

EU.EM.NET Project W.P 2

Country report : Bulgaria

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Characterisation of the T&H sector in Bulgaria

The key actors of the T&H sectors in Bulgaria are:

- State Agency for Tourism at the Ministry of Economy, Energy and Tourism;
- Bulgarian Tourist Chamber;
- Regional Tourist Chamber: Varna, Burgas, Plovdiv, Pleven.
- Bulgarian Hotel and Restaurant Association;
- Association of private hotels and restaurants;
- Bulgarian Association for Rural and Ecological Tourism;
- Bulgarian Association for Alternative Tourism;
- Association of Bulgarian Tour Operators;
- Association of Schools of hotels and restaurants;
- Union of Owners - "Sunny Beach";
- Travel Agencies;
- Tourism Colleges;
- Vocational Schools of Tourism;
- Training centers for quality of employment in tourism.

Main figures

According to the website of the State Agency for Tourism at the Ministry of Economy, Energy and Tourism, there is a total of 4275 Categorized and licensed shelter, accommodation, dining and entertainment chalets (March 2013).

According to the National Statistical Institute 131,180 employees in 2012, are working in the T&H sector.

In the period January-December 2012, Bulgaria is visited by a total of 6,540,839 foreign tourists (excluding transit passengers). Their number is 3.4% more than the same period in 2011. There is an increase when visiting for business and are made 1,040,488 visits and an increase of 7.1%, as well as visits to visits, which have increased by 8.4%.

The realized visits for vacation and holidays are 4,622,710, which grew by 3.1 percent.

Revenues from international tourism for the period January-December 2012 shall amount in 2916, 6 million, which is 2.2% more than in the same period of 2012

The costs of Bulgarian citizens to travel abroad for January-December 2012 total, 7 million or 5.9% over the same period in 2011

Registered international tourist arrivals for the period are from countries: Romania, 932208, Greece - 928 552, 650 236, Germany, UK-264560, Poland - 241 954, CZ - 152 442, France - 137 980 Austria-122 996, Italy - 104 310, NL - 95835, Hungary - 95 214 Belgium - 66 345, Denmark - 65 478, Slovakia - 56 920,

Spain - 51 519, Sweden - 39 815, Finland - 34196, Ireland - 21 547 Slovenia - 18526, Cyprus - 15212, Lithuania - 8608, Estonia - 7456, Portugal - 7054, Latvia - 5584.

Inform / Promote / attract

Promotion and marketing around the T&H sector in Bulgaria

Employment in the sector "Tourism" is encouraged by:

- work in excellent conditions and very good;
- Teamwork
- ability to pay above average for the industry;
- opportunity for career development;
- free transportation to employment, food, uniforms;
- enrolment in raising the professional qualifications and language skills of workers in T&H sector.
- The requirements of the tourism market dynamic, constantly increasing requirements of tourists in terms of quality and diversity of hotel services.

The main **benefits** put forward are that there are challenges for those, interested in the tourism industry, who understand the meaning of the terms "quality" and "service" (quality of service); as well as there are open new jobs, reduce unemployment, which at March 2013 is 12%.

Here is a non-exhaustive list of **marketing campaign** in Bulgaria targeting the T&H sector:

- Tourist Exhibition "HOLIDAY & SPA EXPO 2013" - Inter Expo Center - Sofia;
- Black Sea Forum – Varna
- International Tourist Exhibition "Cultural Tourism", VelikoTarnovo;
- Tourist Fair "Your holiday" - Burgas;
- Tourist Fair "Weekend tourism" – Ruse
- Tourist Fair "Mountains of Bulgaria - hospitality of the Four Seasons", Smolyan;
- Regional Tourism Exchange contact "The path of the sun";
- Festival of sustainable tourism and healthy eating - "Green Days" - Sofia;
- Tourist information centers in Bulgaria. Total: 74.

