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THE MEANING OF TOURISM DEGREES WITHOUT LAW OF TOURISM JOBS

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ABSTRACT

Workforce in tourism sector is mostly consists of unskilled employees. Skilled workforce which consist of people who graduated from tourism schools are not working in sector because of the fact that there is lack of law enforcement on tourism business to recruit tourism graduated human resources. Many of the tourism graduates are not given a fair chance and proper employment and career opportunities at many tourism businesses and at Ministry of Tourism. Despite the fact that Ministry of Tourism needs tourism graduated personnel, as a result of inadequate employment the investments for skilled tourism workforce go in vain. Tourism graduated and skilled workforce is employed in other sectors and hundreds of thousands unemployed college graduated are produced. Turkey cannot get enough income from touristic activities and cannot benefit from its competitive advantages. Solution to this problem is to establish a law peculiar to national tourism council and tourism jobs which is based on tourism jobs and tourism degrees. The problems of businesses can be solve in a scientific manner and building a powerful tourism education can become possible by the law. This study presents an exemplary national tourism council and tourism jobs law to the tourism system. With such a law, tourism planning which constitutes the basis of sustainable tourism and tourism standards can be successfully made.

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INTRODUCTION

21st century is known as information age. In this age tourist can easily reach to information as everyone else. Internet and other communication Technologies and cheap means of transport offer wide range opportunities for modern tourists. Tourists have options more than they ever did and ask for more products with reasonable prices. In order to meet the rapidly growing demand lots of tourism businesses are established. And a number of tourism education institutions are established to provide skilled workforce for these businesses. On the other hand, since the modern tourists replaced conventional tourists, in these days, it is observed that modern tourists are more sensitive about the products they purchase and they demand the products and services to be cheaper but better quality (Erbaş et al., 2016; Erbaş et al., 2016; Cankül, 2016).

Inevitably, modern tourists' demands and needs entail the service providers and tourism's decision making mechanisms to be more skilled and better quality (Erbaş et al., 2016; Erbaş et al., 2016). Quality of services in tourism is directly related to humans and humans form the subject (Ross and Pryce, 2010; Erbaş et al., 2013). In this context, determiner and indispensable item of quality in tourism is human resources (İçöz, 1991; Jafari and Solà, 1996; Kusluvan and Kusluvan, 2000; Kızıloğlu and Macit, 2002; Haandn-Tang and Jones, 2008; Erbaş et al., 2013). Thus, quality of human resources employed in tourism sector is directly related with the sector's better function (Kelley, 1992; MacVicar and Rodger, 1996; Lohman and Jafari, 1996; Jafari and Solà, 1996; Jenkins, 1997; Singh, 1997; Leslie and Richardson, 2000; Mattila and Enz, 2002; Gee, 2002; Hawkins, 2002; Mayoka and King, 2002; Conlin and Baum, 2003; Baum, 2007; Baum and Szivas, 2007; Solnet, 2007; Singh et al., 2007; Haandn-Tang and Jones, 2008; Ross and Pryce, 2010; Erbaş et al., 2013; Temizkan et al., 2014; Erbaş et al., 2014; Erbaş et al., 2015; Baum, 2015; Temizkan, 2015; Erbaş et al., 2016; Cankül, 2016).

Previous studies show that most of the employees in tourism sector do not have tourism education (Kozak, 1992; Ağaoğlu, 1992; Kızılırmak, 2000; Yeşiltaş et al., 2010; Yanardağ and Avcı, 2012). The most important factor that set off this situation is that they are not protected by the laws (Mısırlı, 2002; Erbaş et al., 2013). As a result of this, studies indicate that a large portion of tourism graduated workforce do not enter to sector or leaves the sector immediately (Hacıoğlu, 1985; Paandsic and Brymer 1990; Aydos, 1992; Kusluvan and Kusluvan, 2000; Birdir, 2002; Üngüren and Ehtiyar, 2009; Temizkan et al., 2014; Erbaş et al., 2014). Graduates who do not enter to sector can find jobs at other sectors based on their education. However tourism sector keep complaining about lacking of skilled workforce (Temizkan and Cankül, 2015). Besides, tourism sector has shown a rapid growth in a short period. Thus, tourism systems could not be planned properly through the World (Temizkan and Cankül, 2015; Erbaş et al., 2016; Erbaş et al., 2016).

Standing by tourism graduated workforce about meeting the workforce need of tourism sector is a favored behavior which gives meaning and importance to academic career. Every social system should be built on its own jobs and diplomas which are proofs of them. As in law, health and education sectors, tourism sector should be based on tourism diplomas (Erbaş et al., 2016) and it should be a sector in which tourism graduated workforce is employed in order not to waste the investments and for its strategical importance (Temizkan and Cankül, 2016). In this context, it is obvious that tourism sector should become a sector in which jobs are done by tourism graduated workforce (Erbaş et al., 2014) and regulations which comprise all the sector and will operate the coordination and decision making processes from regional to national should be done (Temizkan and Cankül, 2016; Cankül, 2016) and tourism environment should be planned rationally by taking these factors into consideration: effective and productive systems which based on tourism jobs (including R&D), Professional manager certificates and tourism jobs which are related to tourism degrees (Erbaş et al., 2016).

