measures that will be tailored to the needs of the sector and will help stimulate the development of the sector. The current significant challenge is the training of qualified personnel tailored to the specifics of the sector, as well as the current regulations/safety rules.

According to the Georgian Tourism Association, Tourism and Due to the damage caused by the COVID-19 pandemic in the field of hospitality in 2021 For the most part, there was a decrease/decrease in the number of employees In companies, however, in a few companies in 2021, there will be an increase in staff Which is due to the new regulations resulting from the pandemic in 2020 and From the suspension of a sector caused by restrictions.

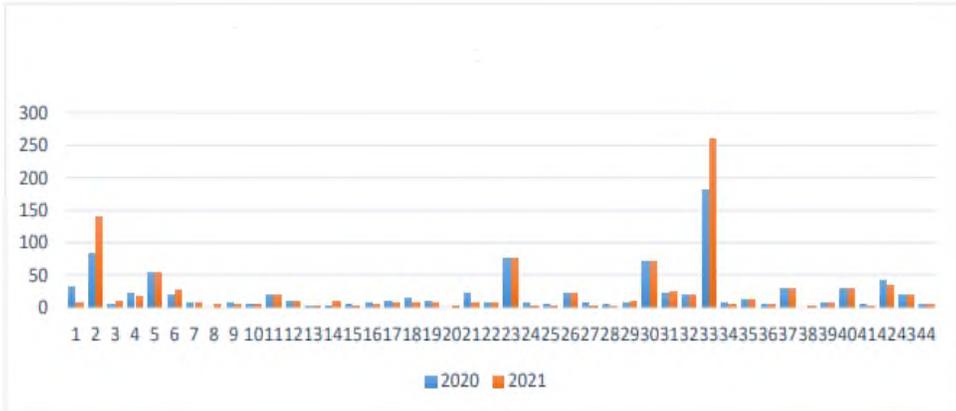


Figure 1. The number of employees and change compared to last year (2020-2021)

Source: Georgian Tourism Association

The Tourism Sector challenges is the lack of qualified staff (a priority in the view of donors) - the recommendations include deepening cooperation between tourism value chain companies and educational institutions.

Tourism as a specific sector of the economy requires a systemic approach. That is why it is advisable to analyze the dynamics of the employment market and explore new jobs. It should be noted that the effective management of the tourism sector depends on the skills of human capital. The specifics of Georgian tourism should be taken into account, in particular the fact that in many cases individuals create their own jobs, start a tourism business, or already have a family tourism business and may have thought about expanding it. Travel companies are forced to produce a quality product on time, at a reasonable cost, quickly and consistently introduce knowledge-based innovation into their business. To deal with such an environment today, the qualifications of the staff, their corporate ethics and level of education are important.

Despite the current crisis, it should be borne in mind that Georgia is still actively among the countries that are attractive to tourists.

The number of hotel searches by international visitors in January 2021 was 52%, up from 43% in April-May. Search for Georgia increased by 586% by Russian citizens, by Turkey - by 140%. It should be noted that there is a growing trend of tourists in Georgia, which is reflected in the increase in the number of bookings, both large and network hotels, as well as family houses and apartments, the rental rate of which has already surpassed the 2019 data. According to the National Bank, the economy received \$ 299.8 million from foreign tourism in January-June this year. A total of 464,126 visitors visited during the same period. In June of this year, compared to the same month last year, Georgia received 286.8% more foreign visits, 146664 foreign visits, this number of tourists is unprecedentedly high during the pandemic. Despite the relative recovery of tourism, its volume is 80% less than in the pre-pandemic period (June 2019), or in other words, the number of visitors in June The flow has recovered to the 20%

Labor Market Reserch and Employer Demand Analysis in The Tourism Industry...

level of 2019. In June of this year, most visitors came from Turkey, Israel and Ukraine. Tourists from these countries made up 41.5% of the total visits. In January-June 2021, revenues from tourism amounted to 299.7 million US dollars, which is 34.4 percent (156.9 million US dollars less) than last year (<https://www.galtandtaggart.com/en>). Despite the pandemic, the service sector is actively developing in the country, which leads to the demand for labor in this area. Distribution of investments by sector, part of the investments in the Adjara region has increased and comes from hotels and restaurants (24%), which is due to the role of the tourist center of the region. Another skyscraper is planned to be built in Batumi. The 242-meter-high "tower" in the city center, near the House of Justice, will be built with Georgian-Chinese investment. The investment is \$ 150 million. Adjara has a high employment rate in the service sector - 60%. (<https://www.geostat.ge/ka/modules/categories/100/turizmis-statistika>).

