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# TRENDS IMPROVEMENT OF PERSONNEL MANAGEMENT SERVICE INDUSTRIES

*Lyudmyla Garasym*

## ABSTRACT

Determining the most relevant trends that greatly affect the understanding of the principles of personnel management systems is a prerequisite for a more complete representation of mechanisms to improve the system of personnel management, disclosure of the theoretical aspects of management of human resources

in accordance with the current state of economic and social relations in the country. Along with a novel approach to identify priority improvement of the principles of personnel management, article management system first seen companies that belong to the service sector, describes the changes that have occurred in recent years.

## KEYWORDS

staff, services, human resources, social and motivational factors, the Constitution of Ukraine, wages, enterprise management

## STATEMENT OF THE PROBLEM

Transformations in the service sector, which began with the transition to a market economy Ukraine has not yet been completed, not reached the level of this area, typical for developed economies. The increasing role of services in the economy caused by the transition to a post-industrial stage of economic development [1, p 2]. In this regard, NS Hungarian said: " With the development of services related to not only change the structure of GDP, but also to the prevailing trends of employment in the service sector of employment in the industrial production. In terms of service Ukraine still lags behind the leading countries of the world, so it remains an important challenge development of services as a component of economic growth. So today is becoming increasingly clear that in order to accelerate the development of our countries need government policy in services or service policy, which should be developed and implemented by the state. The key objectives of this policy shall be: to stimulate entrepreneurship, expanding innovation, development of new types of advanced services, intensive investment attraction" [2, p 20].

Therefore there is an urgent research problem of the study of trends in services that affect patterns of reform, improving management companies belonging to this sector.

## ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

Trends problems related to the development and use of human capital, improvement of human resources management in the service industry dedicated to a limited number of jobs. Some considerations on this issue expressed NS Hungarian, OB Morhulets, IV Derev'yanko, LA Bychikova and other scientists. However, the authors have not achieved the isolation of the trends that are most significant in the process of improving HR service industries and why this article is dedicated.

## THE AIM OF THE PAPER

Is the isolation of trends in services related to improving human resources management system companies in this sector.

### DESCRIPTION OF MAIN MATERIAL

Understanding the current state and trends of development of services based on the interpretation the concept of "service". From the perspective of different scientific schools "service" is interpreted as use value derived work, which is defined as an activity, not as a thing, as a process – a set of intangible actions that occur between service consumers on the one hand and service personnel, resources, technical capacity of enterprises to provide services - on the other, as a change of the person or goods in the economic activity of the consent or owner of the goods , as the benefits offered by the organization of services to the client and others. The structure of the service sector includes the production of tangible and intangible services or disclosed through the provision of infrastructure segments , distribution, exchange, social management [3, p 13].

The dynamics of the service sector in Ukraine in recent years can be traced on the basis of statistical data. To characterize take the field in which, in our opinion it is the most importance of social and motivational factors in the course of changes in HR . Social and motivational bases that are studied in this paper is suitable for all areas and additional studies may be used in agriculture or industry, some service industries are the most sensitive. Among these key areas, we believe, is education, health care and tourism industry. These branches are united primarily dense dependency service quality and relevance of theoretical and methodological and organizational support for human resources management system , the ability of managers to implement changes according to the latest trends of civilization while not being in conflict with the market and the state authorities.

Education and health are the most "social" related to them in some way of living for the citizens of Ukraine. Traditionally, the developed countries to ensure a high level of public service quality education and health play an outstanding role. Depending on the type of socio-economic relations developing in society are different approaches to the population of these services, one of them recognizes the importance

of all countries who are concerned about the future of their nation.

