

PROFESSIONAL EDUCATION IN TOURISM AND LABOR MARKET INSERTION
A Case Study of the Tourist Polo of Salvador/Bahia, Brazil, and Surroundings

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Studies that have the quality of the services offered in touristic centers as their main subject affirm that the human resources are the main element for the development of the touristic sector and the sustainable development of the touristic destinations. Agreeing with that idea, this study brings a reflection about the relevance of the college education for inserting the professionals in the labour market. With this objective, the context that involves the college education is analyzed, as much as the main difficulties faced by the graduates tourism and other correlated areas (as hotel management) for inserting themselves in the touristic labour market of the city of Salvador and areas close to the state of Bahia, in Brazil. Qualitative and quantitative methodologies are used, supported by focal groups strategies, interviews and polls, all that to understand the perceptions of the individuals related to the tourism area, since the point of view of the college education until the labour market. It was found that the touristic activity is extremely seasonal; the formation of the tourism students is influenced by this seasonality; the tourism courses and the courses related to this area frequently have superficial contents and it's not usual that they don't match with the tourism market demands; the proactivity and the entrepreneurship are not enough stimulated on those courses.

KEY WORDS: *tourism college education, education, labor market insertion, competitiveness.*