These campaigns are mainly dedicated to:

- tourist companies that present their tourist product;
- promotion of their tourist product;
- encouraging potential buyers of tourist product;
- establishment of new tourist needs;
- development of the communication skills of the employed in tourism

The next campaigns planned are:

- Tourist Exhibition "HOLIDAY & SPA EXPO 2013" - Inter ExpoCenter - Sofia (14-16 02.2013)
- Black Sea Forum - Bulgaria (September 2013)
- International Tourist Exhibition "Cultural Tourism", Veliko Tarnovo (18-20 04.2013g)
- Tourist Fair "Your holiday" - Burgas (May 2013)
- Tourist Fair "Tourism Weekend" - Ruse (May 2013)
- Tourist Fair "Mountains of Bulgaria - hospitality of the Four Seasons", Smolyan, October 2013;
- Regional Tourism Exchange contact "The path of the sun" okt.2013g;
- Festival of sustainable tourism and healthy eating - "Green Days" - Sofia, April 2013;

Promotion is also made via contest organisation at regional, national and European level:

*** Писала е, че са за 9, 10 и 11 въпроси. :**

Schools Association of hotels and restaurants is a non-profit association. It is established in 2001. Until the present moment, it consists of 40 vocational schools of tourism, hotels and restaurants across the country. Every year it organizes national professional competitions, hosted by different schools by different cities. During the competitions are also held training seminars for teachers and principals. Together with the tourist business are created evaluation criteria and scorecards for various professions: the best young chef, the best young confectioner, the best young bartender, the best young waiter.

It is the only organization in the country that combines vocational schools, working to develop the quality of education and its practical application.

Schools Association of hotels and restaurants promotes opportunities and achievements of its members at home and abroad.

With the support of the Association of Chefs Association of Sommeliers, Bartenders Association, for Schools Association of hotels and restaurants organizes training courses for teachers and students.

Teams are formed of members of the association for the development of new curricula, programs, State Educational Requirements (SER), relating to specialty occupations under the "Hotel and restaurant and catering", also involved in various international projects.

Competitions are also organized by the Bulgarian Hotel and Restaurant Association, as well as competitions organized by the Ministry of Education, Youth and Science (MEYS), in cooperation with the Association of Schools of hotels and restaurants;

Concerning promotion in schools, the labour Office indicates that promote the sector in different ways:

- at student labour exchanges where meet employers, students wishing to work during the holidays, and their parents;
- through training;
- information leaflets, brochures;
- sites on the Internet for job in tourism.

T&H jobs visibility in Bulgaria

In Bulgaria, there is a recommended list-Ordinance for categorization of accommodation, hospitality and catering and entertainment and the National Classification of occupations and qualifications, Tourism Act. Every employer is required to adhere to those specified in the National Classification of occupations and qualifications that are listed all professions, all occupations are classified into sections and groups and have a number. Labor law art. 127, § 4/2008 / of the Labour Code provides for the obligation of the employer to approve the job description and gave it in writing to the employee prior to the execution of the job.

Job description includes a description of:

- Essential job duties;
- Main responsibilities inherent in the position;
- Organizational links and relationships;
- Knowledge and experience, skills and competencies.

Each employer shall then develop a job description for the position, in accordance with the requirements for the categorization of accommodation, hospitality and catering and entertainment.

Example of Job description:

Chambermaid

- ESSENTIAL JOB DUTIES
 - o Hygiene within the facilities or premises.
 - o Replace bedding equipment, curtains, towels and utensils.
 - o Loading of hygienic materials and advertising infor-our brochures.
 - o Monitors the power system and electrical equipment placed in the rooms.
 - o Monitors the operation of the water supply, sewerage – lizatsionnite and sanitation.
 - o Participates in cleaning of the common parts.
 - o Perform other special assignments related to the position.
- Competence necessary for job performance:
 - o Should know
 - the rules for cleaning and sanitation of premises and equipment in them;
 - the procedures and requirements for the replacement of furniture and bedding placing consumable materials;

- the legal requirements for fire safety;
- Work with the Cleaning Device.

