

Project "Joint Training Schemes in Tourism and Lifelong Learning in the Cross-Border Region of Dobrich-Constanta", acronym TRAIN_LLL, code ROBG00233

INTERREG VI-A Romania-Bulgaria Programme 2021-2027

Priority Axis 3 "Educated Region"

REPORT OF A RESEARCH CONDUCTED

Activity 1.1 Conducting of joint survey

Before the creation of the joint comprehensive training schemes in tourism, the EUREKA association team conducted a study - (documentary and through a survey) of the dynamics and trends in the field of tourism, relating to the requirements for knowledge and skills of human capital. As in any other field, more than ever in tourism, the requirements for personnel are changing. And the quality of each service and product largely depends on qualified personnel and human capital.

The study includes two stages: Documentary research. The latest trends in the field of tourism were studied, reflected in scientific research, in publications of specialized publications and institutions such as the United Nations World Tourism Organization, HCareers /DH Hospitality .

Survey: The Ovidius University team prepared a survey that covers all key questions and topics related to the successful professional profile of the three professions: "Administrator in the hospitality industry", "Waiter in the hospitality industry", "Waiter-bartender". 18 representatives of the tourism business in Dobrich district - hotel and restaurant managers - were surveyed.

This document summarizes the results of both stages of the study.

Trends in tourism that affect human capital and staffing requirements in the sector:

1. Growing demand for jobs and shortage of personnel

There is a global expansion of jobs. The global tourism industry will support tens of millions of new jobs by 2035, but there could be a shortage of over 43 million workers if human capital development is not strategically planned. This means that staff are a critical resource and there is a real need for better-prepared professionals.

Key areas of shortage include not only service staff, but also middle and senior management, IT and digital roles that support technological transformations.

2. Digital skills are becoming the "new normal"

Digitalization is a major driver of change: Tourism is rapidly digitizing, from online bookings and marketing to the use of AI, data analytics, and social media marketing. This requires staff to have deep digital competencies.

According to analyses: ≈70% of jobs in the sector will require digital skills.

≈45% of employees have already gone through upskilling programs .

Digital literacy includes using booking platforms, CRM, online marketing, data fundamentals, etc.

3. Upskilling and Reskilling – Key to Success

Tourism companies are investing more in training, and employees need to:

adapt their skills to new technologies; develop multidisciplinary skills;

to acquire both soft skills and technical knowledge.

Upskilling and reskilling are becoming an important part of HR strategies to:

✓ Answers to technological challenges

✓ Improve customer experience

✓ Increase talent retention

4. Social and soft skills – no less important

Customer interaction remains at the core of the sector, requiring strong:

communication skills; intercultural competence; emotional intelligence;

problem-solving skills.

Technological skills alone are not enough - the human side of service is key to quality and tourist loyalty.

5. Training and partnership with educational institutions

In Bulgaria (and the EU as a whole), there is an emphasis on dual training, as an opportunity for practical training while still in education. Such models combine business and education to develop skills sought by employers.

6. New roles and career paths

Traditional positions (reception staff, guides, waiters) are now complemented by:

digital marketing specialists, data analysts , sustainability managers (sustainable tourism specialists), UX/UI designers for digital tourism products, AI/ automation operators .

This means that staff not only serve, but also create solutions, analyze data, and improve customer processes as an active part of the strategy.

7. Flexibility and adaptability

Tourism is affected by seasonality, economic cycles and external shocks (such as pandemics). Therefore, employees who can: work flexibly, adapt quickly to changes, and learn throughout life are more valuable in the market.

Summary: What does an employer expect in tourism?

Skill Category Importance

Digital skills ★★★★★

Soft skills (communication, EQ) ★★★★★

Flexibility and adaptability ★★★★★

Technical competencies (AI, data) ★★★★★

Languages ★★★★★

Specialized competencies (sustainable tourism, destinations) ★★★

ADMINISTRATOR IN THE HOTEL INDUSTRY

The profile of a successful administrator in the hospitality industry combines a high level of professionalism, excellent communication skills and the ability to work in a dynamic, guest-oriented environment. The administrator is the first and last point of contact between the hotel and the customer and has a key role in shaping the overall impression of the stay.

1. Main role and importance

The hotel administrator:

- welcomes, registers and sends guests; coordinates information between departments; represents the hotel's image and standards; manages communication with guests before, during and after their stay.

2. Key professional skills

2.1. Guest service (Front Office skills)

- Welcoming and accommodating guests (check-in / check-out).
- Handling reservations - individual and group.
- Providing accurate and timely information about hotel services, the region and additional options.

2.2. Working with hotel software and technologies

- Skills for working with PMS systems (Property Management System) Management System).
- Working with online booking platforms and channel managers.
- Basic skills in working with office software and cash register systems.

