

## EDITORIAL

# Services Specialization (a Possible Index) and its Connection with Competitiveness The Case of Romania

Published in **The Service Industries Journal**, Volume 30, Number 11-12, September-October 2010

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The fact that our article on services specialization and competitiveness (on the case of Romania) was selected and published is also an acknowledgement of the fact that the importance of the tertiary sector is increasing in developing countries such as ours, and it is crucial to understand the trends in their services' evolution and to study the means to improve the management of intangible activities.

In our opinion, specialization stands for both an expression of competitiveness, and a continuity and attention paid to some activities, thus reflecting the overall degree of positive evolution of the national economy. Now and in the future, the premises for economic development are ensured by services activities.

In this context, our study is divided in three major structural units, namely: theoretical aspects of services specialization, competitiveness and development; the analysis of the development and specialization of services in Romania; putting forward an index for tertiary specialization following the example of the tourism industry.

In the first part, the main theories of services specialization and competitiveness are highlighted. Both *classical and modern approaches* are adapted to the particularities of production and trade in invisibles.

Services specialization must be accomplished by taking into consideration the national and international environment. Consequently, the level of services specialization can be assessed both from the viewpoint of the sector's national development level and from the viewpoint of services' involvement in international trade and the study emphasizes the main methods and indicators used to this end.

The second part of the study includes a comprehensive analysis of the level of tertiary sector development in Romania in the 1990-2007 period.

In the third part we are proposing a tertiary specialisation index ( $Sp_t$ ). Starting from the fact that most absolute indexes of services specialization emphasize their level of specialization divided by the main indicators used in determining and comparing the degree of services specialization, we suggest a formula (1) which takes into account both the share of services in GDP and in employment and exports.

Taking into account the heterogeneity of the services sector, we consider that the index of specialization at the level of the whole tertiary sector represents a consequence of the level of specialization of its component industries.

Thus, we consider that the index of specialization should be computed for services industries which represent priorities in the development strategy for the tertiary sector in a certain country. Such a services industry is represented in Romania by tourism, an industry for which Romania has extremely valuable

natural potential and human resources that are still insufficiently used. This is the reason why we exemplify the computing of the specialization index by the tourism industry in Romania.

Finally, the study demonstrates the correlation between the competitiveness index and the specialization index in tourism.

In conclusion, the authors underline that, in the case of Romania, as in the case of other countries with an economy in transition from Central and Eastern Europe, competitiveness building should encompass: diversifying the service supply, participating in international transactions in services, services specialization, stimulating tertiary enterprises by means of a national strategy concerning services and using efficiently competitive advantages (human resources, natural resources, knowledge, etc.).

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