Hotel receptionist

- Job Description
 - Welcome and accommodate guests, register and monitor the provision of assistance they need.
 - New arrivals registered guests:
 - Complete the registration records;
 - Ensure proper keeping of the register books and accurate data recording the IDs of registered guests.
 - Transmit keys to the guest rooms and monitored to prevent outsiders.
 - File of accounts/bills for accommodation, room service and other ancillary services provided.
 - Accept requests and provide information requested by the guests information within the additional services provided.
 - Takes frame storage of valuables and documents hotel guests.
 - Monitor compliance with the schedule for the release of the rooms and inform the maids in need of cleaning and filling.
 - Assists the administration in relation to passport control and registration of temporary residence.
 - If necessary, perform other tasks assigned in relation to performance.

Career paths definition exist, , but in practice, career development in the field of tourism is determined by educational level. Managers of tourist companies prefer to recruit staff for middle management employees of the company who have the necessary education and a lower position to select external staff.

The need for new competencies of the employed in ecological and rural tourism, capacity building of farmers houses offering rural tourism-related management planning activities, additional services and costing

List of existing **associations** in the sector:

- Association of Bulgarian Tour Operators and Travel Agents – ABTTA
- Bulgarian Association of Travel Agents (BATA)
- National Institute of Tourism
- National Hospitality Management Club
- National Association HORECA - hotel, restaurant, cafeteria

- Bulgarian Hotel and Restaurant Association BHRA
- Burgas Association for Ecological and Agricultural Tourism-BAERT
- Burgas Tourist Association
- Bourgas Regional Tourism Association
- Bulgarian Association for Alternative Tourism (BAAT)
- Cluster accessible tourism
- National Association for Children and Youth Tourism
- Bulgarian Union of Balneology and Spa Tourism
- Bulgarian asatsiatsiya the cave and ecotourism
- Association of Tourist Guides in Bulgaria

Develop and Train Workforce

Existing training and qualification levels in Bulgaria

There is quite a large adequate training in vocational schools of tourism, high schools and universities, and professional qualification centres.

The qualification level of the staff in the sector is the following:

- (level3) -Secondary Education - 40% of employees are relatively low-skilled
- (level 4)- Upper secondary education - about 50 percent of employees with secondary and secondary vocational education, college
- (level 6) - Bachelor or equivalent level 7: "Master" or equivalent level
- and - higher education, according to Eurostat data, only 10% of staff have higher education
- Professional – Academic level

Some initiatives such as “European awards for promoting entrepreneurship” or “National Hospitality Management Club, member of the International hoterierska and Restaurant Association », aim at promoting the development of management supervisory skills, and by the way the need for more developed competences.

With the accession of Bulgaria to the EU was necessary, working in tourism to hold a certificate of qualification, this increased demand for short-term training of employees and obtaining a certificate of qualification.

With the widespread computerization of hospitality require the acquisition of additional skills, ability to work with a specialized hotel and restaurant software.

Increasing importance of language training.

Intense competition in the industry and increased requirements of tourists determine the need for additional training in customer service, training in professional ethics and tourist behavior, staff training, offering additional services animators, guides.

With the development of entrepreneurship and the creation of small family hotels, houses, accommodation and the development of rural tourism emerging needs of education training in marketing, accounting, human resource management, entrepreneurship.

The oncoming changes are reported by the Ministry of Education Youth and Science, educational organizations and professional schools, colleges, universities, training centers, tourist companies and institutions. There are introduced new subjects and curricula consistent with the changes. Vocational School of Tourism performs practical training of students in close contact with the tourist and designs aimed to adapt vocational education to the real needs of the business, which improves the professional competence of the staff and increases the competitiveness of tourism enterprises.