Due to the rapid recovery of the country's economy, the government program "European State Building 2021-2024" has developed a new vision in the field of tourism development. Given that tourism and related industries are most affected by the pandemic, a new tourism development strategy will be based on diversification and quality improvement requirements. Business support will be provided to offer high quality services that will help attract more high-end tourists to the country. In order to create new opportunities for economic activity in the regions, new tourist attraction centers will be created, such as: Abastumani, Mestia, Velistsikhe, Tskaltubo and others. Particular attention will be paid to the development of mountain resorts (<https://gnta.ge/>).

According to the analyst of "Galt & Taggart" (<https://www.galtandtaggart.com/en>), it will take time to get out of the crisis, but there is a positive dynamic, if we trust various international organizations, there will be a full recovery in 2022, that is, we will return to the old sign of 2019.

In the crisis and post-crisis period of tourism, digital commerce is obviously even more important. Websites, Soc. Media channels, internet marketing, virtual reality, artificial intelligence and other more complex digital tools will help the field to function successfully. The fact that we do not have a favorable situation in this area is clear from a survey conducted last year in the city of Batumi, where 4% of local restaurants have their own website. (<https://tourister.ge/ge/blog/georgian-tourism-management-challenges-and-covid-19/225>).

In June-July 2021, we studied the electronic applications of the labor market and employers on the online employment websites www.jobs.ge and www.hr.ge. On the first portal we discussed the applications of about 40 tourism organizations. The results of the research showed that the main qualification requirements were dominated by higher education-bachelor in tourism, considered according to the specifics of the profession, receptionist, tourism manager, tour operator, service manager, outbound tourism sales manager, hotel manager, hotel manager, hotel manager, hotel manager, hotel manager. Operators, sommelier vacancies. In our research process, the requirement was to match the learning

curriculum with the competencies required by the employers: general knowledge of hotel business and tourism, knowledge of English and Russian, knowledge of office / computer programs, MS Word, MS Excel, MS Outlook Perfect knowledge, communication skills, etc. Sh.

On the second portal www.hr.ge, Tourism / Hotel / Restaurant / Catering, 819 vacancies were analyzed in the same period, dominated by demand for vacancies of Operations Manager, Administrator, Outbound Tourism Sales Manager, Office Administrator (Front desk), Receptionist, Belboy, Guide. Basic competencies in terms of competencies are dominated by knowledge of English and Russian language, thorough knowledge of office/computer programs, teamwork skills, sociability, high sense of responsibility and organization; Creating tour packages, selecting food facility manager, guide skills, transport and accommodation facilities; Control of the planned tour; Knowledge and skills in selecting services, establishing relationships with suppliers, pricing, contracting, working in online booking systems, working in hotel booking systems, complete description of service packages. An in-depth survey was conducted through interviews. The respondent of the survey was represented in different segments of the tourism industry. There were focus groups - travel companies, hotels, guides, the Agency for Protected Areas, and museums. The objectives of the research were in the tourism and hospitality sector of Georgia: market needs assessment; Identify the needs of employers in the human resources professional and general competencies (knowledge and skills); Cooperation between employers and vocational schools Outline the need. The focus groups were - travel companies, hotels, tour guides, protected areas agency, museums. It should be noted that tourism is a very specific field in terms of employment prospects. Research shows that it is difficult to find staff with the key skills that the company focuses on most when hiring: foreign language skills, decision-making skills, communication skills; Knowledge of own and guest culture; Problem solving skills; Safety, knowledge of local tourism; In restaurant management-communication skills; Storage of food and beverages; Decision-making skills; Knowledge of office programs, time management skills; Knowledge of local tourism; Knowledge of own and guest culture; Creativity Innovation; Representativeness; Sales ability; Hotel administration, advertising and marketing; Reservations; Proper knowledge of computer technology. A mentality problem was also identified, for example a bachelor in a hotel starting work from a low position, performing the duties of an administrator-night shift.