The right to education is guaranteed by the Constitution of Ukraine (Article 53 ): "The State ensures accessible and free pre-school, complete general secondary, vocational and higher education in state and communal educational establishments, the development of pre-school, complete general secondary, extra-curricular, vocational, higher and postgraduate education, various forms of training, providing state grants and benefits to pupils and students" [4]. Additional protection of the right to education is a means of natural and legal persons. The demand for educational services characterize these data. During 2010 – 2012 pp. The number of children receiving services in pre-school from 1273 thousand in 2010 to 1,354 thousand in 2011 and 1428 in 2012, an increase in demand for pre-school education was accompanied by a build-up as the percentage of coverage children educational institutions (the number of children of appropriate age) – from 53% in 2010 to 59 % in 2012. In secondary schools the demand for educational services for the same years was reduced, which was a continuation of the trend since the 1995 – 1996 school year. While in 1995 – 1996 BC. the number of pupils in secondary schools was 7143tys . persons to 2012 – 2013 BC. their number decreased by 40.1 % - up to 4222 thousand. During the same period, the number of teachers declined at a slower pace - compared to 1995 – 1996 BC. their number decreased from 596 thousand to 510 thousand (or 14.4 %). Reduced (but not so fast) and the number of vocational – technical schools. The number of consumers of educational services in these institutions in 1995 amounted to 555.2 million people by 2012 , that number dropped to 423.3 thousand (or 23.8 %). However, it is worth noting that in 2012 sharply reduced the number of trained ( issued ) skilled workers than in 2011 year – 38 thousand. While in 2011 compared with 2010 production decrease was 7.3 million people, and in 2010 compared to 2009, this figure rose 8 million people. These data may indicate the general fluctuations that occur as a result of various initiatives and correction of the educational process and control changes the requirements for teaching staff and social trends

(eg, axiological transformations - view or strain values in society generally). Decreased during 2010 - 2012 , the number of students enrolled in higher education and, consequently , the number of graduates. At the beginning of 2010 – 2011 academic year in higher education – II levels of accreditation received educational services 361.5 thousand. In 2011 – 2012 BC. their number amounted to 356.8 thousand (decreased by 1.3%) in 2012 - 2013 BC. y - 345.2 thousand people (3.3% reduction on the previous school year). For higher educational institutions of III – IV level of accreditation, the figure was 2129.8 thousand in 2010 – 2011 BC., 1954.8 thousand in 2011 – 2012 BC. and was 1824.9 thousand in 2012 – 2013 BC. was reduced and the number of issued professionals over the years [5]. An important factor in the changes in the education industry in terms of providing highly qualified specialists – graduates are listed above along with enhancing the outflow of talented young people to study abroad. Along with the exodus of scientists and competent professionals is reduced intellectual capacity Ukraine , and thus the ability to innovate, reduce the quality of products and services, weakens economic security, institutions, and state and competitiveness in foreign markets. Along with zahalnozherzhavnymy measures to improve the education system effective driver for change in the provision of educational services must be the work of the teaching staff. Improving the management staff of educational institutions in Ukraine should be based on the principles of humanity, the assertion of high moral values and commitment to strengthening the Ukrainian nation and its people. This task involves complex multi-vector work to improve human resources management system , and one of the most important vectors, in our opinion, should be to ensure consideration of social and motivational principles.

Several other factors determine the direction of improving the work of staff in the health sector. For a complete description of them will give a brief overview of the industry.

In 1996 there was a tendency to reduce the number of hospital . While during 1990 - 1995 years, their number was unchanged and amounted to 3.9 thousand in 1996 have decreased to 3.7 thousand in the future during the

year was a decrease of 0.2 thousand , and then in 2012 left 2.4 thousand hospital (cumulative reduction was 35.1 %). Instead, for the same years (1996 to 2012) to 1.2 thousand increased number of outpatient clinics (7.1 thousand in 1996 to 8.3 thousand in 2012) , and their planned capacity (per 10 thousand population) increased by 15.8 % (from 189.7 in 1996 to 225.4 in 2011, almost at the same level until 2001 was located sanatoriums number of treatment - the average for 1993 - 2001 it was 544.6 institutions. Prior to 1993 saw an increase in the number of institutions of this type, after 2001 - a sharp decline, which was 8.5 % (from 555 institutions in 2001 to 508 in 2011). Nevertheless decrease in available health centers started in 1995 and in 1995 - 2011 was 11.3 %. Skozha situation over the years has developed and defined around sanatoria and houses of rest . varying number databases and other recreation facilities - in 1991 it was 2236 establishments by 1997 reduced to 1754 schools, and then increased until 2004 and then declined again until in 2011 was not 1947 institutions. yet at the same time seats all the time almost uniformly declined - from 318 thousand in 1991 to 216 thousand in 2011 (or 32.1 %). The same trend was observed with children's camps (children's rehabilitation and recreation facilities). their number in 1991 increased by 40.6 % (from 10,521 establishments in 1991 to 17703 in 2011) , and given the current rate in the 5601 establishment of the state in 1997, their growth as of 2011 amounted to 68.4 %. Nevertheless, the number of seats they have since 1994 been steadily declining by an average of 4.82 thousand per year. Compared with 1991, as of 2012 13 thousand reduction in the number of physicians of all specialties and 177 thousand – the number of nursing staff. However provide doctors for 10 thousand people during the same period even increased from 44.4 per 10 thousand population in 1991 to 47.9 per 10 thousand in 2012 , but declined to ensure nurses per 10 thousand population - from 119.4 in 1991 to 97.2 in 2012. comparison, first number of reported cases from 1992 to 2012 ranged from 30169 - 33833 thousand . most unfavorable during this period were 1993 (33,833 thousand diseases) , 2000 (33,471 thousand), 2001 (33,192 thousand ) and lowest disease was registered in 1996 ( 30,169