Quality and certification in Bulgaria

Within the ERASMUS (EuRopean Community Action Scheme for the Mobility of University Students) program, for the academic year 2011-2012, USIT Colours and APAO work within the Erasmus consortium with students the following universities:

- Agricultural University – Plovdiv
- Burgas Free University
- Varna Free University "Chernorizets Hrabar"
- Veliko Tarnovo University "St. Cyril and Methodius"
- Higher School of Civil Engineering "L.Karavelov"
- School of Agribusiness and regional development
- International University College
- Higher School of Insurance and Finance
- University of Economics – Varna
- National Sports Academy "Vasil Levski"
- Plovdiv University "Paisiy Hilendarski"
- University of Rousse "Angel Kanchev"
- Business Academy "D. A. Tzenov" – Svishtov
- Technical University – Varna
- Technical University – Gabrovo
- Technical University – Sofia
- Trakya University
- University of National and World Economy
- University of Food Technologies
- South university "Neophyte Rilski"

In 2008, the Association of support the academic community and USIT Colours Bulgaria Ltd. created the first in Bulgaria Erasmus Consortium under the new program of the European Commission "Lifelong Learning". Under the rules of Erasmus Consortium organizes and prepares documentary apprenticeships and practices of Bulgarian students in other countries - members of European Union.

Erasmus Consortium is not a legal entity and is represented by the coordinator of the formation - Association for support of the academic community. It combines Bulgarian universities have enhanced Erasmus Charter and other organizations (enterprises, NGOs, chambers of commerce, student ensembles and groups, etc.). Working together on professional practices to students of higher education institutions - the consortium partners.

Higher education institutions - Consortium partners must be legitimate and accredited higher education institution in Bulgaria, holders of Extended Erasmus Charter awarded by the European Commission. The consortium may include cooperation partners - non-academic institutions that promote quality and efficient conduct of student practices of Bulgarian students. The consortium partners and employers' organizations or intermediary agencies to work within the EU with the coordinator of the Consortium has created partnerships and cooperative relationships to conduct apprenticeships Bulgarian students and the rules of the Erasmus program.

The work of the Consortium is subject to all rules governing student practice program LLP - Erasmus, valid for Bulgaria.

Each university partner in the consortium remains accountable for the quality, content and recognition practices by signing the Training Agreement and Qua.

Concerning the use of ECTS, and ECVET, the Law on amendments to the Higher Education Act / Article 44 / promulgated in SG. 48 of 04.06.2004, provides the academic years 2004-2005 in Bulgarian higher education training is carried out according to the European system of credit transfer. To provide academic and professional recognition of specialty obtained from 1 January 2005 to a Diploma of Higher Education universities to issue European Diploma Supplement in Bulgarian and English.

Key national targets for introducing ECVET Bulgaria (EcVET - European Credit System for Vocational Education and Training):

- Reforming the existing system of vocational education and training (VET) through effective and simultaneous implementation of all European instruments (EQF, ECVET, ECTS, EQARF, EUROPASS)
- Increased international mobility of students in VET - students and adults.

At the national level, NQF of Bulgaria was adopted by Resolution N 96 of the CM 02. 02. 2012 and a National Report for referencing NQF to EQF exists. Each profession from national vocational education

and training (VET) has a degree specified in the list of professions for OEMs, which corresponds to a certain level of NQF / EQF.

However, these frameworks are difficult to adopt, because no requirements are really specify and no benefits are really gain through their use for the moment.

Training organisms and employer's link; development of curricula in Bulgaria

Partnerships between training organisms and employers exist for teaching practices and production practices, as well as for holding job fairs in schools

Partnerships with other countries to secure jobs in the professions in the summer are also present.

The following collaborations between industry and education providers have been identified:

- ECTS and the Erasmus Programme
- Projects for grant assistance scheme BG051R0001 - 3. 1. 07 "Update curricula in higher education in accordance with the requirements of the labor market"
- Proposals for projects under Priority Axis 4 of the HRD OP: "Improving access to education and training," Area of Intervention 4.3 "Developing the system for lifelong learning" through a scheme BG051R0001 - 4.3.05 "Development of vocational education and training cooperation with employers. "The main objective is to update vocational education and training by building educational parks between vocational education and employers

Company-employer educates on their own account employees by engaging in courses for further professional training on various subjects. Some of the courses which have been funded are of significant value, but judging favorable consequences that may arise from the use of her newly acquired knowledge of professionals receive adequate training, it invests in improving their skills.