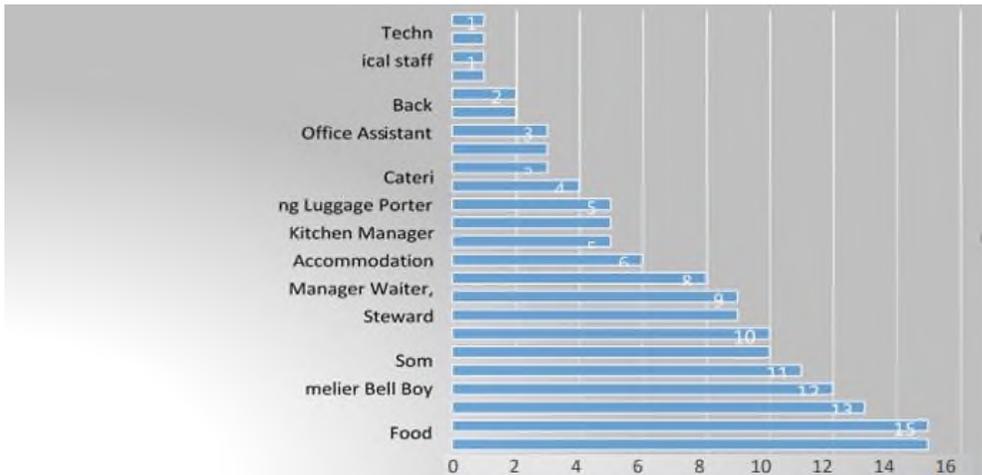


Figure 2. Professions and positions where staffing is observed Lack.

Source: Georgian Tourism Association

The research revealed the demands and expectations imposed by employers in the labor market, and identified problems, the consideration of which will contribute to employment prospects. The tourism and hospitality industry is experiencing a shortage of qualified staff, which Negatively affects the functioning of the private sector as well as the sustainable development of the country's economy; The four most important professional competencies (knowledge and skills), The following competencies should be named for the staff that should be owned: Problem solving skills (problem identification, analysis and Ability to solve); Self-control (spending time effectively, coping with stress Ability); Written and spoken communication in Georgian and one international language In language (business correspondence, ability to write reports); Creating a tourism product and positioning it on the market (market research, To create a product). The three most important general competencies (knowledge and skills), Who should own the cadres named: Problem solving; Work independently; Foreign languages (Diagram 3). The ability to communicate is considered by 37% of businesses involved in the hotel and catering business as one of the key qualification requirements in the recruitment process. The relatively high demand for communication skills and foreign language skills in the sector is due to the specifics of the sector, as it involves providing services to visitors and tourists, which in turn requires communication skills and knowledge of a foreign language.

The tourism and hospitality industry suffers from a shortage of qualified staff.

The analysis of the processed data on the labor market of Georgia revealed the relevant skills in the market, communication is especially important for the majority of employers, skill and responsibility. The 7 most sought after skills are as follows.

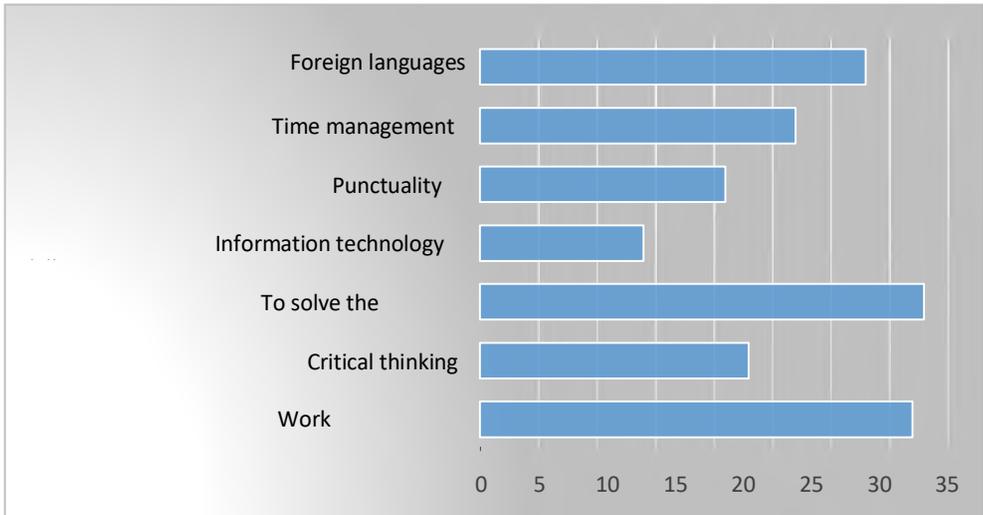


Figure 3. Important general Competence (knowledge and skills) that staff should possess

Source: Georgian Tourism Association

There are significant challenges in improving the quality of services in the tourism sector today. Improving and maintaining the quality of services is a challenge for existing businesses. This problem was especially evident in the Adjara region, which is due to its special tourist role. The study revealed that this trend has become relevant in the face of increasing competition. More and more businesses are realizing that improving the quality of service provided to them is directly related to increasing revenue. In Adjara, the number of applications to educational institutions and tourism administration for relevant courses and knowledge has increased.

