

Human resource management in health tourism-Thermal Spa Center of Peja

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Abstract

The effects of tourism have a global character and righteously the enthusiasts of this sector are studying tourism as an industry itself. Its role is highlighted in the sustainability of economic development of a country. In the global economy, its role is increasingly being seen as a sector with multi-dimensional effects such as; economic, social, health, cultural and environmental. Tourism nowadays is turning into a carrier sector of social and economic development of a country, as seen by its components of the tourism sector itself (sub-sectors of tourism) tourism as a sector is very complex and multi-dimensional with multi-dimensional impacts on social and economic life of the today's modern society.

Kosovo in terms of tourism is divided into five tourist regions which constitute a diversified touristic offer competitive to local and foreign tourist markets. Almost all of these regions have the opportunity to develop health tourism, with thermal water resources and also natural heritage. The Peja spa with its natural specifics is undoubtedly a center of health tourism which overpasses the national boundaries and beyond, and at the same time is the object of study of this scientific work in terms of human resource management in health tourism.

Keywords: Health tourism, human resoures, Management, thermal center as management model, satisfaction of the tourist.

Introduction

Kosovo is recognized by tourism resources underlying the development of certain types however it has inherited from the past a low level of economic development, which has been associated with: the last war, slow process of privatization, lack of investment, etc. in this context, the tourism sector has been an integral part of these processes not desired. The tourism sector is heterogeneous sector which inside its own sector requires coordinated activities of public and private sector in its development planning sector. Development of tourism in Kosovo so far has been developed without a proper plan and tourism resources are still pretty far from a genuine tourism development. In this context, health tourism has not put existing tourism resources in the service of a complete tourist offer, as well as the development and management of human resources in health tourism there is still room for improvement and changes.

The purpose of the paper work

The purpose of this paper work is to study the development and management of human resources in the health tourism in Kosovo with particular emphasis on human resources management in Peja Spa through which it aims to provide a modest contribution to the resolution of the best models of management of human resources

in health tourism in Kosovo. The work will enable familiarizing the strategies used in the management of human resources at the center of thermal Spa of Peja and recognition to the most appropriate strategies are based on analyzes conducted and the use of the scientific literature of tourism based on good practices implemented by holders of health tourism development in different countries. In view of the scope will be provided estimates about the model of human resource management in health tourism that will be provided by the human resources center thermal Spa of Peja through the questionnaire, the conclusions drawn will enable the realization of the purpose of this paper.

Objectives of the paper

To fulfill the purpose of the study, targets are compiled which aim to fulfill the purpose of this study, which are:

- Introduction of theoretical aspects related to the problems of human resource management in health tourism;
- Defining the methodology of the study;
- Analysis of the questionnaires, for human resources center at the Peja thermal Spa;
- The study will be carried out specifically through the analysis and identification of strengths & weaknesses, which will enable the management of human resources in health tourism.

Research questions

The study aims to analyze and to familiarize the formulation and implementation of human resource management in health tourism with particular emphasis in Bath Peja. To achieve this goal, the study will provide a response in the following research questions:

- What are the determinants for the development of the model of human resource management in health tourism in Kosovo?
- Does a tourism policy-maker play a role on health tourism and human resource management?
- Is there coordination of activities between the relevant actors in making strategic decisions for the management of human resources?
- Are health tourism capacities in Kosovo studied?

History development of the health tourism

Health tourism traditionally consists in the usage of water with healing properties in different ways. This is corroborated by archaeological, literary evidence, scientific and many epigraphs (Federteme, 2009). Health care has been one of the basic motives for trips that were realized by the old Greeks and Romans. In the Old Greece existed public and private bathhouses". Public baths were built in the open, near buildings, while for the services offered, the users paid reasonable prices (Ucomo, 2004: 427). Not coincidentally near thermal springs were built important temples as the Olympus

and Apollo at Delphi. Hippocrates himself in his work "USO dei liquidi" encouraged the protection of mineral resources.

In ancient times, the use of thermal waters was an element of lifestyle and custom of the Romans. In Rome it began to be used the Greek term "therma- thermos", which means "hot". This term indicated mineral thermal waters with healing properties of rehabilitation I all kinds of spas. Public baths appeared in Rome in the second century BC, but began to be used to cure the body in the III century BC. Romans replaced the Greek model of, "simple baths" with a complex system of services (Ucomo, 2004: 428). The healing properties of thermal waters in the 1300s began to be reassessed due to the achievements in the development of medicine since then begin to highlight the importance of their therapeutic values. In this period it was also determined the role of "medical advisers" in health spas services (Battilani, 2009: 56).

Theoretical aspects and application of health tourism

Tourism as a scientific discipline as well as the economic sector appears as if studying a complex theoretical or practical in its application.

In today's modern time it is considered as a pushing factor with economic, social, cultural and environmental multidimensional effects.

Tourism deals with the movement of people from their permanent residence to temporary residence in another country, where at least they stay one night, for leisure or for work. This is one of the definitions of modern tourism, which includes all the elements of his motivation place of departure, displacement, length of stay, return, etc.

