**РОЛЬ КАДРОВОЇ СКЛАДОВОЇ У ПІДВИЩЕННІ ЕФЕКТИВНОСТІ ДІЯЛЬНОСТІ ПІДПРИЄМСТВ ТУРИСТИЧНОЇ СФЕРИ**

**THE ROLE OF PERSONNEL COMPONENT IN IMPROVING THE EFFICIENCY OF THE ACTIVITIES OF THE ENTERPRISES OF THE TOURIST SPHERE**

*Drobish l.V., Ph.D in Economics, Associate Proffesor,*

*Poltava University of Economics and Trade*

*Poltava*

During the last decade, the problem of providing tourism enterprises with professional staff and recognition of their role in improving the efficiency of both the individual enterprise and the competitiveness of the Ukrainian tourism market in general remains quite acute. It is not disputed that the most efficient use of human resources provides high end results of tourism enterprises, their stable position in the tourist market. Therefore, the staffing of tourism enterprises and the effective utilization of their staffing potential is crucial for enhancing competitiveness in the tourist services market and further economic growth.

The role of personnel component in improving the efficiency of the activities of the enterprises of the tourist spherehas been studied for a long time in the scientific works of both domestic and foreign scientists: O. Durovich, M. Kabushkin, V. Kvartalnov, V. Lozovetska, A. Lyubitseva, G. Papiryan , M. Skrypnyk, T Tkachenko, D. Walker, V. Fedorchenko, G. Tsekhmistrova and others. However, the issue remains under-researched.

The purpose of the study is to find out the role of the personnel component in improving the efficiency of tourism enterprises, identifying staffing problems, as well as finding reserves for improving the quality of staffing.

According to the results of the conducted research, in the conditions of formation of innovative economy the most acute problems of development of tourism sphere of Ukraine remain:

* insufficient provision of enterprises with qualified specialists and occupation of positions by persons without adequate professional training;
* low executive and labor discipline of staff;
* insufficient motivation of employees, which leads to the loss of employee initiative in solving production issues;
* not always a satisfactory moral and psychological climate in teams, etc.

These problems have a negative impact on the end results of tourism enterprises – the loss of potential consumers of tourism services, which leads to a decrease in income and profits.

Improvement of such situation will be facilitated by provision of tourism enterprises with highly qualified tour operators, travel agents, managers, translators-guides, tour guides, sports instructors, professionals of tourist support and professionals, who provide tourist services in the sphere of advertising, transportation, temporary accommodation, of excursions services that will greatly serve to increase the efficiency of their operations. According to the above, the issue is the improvement of modern systems of personnel support of the tourism sector, increasing the level of professionalism of employees, increasing the requirements to their level of education, professional mobility, competitiveness in the domestic and world labor markets [1]. At the same time, according to practice, educational institutions that train specialists in the tourism sector do not always take into account the regional needs for qualified tourism professionals, which negatively affects the efficiency of tourism enterprises and the decrease in tourist flows. In our opinion, one of the main reasons for this is the lack of effective feedback between tourism firms and educational institutions that train future tourism professionals, which results in theoretical training being detached from practical training [2]. It is possible to solve this issue by updating the competencies of the staff of tourism enterprises, defining the standards of educational programs, taking into account the accumulated theoretical and practical experience in the field of tourism.

In view of the above, we can conclude that the most acute problems of staffing of Ukrainian tourist enterprises can be eliminated by constantly monitoring the needs of specialists of different profile and level of qualification, as well as the orientation of higher education institutions in training specialists for the real needs of the employer and the provision of quality educational services on training for tourism. In order to ensure the efficient operation of tourism enterprises, it is necessary to clearly define the policy in the work with the personnel, to improve the level of qualification of employees of the services of management of the personnel of the tourism enterprises, as well as to introduce effective levers of motivation of employees and to improve the moral and psychological climate in the teams.

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