Private and public in the direction of the tourism and hospitality industry Strengthen close and active cooperation between the structures to take place Timely compensation for damage caused by COVID-19 and sustainable development of the field. Also, taking into account the needs of the market in terms of strengthening the general and professional competencies (knowledge and skills) of professional staff. Connect and close the tourism and hospitality private sector Establishing cooperation with educational institutions, professional In the field of staff training, development of new professional programs.

Thus, it is important for the tourism and hospitality industry in the private and Close and active cooperation between public structures Reinforcement to ensure timely damage to COVID-19 Remuneration and sustainable development of the field.

Against the background of the Covid-19 pandemic, there is a massive influx of existing professionals from the tourism and hospitality industries to other sectors, which requires effective steps to save the sector and improve its development. The classic recipe for global tourism development remains

Labor Market Research and Employer Demand Analysis in The Tourism Industry...

unchanged: long-term planning and the pace of sustainable development; A healthy, competitive environment; Working conditions of employees in the field of tourism and consumer safety.

Any fluctuation directly harms the tourism industry. Small countries can not be guarantors of stability, but with targeted policies it is possible to dynamically develop tourism and get the maximum benefit from this industry. Tourism practitioners require a significant change of strategy, adapting appropriate Industrial Revolution technologies, and address post-COVID-19 market shift impacts (Lade, Strickland, Willard, Osorio, Nagpal, Vitartas, 2020:2-3).

The appearance of e-intermediaries, but mainly their consolidation and strengthening have led to a series of major rearrangements in the tourist sector. Online distribution channels have changed the existing traditional marketing structures of tourism (e.g., travel agencies and tour operators) but have also had a catalytic effect on the composition of the hospitality sector (e.g., hotels and Airbnb rentals). It is essential for tourism professionals to be aware of new opportunities and threats within tourism distribution channels so that they will be able to remain competitive and successful (Patapios Kontis, Skoultzos, 2021:11-12).

In the medium term, support for new investments addressing challenges resulting from the Covid-19 pandemic, such as introducing digital solutions and increasing local production, may be instrumental in stimulating resilient growth. It is worth noting that critical reforms, like the newly adopted energy efficiency law, also support a sustainable economic recovery. The European Investment Bank (EIB) is supporting Georgia's economic recovery in all aspects, contributing significantly to an unprecedented support package for the country prepared in coordination with the European Union, European governments, and European financing institutions.

The crisis is an opportunity for the tourism sector to undergo a transformation and become a prerequisite for sustainable, transformation, and acceleration of recovery. The unprecedented impact of the pandemic requires new approaches, innovations, initiatives, multi-level responses. The current tourism market orientation framework demanded by tourism organizations is highly demanding. The sector relies on quality education and qualified resources, a new workforce, equipped with the necessary theoretical knowledge, and the ability to analyze current events and processes in global tourism.

Today, tourism is the largest industry in the world. Accordingly, the demand for any age or experience increases Having motivated people. Those who prepare will keep high Energy, have a talent for working with people, and can deliver high quality The service will take you one step further on your career path to success.

It must be said that the pandemic has forced the tourism sectors around the world to shift the focus from volume to value. Focus on the development of the tourism sector and from high-volume and low-quality tourism to low-volume and high-quality services. This trend puts on the agenda raising the quality of education, new infrastructure, tourism products and services.

Conclusion and recommendations

The tourism industry appears as a socio-economic phenomenon that can solve many economic problems facing our country. Georgia is clearly marked on the international tourist map, the demand for our country's tourism products has increased again.

The qualitative approach to employment in the tourism industry is significantly based on high-level qualifications. Tourism is a complex multidisciplinary complex, which is reflected in a multidisciplinary structure. That is why the professional-qualified composition of employees in the field of tourism and hospitality is important;

Regarding the deficiencies in the skills of the employed personnel, four main skills were identified that the personnel lack: language skills, strategic and innovation skills, planning and monitoring skills, and problem solving skills; It is noteworthy to strengthen the developing components of communication skills in the tourism educational programs, digital commerce plays a major role, should be enhanced with practical digital skills development component. especially in terms of making reservations; Focusing on professional ethics and etiquette issues is vital;

The most in-demand skills are in short supply when it comes to general managers. General managers do not possess relevant skills in process management, people management and financial management.

The tourism and hospitality industry suffers from a shortage of qualified personnel both in the capital Tbilisi and in the regions: Kakheti, Samtskhe-Javakheti, Mtskheta-Mtianeti and others. This has a negative impact on the functioning of the private sector as well as on the sustainable development of the country's economy;

The main concern is related to the relevance of knowledge and skills to the real needs of the tourism sector. It is important to take into account the needs of the market in terms of strengthening the general and professional competencies (knowledge and skills) of professional staff.

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