History of Peja SPA

Peja SPA, known as "Ilidza" is a health rehabilitation center already prominent- in which one can cure rheumatism diseases, neurological diseases, traumatic, cardiovascular, dermatological, gynecological and similar. It is known throughout the public not only in Kosovo but also beyond itself is well-known for quality healing features, having in mind thanking primarily multiple infinite resources as those of thermo-mineral water alike pellucid (mud) also with features of great healing. Rehabilitation and treatment of these diseases on a daily basis is done by the team (staff) long experienced physicians experienced professionals, among them the psychiatric specialists through these methods: balneoterapy, thermotherapy, electrotherapy.

This SPA is located 12 kilometers from Peja close to mountain of Albanian Alps, west of Dukagjin at an altitude of 560 meters. In this country admired since ancient times in a span of 26 hectares of land with an area of green, beautifully arranged parks, promenade, road infrastructure, parks and others, it is the source of water thermo-mineral with a capacity of 19 liters the second, whose temperature is 46-49 degrees Celsius. This ancient SPA and the natural warm water have been used by ancient Romans and Ottomans (Turks) based on health and development research.

Human resources

Development of tourism is supported from human resources. In a given space, tourist offer is intact, if human and natural resources are combined. At the SPA tourism, not only mineral resources are needed, but also spiritual and material cultural heritage of curative areas. These elements favor longer stay of visitors to curative centers. Professional knowledge and skills of the professional human resources help the organization in creating a culture of performance, which affects the competitive advantage (David, 2006).

In the development of SPA tourism an important role plays also social culture, economic (human potential) of the area and the community which welcomes visitors such as:

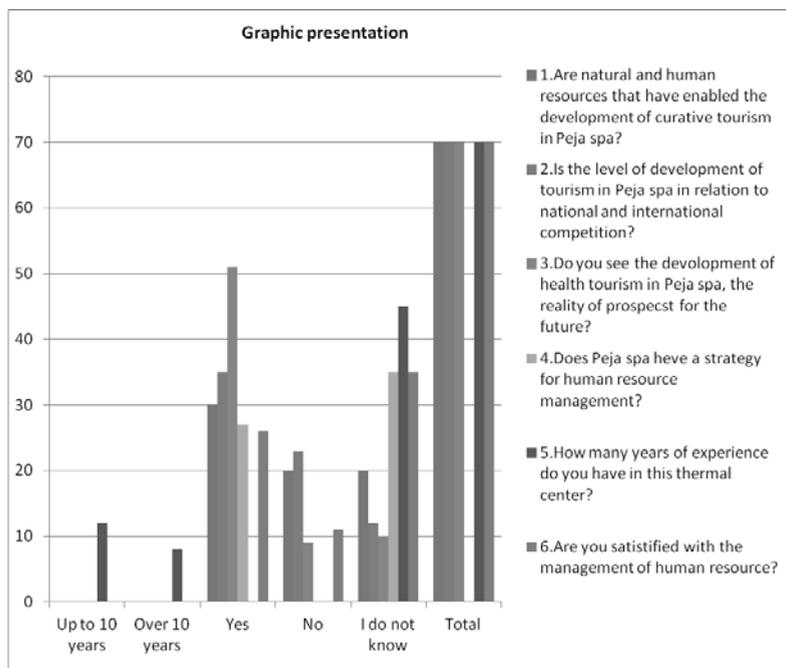
- Infrastructure, host hotel structures and their history;
- The specialized staff in customer service;
- The educational level in order to develop SPA tourism;
- The impact of the other branches of the economy in the service of SPA tourism;
- Level of local interventions to ensure sustainable economic development, areas of SPA's etc.

Results analyses

To collect the data, a questionnaire for 65 respondents was prepared and distributed. The answer was taken from questionnaires and distributed. The questionnaire contained six questions in closed system questions.

Nr.	Questions / Answers	Up to 10 years	Over 10 years	Yes	No	Don't know	Total
1	Have natural and human resources enabled the development of curative tourism in Kllokot SPA?			30	20	20	70
2	How is the level of development of health tourism in Kllokot spa in relation to national and international competition?			35	23	12	70
3	Do you see the development of health tourism in Kllokot SPA, the reality of prospects for the future?			51	9	10	70
4	Does Kllokot SPA have a strategy for human resource management?			27	8	35	70

5	How many years of experience do you have in this thermal center?	12	8			50	70
6	Are you satisfied with the management of human resources?			26	11	35	70



The data found through the survey show that natural and human resources are those that enable the development of health tourism, 30 responses have been positive, for the competitiveness of Peja SPA. When asked about the strategy of human resource management, 27 answered positive in relation to human resource management.

Conclusions and Recommendations

The findings through the research conducted reached at the following conclusions and recommendations. Based on the literature reviewed it has been noted that natural and human resources enable the development of health tourism. Findings from the Survey resulted that Peja SPA had its own business strategy. On the other hand, management of thermal centers should still be more committed to the growth of care for human and natural resources in order to increase the level of development of health tourism.

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