

Psychological aspects of personnel management of tourism enterprises

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Abstract

Under the current conditions, a travel company must promptly and effectively reform its management structure and its functions. Any transformation in an enterprise involves the need for change in the process of personnel management. This is due to the fact that the management of personnel is a key element of the effective operation of the tourist enterprise.

Keywords: travel company, personnel management, HR, tourism enterprises.

1. Introduction

Tourism is an important factor in economic development, social services and culture of Ukraine. Government documents set tourism as one of the most promising and priority areas of the national economy and culture.

2 Main part

Today, skilled staff is one of the main elements of the success of any tourist enterprise. This is due to the fact that it depends on the personnel of the organization its successful operation in the market of tourist services. Therefore, the management of the tourist company should pay attention to the psychological aspects of its management. Psychology of management is a branch of psychological science that studies the psychological patterns of management activity, namely: the role of human and psychological factors in management, the optimal distribution of professional and social roles in a group (team), leadership and leadership, processes of integration and team cohesion, informal relationships among its members, psychological mechanisms for the adoption of managerial decisions, socio-psychological qualities of the head, etc.

The effectiveness of management activities of the management of the tourist enterprise is manifested in the following elements: creation of a favorable psychological climate; strengthening team cohesion; satisfaction of employees of the enterprise by the activity of its managerial staff.

One of the most important activities of a tourist enterprise manager is the management of human resources and the identification of their best features. In the future it will be able to benefit the company. This manager of a travel company can reach the following way: satisfaction of employees from the work performed; payment and working conditions; internal sense of employees from the tasks and duties performed; support from the management of the company; satisfaction of

employees from the socio-psychological climate in the team, etc.

It should be noted that the head of a tourist enterprise can also offer a labor collective a set of values associated with:

self-realization of the labor collective – new challenges, implementation of new thoughts and ideas, freedom of action;

constant self-education and development of professional abilities of employees – advanced training, trainings, career development;

reward for the work performed – assessment of the activity of the members of the collective, payment of labor, system of bonuses and awards, social activity; the formation of corporate culture.

Activities related to the organization of human capital in a tourist enterprise is significant. Considering that tourism is based on human resources management and direct contact between employees of the enterprise and clients. In this process, the following elements should be highlighted: formation of long-term plans for creation of human capital of the enterprise; assessment of tourism enterprises needs in staff and assessment of their personal qualities; monitoring of the process of selection of employees; care, on the part of the management, concerning the professional growth of the employees of the enterprise; the need for rapid provision of information to employees; creating a system of tangible and intangible incentives that will improve the efficiency of the staff of the tourist enterprise



3. Conclusions

Consequently, modern tourism business requires taking into account the psychological aspects of personnel development in the management. This activity should focus as much as possible on the implementation of the creativity of the employees and focus on their professional and personal

development. This result can be achieved through the creation of a favorable psychological climate in the team, support from the owner and manager, payment and working conditions, and the system of material and non-

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material motivation. It is the motivation and assessment of the psychological aspects of personnel management that plays an important role in the success of the tourist enterprise.

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