TOURISM JOBS AND TOURISM DIPLOMAS

"Profession" means a job which requires diploma. "Professor" means the person who teaches it. Therefore, academic titles correspond to a job. Academicians teach jobs and this activity is rewarded with a diploma. Diplomas are proofs and indicators of jobs. Thus, educators' standing by diplomas which are given by tourism faculties, tourism vocational schools and tourism high schools within the framework of specific laws is a favored behavior which gives meaning and importance to academic career (Erbaş et al., 2016; Erbaş et al., 2016; Cankül, 2016). These diplomas are created in order to meet the human resources needs of tourism businesses and Ministry of Tourism and they are formed in accordance to tourism businesses which operate in sector. These businesses are basically hospitality, travel, recreation and food and beverage businesses. Besides the tourism

businesses, hospitality management, travel management department, recreation management department and food and beverage department degrees are given. At the same time, tourist guide department is designed in order to serve to all these four departments simultaneously. In this context, it is fair to say that there is five types of tourism diplomas which they are the proof of this five tourism job type. In addition to this, there is a sixth group which operates in Research and Development who are called Tourism Educators. This sixth group teaches tourism and conducts researches related to tourism. Tourism Educators R&D Job, in general, is organized within the framework of specific college laws and tourism high schools laws through the world (Erbaş et al., 2016). So, the gathering under one roof of actors of tourism sector who are travel businesses, hospitality businesses, food and beverage businesses, recreation businesses and travel guides who organize the coordination of these actors by accompanying the tourists and planning of sectors mechanism with commonsense play a critical role in terms of national tourism planning (Temizkan and Cankül, 2015; Cankül, 2016). After defining tourism jobs within the framework of law, Ministry of Tourism should be organized in context of tourism jobs. This is inevitable because tourism planning is under the jurisdiction of Ministry of Tourism and for it to be functional, planning must be organized according to these five type of jobs. This means that tourism jobs must be based on tourism degrees. In modern World, services which will be presented or produced should be serve by degree owners. Sectors such as health, law and education have their own degrees and they operate under specific laws. In Turkey, tourism sector is considered as the locomotive sector. That means it has a strategic importance for economy. Thus, tourism diplomas have the same strategic importance (Erbaş et al., 2015). Tourism sector should be operating with tourism diplomas as well as the other sectors. Tourism sector, in general, consists of tourism businesses, Ministry of Tourism, tourism faculties of universities and tourism high schools. In order for tourism sector to be successful, legal regulations should be made for tourism jobs and tourism degrees. Such regulations will help protecting tourism education, tourism graduated people and employment on a legal basis and there will be a healthy environment for tourism education institutions and tourism businesses to cooperate. In absence of such cooperation, tourism education systems are very likely to fail (Erbaş et al., 2016). Finally, unless tourism sector is not organized based on national destination management's tourism jobs and diplomas it is not possible to prevent issues and to make progress in this field.

TOURISM SYSTEM AND TOURISM PLANNING

It is acknowledged that when a system is set up, it should definitely be based its own jobs and degrees. Thus, qualified employee is someone who is defined by laws and who has a registration number. Because labor law includes the career principals and guarantees to meet the demands of Ministry of Tourism and the businesses like foreign language skills, experience, degree and etc. However, since tourism sector does not have national destination management regulations which determine career principals, define tourism jobs, education investments are wasted. Therefore, tourism sector's need for qualified workforce grows and it even becomes a chronic employment disease.

It is obvious that in tourism system, national destination management must be based on its own jobs and degrees. Tourism system must be based on destination management concept which is considered as an essential part of tourism planning in literature. Since organizing destination managements will be based on a legal framework will represent each stakeholder of tourism equally, a systematical commonsense on tourism issues and planning can easily be created. Tourism system will operate in a healthier environment if such a settlement is positioned properly in country's management system.

Due to rapidly changing environment in tourism world, tourism destination management organizations should take their places in the tourism planning process immediately. Standards which are needed in the process of tourism planning should be identified on regional and national scales on an optimum level. Context of tourism planning should contain four basic tourism assets. These are natural tourism assets, historical tourism assets, cultural tourism assets and a region's human tourism assets on local and national level. This kind of comprehensive and certain planning necessitates the presence of a scientifically organized and constructed half-governmental institution. In this case all the tourism businesses, Ministry of Tourism, all tourism academicians (R&D) and all the human tourism assets will be represented through the country.

Unfortunately, due to lack of a proper and legal destination management organization, sustainable tourism strategies can not be planned and implemented. Therefore, solution strategies should focus on the needs and

problems of tourism businesses, tourism employees, managers and tourism academicians on a regional and national aims basis.

Finally, dynamic planning of four tourism assets which are natural, historical, cultural and human assets can only be possible with national destination management system and its principals. Tourism standards will be identified and implemented by tourism businesses, tourism environment, Ministry of Tourism and tourism education system. All of the tourism related researches and studies made by tourism faculties and schools will be available for the benefit of tourism graduated.

CONCLUSION AND SUGGESTIONS

Workforce in tourism sector is mostly consist of unskilled employees. Skilled workforce which consist of people who graduated from tourism schools are not working in sector because it is not built on tourism jobs and destination management model based on tourism jobs. Many of the tourism graduates are not given a fair chance and proper employment and career opportunities at many tourism businesses and at Ministry of Tourism. Despite the fact that Ministry of Tourism needs tourism graduated personnel, as a result of inadequate employment the investments for skilled tourism workforce go in vain. Tourism graduated and skilled workforce is employed in other sectors and hundreds of thousands unemployed college graduated are produced. Besides, due to lack of destination management organizations based on tourism diplomas, tourism policies can not be planned effectively, Turkey can not get enough income from touristic activities and can not benefit from its competitive advantages. Also tourism planning and development of standards can't be ensured scientifically. Solution to this problem is to establish a national destination management organization which is based on tourism jobs and tourism degrees. Only in this way, it is possible to establish a settlement which has tourism philosophy, understands the spirit of tourist and tourism, effective and productive, applies strategic tourism implementations, solves the problems of businesses in a scientific manner, and makes the powerful tourism education possible.

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