thousand), 1997 (31158 million) and 2012 (31162 K) [5].

Average wages in the health sector at the end of 2012 was 2594 USD. and was the lowest on fisheries (1769 USD.) , agriculture and hunting (2104 USD), hotel and restaurant business (2291 USD). However it should be noted that this growth rate in 2012 compared to 2011 amounted to 473 USD. (or 18.2 %), as compared with 2007 - 1454 USD. (or 56.1 %) [5]. The dynamic growth of financial security restoration workforce in the health sector is one of the evidences of state recognition of the needs of citizens in the quality of medical services and output field from the shadows.

Operating tendencies can assume the presence of a high demand for innovative means of implementing an effective interaction between medical staff and consumers of health care . We believe that today a significant underfunding industry active in the medical services market scams and low-skilled specialists unjustified promotion of non-traditional methods of treatment of the factors reducing the effectiveness of human resource management of medical institutions. The result is a proliferation of corruption, shady schemes to obtain illicit rewards increase in the number of poor quality of services provided by health care professionals . And when it comes to service recreational character, poor service caused damage may be limited spoiled the holiday, while the imperfections in the management staff of health facilities that affect the lives and health of citizens of Ukraine, and especially children are , in fact, threat to national security. Thus , along with the withdrawal of the proceeds of health facilities from the shadows, fighting scams on the market of medical services, continuous control over the quality of services provided by the companies of this sector sake of national security is to review personnel management system and the need for its improvement, taking into account social motivational principles.

Again, another set of factors characteristic of the quality of tourist services. First of all, tourism is different from health and education increased level of free will in shaping the demand for services. Secondary education is compulsory in accordance with the Constitution of Ukraine.

The demand for pre-school educational services, educational services, vocational training and higher education to postgraduate education depends on the desire of individuals to increase their competitiveness in the labor market, to generate appropriate competencies to advance their career , providing them and their family a decent living opportunities . Desire fulfillment (self-actualization), which is so highly ranked scientists and researchers of human motivation Maslow and Rogers [6, 7] makes a significant number of people recognize education an integral part of their lives. Similar is the case with health care. The disease is an engine that certainly makes for most people to seek health care, the desire to defend himself, his life is even more powerful than the aspiration to self-realization.

Formation of demand for tourist services not dependent on immediate human needs (such as in the case of need for health services) and not determined samorealizatsiynomy motifs (educational services). Then and trends that should be considered in the study of features to improve the system of personnel management in the tourism industry are different.

During the 2010 – 2012 period Ukraine was visited by thousands of people just 65631.446, 21877.149 thousand on average per year. Traveled abroad at the same time 58386.013 thousand people in an average year – 19462.004 thousand. However, it was much smaller number of people served by tourist firms Ukraine. To the hotel industry enterprises – businesses under methodological explanations State Statistics Service of Ukraine include hotels, hotel business centers, motels, campsites, youth camp sites and mountain shelters, facilities, suitable for hotels, hostels and other places for temporary residence [walk method]. In 2010, travel agents dilyanosti provided services 2280.757 thousand during 2011 – 2199.977 thousand, in 2011 this number amounted to 3033.647 thousand people and was the highest after the pre-crisis 2008 when hotel management services companies in Ukraine proceeded 3041.655 thousand (compared to 2009 compared to 2008 decline rate was 751.558 thousand or 24.71 %) [ 5].