In order to increase awareness of the T&H sector trainings, some actions are organised (Exhibitions secondary and higher education in Bulgaria and abroad ("Education without borders"), Media communication, Internet use)

"School and student practices."are organised. They aim improving the quality of vocational education and training. This is an opportunity for students to work in real working environment. Thus there are built strong partnerships between educational institutions and business. Employers and the vocational schools of tourism work in a good cooperation. The schools are members of the local employer organizations. The employers participate in regional committees in the state plan-reception in specialties. The schools have meetings with employer organizations and study what else should students know.

Retain workforce in the T&H sector in Bulgaria

Mature workers encouragement

- Offering flexible conditions of labour
- Possibility for part-time work
- Involvement of aging workers in their role as mentors and trainers. They are people with experience and could bring the new employees to new recruits and in the sphere of tourism.

Students' attraction

The students are given the opportunity to gain experience and seniority in the future at the competitive market of labour. In our country tourism is mostly seasonal and is preferred by students. They can acquire routine and be paid during their vacation.

Examples of HR practices

The Spanish hotel chain "Iberostar, which is part of the tour operator Thomas Cook, operates on the Bulgarian tourist market. It conducts training for its staff at the beginning of the season. There are trained restaurateurs, hoteliers, animators, according to the company standards.

This training includes theory and practice in a real work environment by applying the standards of the company, of the work organization, quality control. Training costs that are born by the owners of the hotels that work with "Iberostar" brand.

In most of the hotels before the season, are provided language training for staff and refresher courses for professions.

Skills anticipation (forecasting) in the T&H sector in Bulgaria

The **key actors** in skills anticipation in Bulgaria are:

- Ministry of Education and Science,
- Ministry of Economy,
- Energy and Tourism and employers' organizations, set standards for the profession.

Employers are mainly involved in skill foresight through participation in joint projects. Example: "Business and education for the benefit of professional training."

Survey and analysis of tourism and hospitality in our country are made by the Ministry of Economy, Energy and Tourism, through the development of the "National Strategy for Sustainable Tourism Development in Bulgaria", 2009-2013, and regional administrations through "Operational Programme Regional Development, year 2007 to 2013.».

There are studied additional skills that employers require from the prospective employees in the sphere of tourism.

These analyses consider not only the present but also the future needs of the tourism industry. There are regional commissions on annual approval of the State plan for admission in the vocational schools.

The Bulgarian Industrial Association (BIA) project "Development of human resources." is responsible for these analyses. In the surveys there are covered pilot enterprises, including T&H sector. The purpose is to build an information system to evaluate the competence of the workforce by sectors and local regions. At a local level, the employers indicate additional skills that schools focus on vocational training.

Formal approaches for skills anticipation

There are 10 diverse projects that so helpfully illustrate the different approaches and products that have proved useful in improving access to the world of tourism and high quality performance within it. In addition, there is the clear focus on increasing awareness of the social and economic value of tourism, while, at the same time, maintaining concern for the protection of the environment. This puts the results from these projects at the heart of improving best practice in tourism.

Tourism sector workers, including travel guides, have the types of skills that are readily transferable to other sectors and occupations (such as inter-personal and communication skills, customer service skills, and ability to work as a part of team). For this reason, experienced and qualified employees move to other occupations with more stability and higher salaries. Conversely, workers from other fields such as information technology finance and management can move into the travel guides occupational group.

Weaknesses of Bulgarian tourism sector as a whole:

Although tourism in Bulgaria has grown over the past decade, it has declined if comparison is made with the volume of tourist visits at the end of the 1980s (the number of nights spent is 3 times lower). Moreover, Bulgaria's tourism market share in global and European terms remains insignificant. Tourism development in Bulgaria suffers from serious interrelated structural weaknesses and obstacles:

- The product mix is dominated by mass tourism and package tours mainly for seaside and skiing tourism resulting in low value added for the Bulgarian tourism industry, missed market opportunities as well as strong environmental pressure on traditional resorts where carrying capacity is either exhausted or in most cases overexploited.
- Bulgarian tourism is dependent on a limited number of markets. The share of the three leading foreign markets in terms of nights spent (Germany, UK, Russia) has decreased recently (from more than 70% at the end of 1990s to 59% in 2005).
- Seasonality of tourism demand is the highest within EU-27 which has significant implications not only for occupancy rates and revenues to the tourism industry, but also for the employment and skills development of employees (many businesses struggle to attract and keep skilled staff).

