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PERSONNEL MANAGEMENT ON THE EXAMPLE OF NP BEREMYTSKE: MOTIVATION AND QUALIFICATION

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Formulation of the problem. Today, the main problems faced in personnel management - is the selection, training with modern economic thinking, ensuring the efficiency of employees, maintaining a favorable climate in the team and much more. Personnel as an organizer of labor activity and commodity - money relations is the main productive force in ensuring economic growth and competitiveness, as well as addressing a number of issues to ensure the effective operation of any organization. Therefore, in conditions of high competitiveness in the market of tourist services there is a need to constantly increase the effectiveness of the personnel management system, taking into account current trends in the national economy.

Analysis of recent research and publications. Problems of theory, methodology and practice of personnel management were devoted to a large number of scientific works by foreign and domestic scientists: F. Taylor, A. Maslow, D. McGregor, V. Ouchi, VI Kramarenko, GV Shchokin, I. Ansoff, K. Bowman, OS Vykhansky, OI Naumov, VS Ponomarenko and others. Some aspects of the problem of modern personnel management are reflected in the works of S. Belyaeva, M. Vinogradsky, M. Zhuravlev, J. Ivantsevich, A. Kibanov, V. Kolpakov, A. Lobanov, S. Mikhailov. Problems of staff development and motivation are reflected in the works of such domestic scientists as G. Abalkin, I. Blank, M. Bilyk, I. Belov, A. Gastev, B. Kvasnyuk, I. Komarov, I. Karpun, D. Karpukhin, J. Kokin, E. Krykavsky, O. Kuzmin, M. Albert, M. Vaselevsky, M. Mescon, J. Stiglitz, J. Sachs, Gzh. Kolodko, R. Pator, F. Hedoury and others.

The purpose of the study is to reveal the current problems of personnel management in general and staff motivation on the example of NP "Beremytske".

Presentation of the main research material. One of the main tasks for organizations of various forms of ownership is to find effective ways to manage labor, ensuring the activation of human resources. The decisive causal factor in the effectiveness, efficiency and quality of people's activities is their motivation.

In today's fierce market competition, the successful operation of the enterprise depends on the creative activity of workers. Therefore, one of the main tasks of the manager is to motivate staff. Most researchers believe that employee incentive mechanisms are complex systems of influence of the organization's management on employees, which directly involve the interaction of manager and employee.

It is important to note that the motivation of work is the main lever to increase the productivity of workers, ie an incentive to more efficient activities in the enterprise. Note that the concept of "motivation" is multifaceted and has many definitions, which is why scientists have many different opinions about the essence of this category, in particular the famous American expert in management Richard L. Duft considers motivation as forces that exist inside or outside She notes that "the motivation of employees affects their productivity, and part of the work of the manager is to direct motivation to achieve the goals of the organization" [1].

It is also worth noting that work motivation plays an important role in increasing labor productivity and work of the team, which is why the right form and ways to motivate work will increase profitability and sustainable economic development of the enterprise. An important aspect of the motivation of labor activity at the enterprise is its economic feasibility, ie the growth rate of labor productivity must exceed the growth rate of resources spent on motivating employees to work [2].

Note that an effective leader must always take care of their employees and motivate them to work, but not only rewards and bonuses, you must use such motivating tools as: request, advice, suggestion, coercion, psychological submission to the group, punishment, criticism, condemnation, order, instruction, instruction. It is necessary to form in each employee a sense of ownership, to involve people in work according to their capabilities [3].

It is necessary to develop such a system of motivation so that employees want to invest more effort and soul in the work they do. In solving this problem, companies are recommended to use such methods to increase motivation, stimulate and improve the quality of work of employees as: management needs to show interest not only in the work of their employees, but also in them as individuals; when analyzing the work of each employee should ask the subordinate questions aimed at encouraging him to think about the work done and talk about specific results; it is necessary to monitor the level of motivation; employees of the enterprise have different goals and desires, respectively, they need to be provided with different opportunities for work and professional growth; you need to be careful with monetary incentives; it is necessary to know whether the employee is suitable for his work; the tasks of subordinates must be clear; create a bank of ideas; it is also necessary to eliminate the factors that hinder successful motivation.

Analyzing the results of the work of its employees, the company's management should see what methods of motivation are necessary for the successful work of staff, as well as which do not affect the efficiency of work [4].

Modern man lives in a world of monetary motivation, so no human attitude can compensate the employee for a monetary reward. Enterprises spend a lot of effort on training and staff development, so let's assume that high staff turnover is not beneficial to any enterprise. In conclusion, the company first needs to review the system of remuneration.

Analysis of the payment system in the company shows that wages, which consist of rates and bonuses, are quite effective, both for the employee and for the company.

Thus, the company fairly estimates the share of the contribution of effective work of each employee in the development and achievement of the goals of the organization, and employees strive to achieve high results in order to get as many bonuses as possible [5].

Personnel should be monitored at the enterprise, and this type of activity creates a basis for planning further actions of management aimed at maintaining discipline, increasing staff motivation and training.

The manager should not order his subordinates, but focus them on the problems facing the company, divide them by importance, direct efforts, help to reveal people's abilities, concentrate them on the most important thing, form a group of like-minded people around him.

Because nature parks have a dual role, both as a refuge for wildlife and as popular tourist areas. It is necessary to maintain a balance between these two areas, which, however, are often related - for example, tourists often bring parks income that can be spent on nature conservation projects. Parks also serve as a reserve of essential natural resources, such as timber, minerals and other valuable products. The balance between the expenditure of these resources and their conservation is also important for park management.

Conclusions. Nature parks are environmental, recreational, cultural and educational, research institutions of national importance, created to preserve,

reproduce and effectively use natural complexes and objects that have a special environmental, health, historical and cultural, scientific, educational and aesthetic value.

One of the main tasks for the coming years for large enterprises is to improve the quality and loyalty of staff. To do this, companies are encouraged to increase the level of employee loyalty through the use of such methods of motivation as: the organization of a solemn procedure of acquaintance with the company and employees; rewarding employees with trips (tourist vouchers) - for those who have made a significant contribution to the activities of the enterprise, to offer vouchers during their vacation; awarding special badges and certificates to employees of the enterprise for their contribution and achievements; giving gifts to employees with the company logo (mugs, notebooks, pens, umbrellas, etc.). Thus, it can be argued that motivation can be achieved not only through monetary rewards for work and career growth, but also through other factors influencing the employee.

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ІНВЕСТИЦІЙНА ПРИВАБЛИВІСТЬ ТУРИСТИЧНОГО КОМПЛЕКСУ НА ПРИКЛАДІ ПП БЕРЕМИЦЬКЕ

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Інвестиційна привабливість об'єкта визначається ступенем відповідності результатів його діяльності меті інвестора, яка полягає у забезпеченні