Prior to 2008 levels could not recover indicator of the number of foreign tourists in the

total number of persons who took advantage of tourism services. The decline in the number of foreign tourists who have seen thousands of 590.641 in 2003 to 299.125 in 2006 was somewhat diluted increase to 372.455 thousand people - 372.752 thousand in 2007 – 2008 and beyond continued to the lower limit to 234.271 thousand in 2011 in 2012, compared with 2011 growth index number of foreign tourists reached 35.698 million people, or 13.22 %. However, compared to other parameters such increase seems disappointing. Thus, the number of tourists – citizens of Ukraine who traveled abroad remained was the same in 2008 (1282.023 thousand), 2010 (1295.623 thousand) and 2011 (1250.068 thousand) years, amounting to average for the years 1275.905 thousand and prosivshy only crisis of 2009 to 913.640 thousand. However, in 2012 compared to 2011 growth rate was 36.11 % or 706.415 . At 91.557 million people (or 11.34 %) in 2012 versus 2011 increased tourist flows another indicator - the number of domestic tourists . In general, after growth in 2007 compared with 2006, the number of domestic tourists more than 2 times (from 1039.145 to 2155.316 thousand ), the number of people willing and able to obtain travel services in Ukraine to 2010 fell to 649.299 thousand and gradually began to recover , reaching 715.638 thousand in 2011 and 807.195 thousand in 2012 year [5].

In the field of hotel and restaurant business , the average wage in 2012, January – December 2057 amounted to USD. For the same period in 2011 – 1777 UAH, 2010 – 1455 USD Thus the deviation from the average for all economic activities in 2012 amounted to – 969 USD. In 2011 – 856 USD. And in 2010 – 784 UAH. At the same time high enough saved a number of hotels and similar arrangement of – a reduction of 3162 in 2011 to 3144 in 2012 was accompanied by an increasing number of places with 154.2 thousand to 162.8 thousand and the number placed on 4656.8 thousand to 4983.9 thousand people [5].

Characteristic patterns of tourist flows, pay in the hotel and restaurant business and the situation on the market of hotel services suggests the presence of a number of trends that define the basic principles of research position improvement of human resources management in the provision

of tourism services. First of all, we should note pattern, valid also for the educational sector and the health sector. With the high demand for competent specialists who are able to provide adequate service quality and service delivery accompanied by an appropriate level of understanding of the importance of service quality within interpersonal relationships and values critically low level, the financial support of these professionals. On the basis of the statistical data we can get an idea of the situation in the service industries. Business service industries is largely determined by environment activities. Accordingly, the challenges that are faced by managers determine the directions of reforming human resources management system based on external factors of the enterprise service market .

#### SUMMARY

On the basis of the trends and patterns of business service industries it is possible to distinguish trends that are crucial in the study of the principles of improving the personnel management system of enterprises:

1. Dialectical and systematic approach to research development of HR service industries are expanding prevention tools lag in the development of the company , giving impetus for deeper integration into the global socio- economic system, determine the basic values and principles of human resource management in the modern world.

2. Shifted vector construction and development of human resources management in the direction of bureaucracy, dogmatism, conservatism to the activation development, increasing the value of innovative motivation and incentives, develop new mechanisms for expanded reproduction of human resources.

3. Changing the value of humanitarian factor ( the "human factor ") in the enterprise and competitiveness depending on the development of civilization and the particular society . The growth of the role of human factors in management now becomes the integration of the company into the world economy through the implementation of fundamental human values while preserving an adequate level of economic security, independence and competitiveness.

4. Redistributed focus of enterprise development, a priority is defined harmonious development of all its subsystems based on anthropological priority : the company for people and for the people that apparently results in system integration company categories of social responsibility, cooperation enterprise and government based on democracy and the rule of law and internal - in the humane treatment of workers, observing their rights and providing opportunities for self-realization.

5. Growing need for constant review and improvement of the structure of the personnel management system for the prevention and counteraction to new internal and external threats to the enterprise , to achieve sustainable development of all subsystems and enable compliance of obligations to employees, society and the state.

6. Offset humanistic priorities and lack of social and motivational principles used to improve HR systems leads to deformation of understanding of the importance of work and the restoration of human resources , narrowing their innovative capacity , deterioration in the quality of services produced, depending on the implementation of the general civilization values in his career, and consequently – to loss of competitiveness in markets that are growing rapidly and changing economic situations.

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