2.3. Administrative and financial skills

- Processing payments, invoices and cash accounting.
- Compliance with security and personal data protection procedures.
- Maintaining accurate documentation and reporting.

2.4. Management of complaints and problem situations

- Professional and calm response to complaints.
- Ability to make quick decisions within the scope of authority.
- Dealing with difficult guests and resolving conflicts.

3. Key competencies

Key competencies are essential for this position. The survey and research identified the following key competencies:

3.1. Excellent verbal and written communication

- Clear, polite and confident communication.
- Ability to adapt communication style according to the guest.

3.2. Foreign language competence

- Very good command of at least one foreign language (usually English).
- Romanian language is a strong competitive advantage.

3.3. Intercultural sensitivity

- Respect and understanding of different cultures, habits and expectations.
- Correct behavior in an international environment.

3.4. Customer orientation

- A sincere desire to help and exceed guests' expectations.
- Ability to create a sense of security, comfort and attention.

3.5. Organization and attention to detail

- Accuracy in working with data and reservations.
- Ability to prioritize tasks in a busy environment.

3.6. Stress resistance and self-control

- Working under pressure, especially during peak hours.
- Maintaining a professional and positive demeanor in every situation.

3.7. Responsibility and loyalty

- Compliance with internal rules and ethical standards.
- Reliability when working with information and financial resources.

3.8 Teamwork and coordination

- Effective communication with housekeeping, technical support, restaurant and management.
- Transmission of accurate information between shifts.
- Supporting colleagues and assisting in the smooth functioning of the hotel.

6. Professional development and modern competencies

6.1. Digital and innovation skills

- Working with mobile applications for guests.
- Use of digital channels for communication and feedback.
- Basic knowledge of online reputation and reviews.

6.2. Sustainability and responsible tourism

- Knowledge and implementation of the hotel's environmental policies.
- Informing guests about sustainable practices.

6.3. Desire for learning and career development

- Willingness to improve qualifications.
- Potential for advancement to positions such as senior administrator, supervisor or front office manager.

7. Summary profile of the successful hotel administrator

The successful administrator in the hospitality industry is:

- communicative and polite;
- organized, punctual and reliable;
- stress-resistant and adaptable;
- technologically literate;
- strongly oriented towards the guest and the quality of service.

Conclusion

The hotel administrator is a key figure in building trust, loyalty, and a positive experience for guests. His professionalism, attitude, and skills often determine whether a guest will return and recommend the hotel.

MAID IN THE HOTEL INDUSTRY

The profile of a successful hotel maid combines professional skills, high personal qualities and a clear awareness of her role in the overall guest experience. The maid is the "invisible ambassador" of the hotel - it is through cleanliness, order and attention to detail that the guest forms the first and most lasting impression.

1. Main role and importance

The maid is responsible for: maintaining cleanliness, hygiene and comfort in the rooms and common areas;

compliance with quality and safety standards; contributing to the comfort, security and satisfaction of guests.

2. Key professional skills

2.1. Cleaning and maintenance skills

Professional cleaning of rooms, bathrooms and common areas.

Proper use of cleaning agents and equipment.

Knowledge of different surfaces and materials (textiles, furniture, sanitary ware).

2.2. Knowledge and compliance with hygiene standards

Strict adherence to sanitary and hygienic standards.

Working in accordance with the hotel's internal standards and international requirements.

Compliance with occupational health and safety regulations.

2.3. Organization and time management

Effective task planning within the work shift.

Ability to service a large number of rooms without compromising on quality.

Meeting deadlines (check-in, check-out).

2.4. Working with hotel equipment and supplies

Arranging and loading hotel supplies.

Reporting shortages, damage or technical problems.

Inventory care and economical use of resources.

3. Key competencies and personal qualities

3.1. Responsibility and reliability

Conscientious performance of duties.

Compliance with work procedures and instructions.

Discretion and correctness when working in guests' rooms.

3.2. Attention to detail

Noticing small imperfections that affect comfort.

Precision in the arrangement and vision of the room.

Caring for aesthetics and comfort.

3.3. Hard work and physical endurance

Ability to work in a dynamic and physically demanding environment.

Endurance for prolonged movement and footwork.

3.4. Discretion and integrity

Full respect for guests' personal space and belongings.

Compliance with the hotel's ethical standards and policies.

4. Social and communication skills

4.1. Courtesy and professional behavior

Polite attitude towards guests and colleagues.

Calm and correct response when contacting customers.

4.2. Teamwork

Collaboration with reception, technical support and other departments.

Sharing information about needs and problems in the rooms.

4.3. Basic communication skills

Understanding and following instructions.