- The transport infrastructure in the country has been in a poor condition for many years but is currently undergoing major investment as a result of the EU accession (e.g. development of the Sofia Airport, thanks to a loan from the EIB³; road policy due to ISPA⁴; railways, etc.

Source: Fostering SME and Entrepreneurship Development in the Tourism Sector in Bulgaria – An active review Sofia, Bulgaria 18-22 June 2007.

Note: During the rest of the years to 2013, some of this disadvantages have improved, nevertheless the world economic crisis, etc.

Trends in the next 5-10 years

Education and training are strategic factor for sustainable development trough contribution to human capital development, within the RomaniaBulgaria Cross-Border Cooperation Program 2007-2013. In relation to this the Academy of Economic Studies in Bucharest, Romania and D. Tsenov Academy of Economics in Svishtov, Bulgaria decided to collaborate in the field “Cooperation on human resources development – joint development of skills and knowledge”, through the development of cross-border liaisons and exchanges between the two universities. Bulgaria has represented and still represents important tourism destinations in Eastern Europe, promoting coastal tourism, spas, mountain resorts or heritage tourism. Comparing with the existent potential and with the other Central and EastEuropean countries, including Bulgaria, Romania has modest economical performances in tourism industry.

Training specialists in tourism is one of the ways of performance growth in this field. Although there are numerous educational institutions for tourism professionals (high school and vocational school, universities with Bachelor and Masters Degrees, post university and doctoral studies), in both countries the quality of the tourism employees is low and unable to sustain high quality services.

Tourism has always been of crucial economic and non-economic importance for Bulgaria. However, it is one of the most dynamic and “sensitive” sectors in terms of the internal and external factors for its development. This requires a flexible policy and management in the sector in order to respond adequately to the new realities resulting from both the positive political and socioeconomic changes in Europe during the last decade and the negative impact of the global economic crisis on the economies of the countries in the Lower Danube region as a whole and their tourism industries in particular.

Comparing these trends to the last 5-10 years, the specialists in Bulgaria unanimously agree that the financial crisis has had a strong negative effect for the tourist industry. The need for growth of the demand, (and hence - the supply) of new types of tourist services has gradually imposed some new trends for the development of tourism. For the last couple of years there has been a marked diversification of the tourist trip offers - the number of companies specializing in alternative forms of tourism is growing. The growing number of mass tourists looking for “non-mass” tourism is shaping a new segment in this sector. According to the common economic sense, in times of crisis Bulgaria must

develop not only the traditional forms of tourism but also the alternative tourism in order to support its regional economies, to revive the rural areas, to generate new jobs in the local communities, etc.

The “alternative tourism” is defined as any form of tourism which is different from the traditional forms (i.e. holidays on the beach, in the ski resorts, or the spa resorts).

For the past few years the interest in the vocational education and training in the field of tourist facilities and services in Bulgaria has been growing steadily. The serious economic crisis and the gap between the supply and demand on the labour market in Bulgaria require the qualification of re-qualification of a large number of people. Tourism is one of the sectors with the greatest shortage of qualified specialists and this sector may generate a significant number of jobs even in times of crisis. According to the Bulgarian industrial association, the training courses in hotel management, restaurant management, and catering have the largest relative share of all vocational training courses provided by the VTCs in 2009 (Bulgarian Industrial Association, 2009). The number of the trainees in these courses represents more than 20% of all trainees attending the VTCs during this period. The number of trainees in the vocational courses in “Travels, tourism, and leisure” is smaller - about 4,28% of the total number of trainees. This fact may be explained not with an insufficient interest in these professions but with the length of these courses - they require more time and are provided by colleges and vocational schools.

Main evolution of the sector in the coming years

There is no concrete data about foreign citizens working in Bulgaria and Bulgarians working abroad in the field of tourism.

The number of immigrants in Bulgaria is relatively low: 55 684 in 2008 and permanently permanent residence received 23,934 persons. Among them, the highest number of Turkish citizens - 4853 followed by 4647 Macedonian, 2217 Russian, 1505 English and 974 Ukrainian citizens.

The trend clearly shows that after 2004, when Bulgaria became a member of NATO, the migration flows into the country began to increase, and in the year of accession to the EU - 2007 - peaked: 26,702 foreigners were granted a prolonged or permanent residence.

The trend is similar to nationals of some Western EU countries - the data reported sustained interest. After the accession of Bulgaria to the EU, some citizens of European countries "drop" of statistics.

Another reason for the drop in performance for 2008 as in the general data migration, and the country is slowing of migration in Europe due to the economic crisis.

- Hotel Managers 16 percent of hotel managers were born outside the UK.

Promoting T&H professions Europe-wide

Benefits

- the achievement of uniformity of requirements, skills, competencies, necessary to occupy a certain position in tourist company;
- Achievement of standards and quality of the tourism product in accordance with European requirements;
- Increasing the competitive ability but the Bulgarian labour resources;
- Increasing the chances of mobility and labour resources for implementation.

Risks

There are no real risks. It can be taken a risk on competition between candidates for the same job position, but alignment the requirements for staff / EQF / will lead to a positive effect, improving the quality of the tourism product.

More generally

Limited information on skills anticipation in Bulgaria is publically available. The country is now going through a period of economic restructuring and the results of this will determine their mechanism for skills anticipation and its links, if any, to adult learning.

In the national strategy for tourism development are stated the main future needs for knowledge and competence of staff in tourism. I do not know how to assess future needs for knowledge and skills.

In the context of globalization of the economy, increased competition and the use of information technology the provision of education and training services develops in a way which makes the traditional main agents in the process to change themselves, but also to interact with other partners so to achieve competitiveness of their product. Teachers and trainers have to join efforts with managers in order to develop individual plans for training. Universities and enterprises are intended to develop new educational and training partnerships and networks as to cover all the process from producing to consuming the products. The management of training and education at individual level, joining the efforts of the education and training professionals with those of the managers in the specific businesses is the core of learning. But in order to network and build partnerships for learning those involved also have to have and breed the culture for learning. This is a new challenge for the countries from the region as far as their education systems are just now transforming to overcome the specialised subject teaching.

Another Leonardo da Vinci project aimed at solving local issues is the HOTEL NEU. Varna Association of Travel Agencies (the northern part of Bulgarian Black Sea coast) and the College of Tourism in Varna united their efforts to help the employers and employees within newly privatised hotels, the family-owned hotels and those who want to start their one man companies in the field of tourism. The Glossary

they want to prepare and the training to be promoted is concentrating at a very specific need of regionally specific business.

Existing best practices in Bulgaria

In the T&H sector

One practice that can be put forward is the project "Development of vocational education and training in collaboration with employers." One of them is the project "Development of vocational education and training in collaboration with employers." Project aims to take account of actual and anticipated needs of the tourist industry and learning to adapt to these requirements.

Another good practice is the "Updating programmes of training in higher education in accordance with the requirements of the labour market."

In VST there are also good practices that take into account the real needs of the tourism business from certain professions and their required competencies.

From 2010/2011 in collaboration with the Municipality of Deggendorf, Germany, our students learn and work in tourism companies in Germany.

Good practice is to conduct educational practices of students in grade 11 and 12, specialty "Hotelier" at different sites in the sphere of tourism. There the students acquire competencies and skills in a real work environment in accordance with the requirements of the tourism business.

Good practice is to conduct traditional student job fair (labour exchange), held in VST "Prof.Dr. A. Zlatarov". There students, parents and employers meet, in order the students to find seasonal work and implementation of production practices reported to the needs of employers to labor with relevant skills and professions and is pledged to accept plan for the next school year.

APPENDIX