Knowledge of basic phrases in a foreign language (English, Romanian) is an advantage, especially in international hotels.

5. Professional competencies and development

5.1. Adaptability and flexibility

Working with variable schedules and workload.

Rapid response to emergencies.

5.2. Desire for learning and improvement

Participation in training on new techniques, preparations and standards.

Willingness to improve qualifications and grow (senior maid, supervisor).

5.3. Environmental and social responsibility

Implementing sustainable practices (saving water, energy, detergents).

Support the hotel's policies for "green" and responsible tourism.

6. Summary profile of the successful maid

The successful maid is: responsible, precise and hardworking; discreet and reliable; organized and efficient; focused on the quality and comfort of the guest; part of a team that creates the overall hotel experience.

The maid is a key figure in the hospitality industry, whose contribution often goes unnoticed, but is crucial to the image and success of the hotel. Investments in training, motivation and respect for this profession are investments in the quality of service and guest satisfaction.

WAITER-BARMAN IN THE RESTAURANT INDUSTRY

The profile of a successful waiter-bartender in the restaurant industry encompasses a set of specific skills, personal qualities and professional competencies that are necessary for a person to be effective and to cope with the challenges in the dynamic environment of the restaurant and bar. Although the roles of the waiter and bartender include different responsibilities, they also have many common features.

1. Key professional skills

1.1. Excellent communication skills

Active listening: The ability to hear and understand customers is essential, especially when fulfilling special orders or resolving conflicts.

Clear and effective communication: The waiter must be able to explain the menu, recommend drinks and food, and interact with guests in different languages, if necessary.

1.2. Knowledge about drinks and food

Creating cocktails and drinks: The bartender must be trained in the preparation of classic and innovative cocktails, as well as understand how to combine different flavors and ingredients.

Understanding the menu: The ability to recommend foods and drinks depending on guests' preferences, explain the composition of dishes, recommend wines and match flavors is an important part of the job.

1.3. Working with cash registers and order management

Fast and accurate service: It is important to use cash register systems or mobile apps for ordering, while maintaining accuracy and speed in order fulfillment.

1.4. Multi-tasking and time management

Waiters and bartenders often work under pressure, juggling multiple tasks at once. The ability to manage their time and fulfill orders quickly without sacrificing quality of service is essential.

1.5. Maintaining cleanliness and hygiene

Maintaining high standards of cleanliness and hygiene in food and beverage service, as well as in the workplace, is fundamental to the restaurant's good reputation.

2. Personal qualities

2.1. Emotional intelligence

Successful waiters and bartenders possess high emotional intelligence, which allows them to recognize and understand the emotions of their guests. They are able to handle stressful situations and resolve conflicts in a way that maintains a good atmosphere in the establishment.

2.2. Patience and friendliness

Customer service is at the heart of the waiter-bartender's job. A friendly, welcoming, and patient approach is key to creating a comfortable and positive experience for guests.

It is important to create and maintain a good mood, especially in stressful times or when customers may be unhappy.

2.3. Adaptability and flexibility

Due to the dynamic nature of the restaurant industry, successful waiters and bartenders are able to adapt to changing conditions, such as increasing customer numbers, changing orders, or new menus.

2.4. Strong social skills

The bartender and server must be able to connect with different types of people and create a pleasant atmosphere for customers while maintaining a professional image. This also includes the ability to build loyal customers.

3. Professional competencies and knowledge

3.1. Professional service standards

Knowledge of service etiquette: For example, knowing when and how to serve a drink or food, how to take an order, and serve with elegance and style.

Knowledge of wine, brewing, and other beverages: The bartender must be familiar with wine regions, wine styles, and brewing technologies in order to offer advice to customers.

3.2. Knowledge about allergies and special dietary needs

The role of the waiter-bartender also includes the obligation to be informed about possible customer allergies and how to meet special dietary requirements (vegan, gluten-free food, etc.).

3.3. Inventory and supply management

Bartenders must have basic skills in beverage and bar inventory management - how to monitor ingredient availability, forecast needs, and report to managers about new supplies.

4. What are the personal and professional characteristics of the best waiters and bartenders?

4.1. High level of stress resistance

Restaurants and bars often operate in intense environments where it is important to remain calm and focused even during busy times, such as during peak customer times.

4.2. Ability to work in a team

The waiter and bartender must work closely with other team members, such as the kitchen, management, and other employees, to ensure impeccable service and the smooth running of the establishment.

4.3. Loyalty and professionalism

Successful bartenders and waiters show loyalty to their workplace by displaying commitment and professionalism in every situation, both with customers and colleagues.

4.4. Initiative and willingness to learn

The restaurant industry is constantly changing and evolving. Bartenders and waiters must be willing to learn new skills, try new recipes, or learn new service techniques.

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