

РОЗДІЛ 4. ЕКОНОМІКА ТА УПРАВЛІННЯ ПІДПРИЄМСТВАМИ

REPRODUCTION OF HUMAN CAPITAL IN TOURIST ENTERPRISES

ВІДТВОРЕННЯ ЛЮДСЬКОГО КАПІТАЛУ НА ТУРИСТИЧНИХ ПІДПРИЄМСТВАХ

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The tourism industry is an industry with a high level of competition. An enterprise that operates in the tourism sector needs to ensure a stable competitive advantage. Such a competitive advantage can be the human capital of the company. The article proposes a reproduction model of the human capital of a tourist enterprise from the point of view of the motivational mechanism. The model includes the following structural elements: the first is the production of human capital as a stock of social needs; the second is the accumulation of human capital as a stock of individual needs and abilities; the third is the use of human capital as a stock of abilities and the formation of needs for further investment; the fourth is the presence or absence of an individual effect from the use of human capital; the fifth is the new investment of human capital as the accumulation of a stock of abilities for further reproduction or the lack of motivation for a new investment in human capital.

Key words: human capital, motivation, reproduction, investment, tourist enterprise.

Туристическая отрасль – это отрасль с высоким уровнем конкуренции. Предприятию, которое работает в сфере туризма необходимо обеспечить себе устойчивые

конкурентные преимущества. Таким конкурентным преимуществом может стать человеческий капитал фирмы. В статье предложена модель воспроизводства человеческого капитала туристического предприятия с точки зрения мотивационного механизма. Модель включает следующие структурные элементы: первое – производство человеческого капитала как запаса общественных потребностей; второе – накопление человеческого капитала как запаса индивидуальных потребностей и способностей; третье – использование человеческого капитала как запаса способностей и формирование потребностей для дальнейшего инвестирования; четвертое – наличие или отсутствие индивидуального эффекта от использования человеческого капитала; пятое – новое инвестирование человеческого капитала как накопление запаса способностей для дальнейшего воспроизводства или отсутствие мотивации для нового инвестирования в человеческий капитал.

Ключевые слова: человеческий капитал, мотивация, воспроизводство, инвестирование, туристическое предприятие.

Туристична галузь-це галузь з високим рівнем конкуренції. Велика кількість туристичних фірм пропонують масовий стандартизований туристичний продукт або послугу. Тому підприємству, яке ставить за мету працювати і бути успішним у сфері туризму необхідно забезпечити собі конкурентні переваги, які дадуть йому можливість вигравати в конкурентній боротьбі. Такою конкурентною перевагою може стати людський капітал фірми. Це особливо актуально в умовах формування інформаційної економіки, де чільну роль відіграє специфічний ресурс – інформація, знання і система мотивації до їх придбання, накопичення і використання. В економічній літературі існують два підходи до дослідження формування і відтворення людського капіталу. Перший підхід характеризується попереднім аналізом структури відповідних інвестицій в нього. Другий підхід до дослідження формування і відтворення людського капіталу обумовлений їх аналізом на рівні домашнього господарства. Для обох вищезазначених підходів характерний односторонній розгляд процесу формування людського капіталу, обумовлений рамками неокласичної методології, а саме як процесу створення запаса тільки індивідуальних виробничих здібностей. При цьому формування людського капіталу як запаса потреб і переваг залишається без уваги. Ми пропонуємо підхід, що розглядає процес накопичення і відтворення людського капіталу туристичної фірми з точки зору мотиваційного механізму. В запропоновану модель включені такі структурні елементи: перша – виробництва людського капіталу як запаса громадських потреб; друга – накопичення людського капіталу як запаса індивідуальних потреб і здібностей; третє – використання людського капіталу як запаса здібностей і формування потреб для подальшого інвестування; четверте – наявність або відсутність індивідуального ефекту від використання людського капіталу; п'яте – нове інвестування людського капіталу як накопичення запаса здібностей для подальшого відтворення або відсутність мотивації для нового інвестування в людський капітал. Таким чином, мотиваційний механізм залучений у всі стадії і зумовлює завершення процесу відтворювального обороту людського капіталу на туристичному підприємстві.

Ключові слова: людський капітал, мотивація, відтворення, інвестування, туристичне підприємство.

Problem statement. The tourism industry is an industry with a high level of competition. A large number of travel companies offer a mass standardized travel product or service. Therefore, an enterprise that aims to be successful in the field of tourism needs to provide itself with competitive advantages that will give it the opportunity to win in the competition. Such a competitive advantage can be the human capital of the company. This is especially true in the context of the formation of the information economy, where the dominant role is played by a specific resource-

information, knowledge and a system of motivation for their acquisition, accumulation and use.

Analysis of recent research and publications. In the economic literature, there are two approaches to the study of the formation and reproduction of human capital. The first approach is characterized by a preliminary analysis of the structure of the corresponding investments in human capital. Theoretical and practical aspects of investment in human capital were studied by such scientists: Marcinkevich V., Lutsenko A., Bilichenko O.,

Britskaya I., Ivanyuk L., Telnov A., Kirichenko T., Gizelo O., etc.

The second approach to the study of the formation and reproduction of human capital is determined by their analysis at the household level. In particular, this approach is most widely presented in the works of G. Becker.

Both of the above approaches are characterized by a one-sided consideration of the process of human capital formation, due to the framework of the neoclassical methodology, namely, as a process of creating a stock of individual production abilities only. At the same time, the formation of human capital as a stock of needs and preferences remains without attention.

We propose an approach that considers the process of accumulation and reproduction of the human capital of a travel company from the point of view of the motivational mechanism.

Setting objectives. The purpose of this study is to develop a motivational model for the reproduction of human capital in tourism enterprises.

Presentation of the main research material. Human capital must be considered as a stock of human abilities and needs. Having in mind the existence of a special mechanism of their interaction, on the basis of which the process of reproduction of human capital is carried out. Thus, we are talking not only about the reserve of abilities, productive forces of a person, that is, its potential capabilities, but also the reserve of needs, which also act as the most important resource and use force. This force generates the will, responsibility and activity in the realization of these potential opportunities, incentives for entrepreneurship to rationalize life. It is the reproduction of needs, especially the formation of new needs that acts as a constant source of their activity and effectiveness. Intellectualization of life activity, leading to the change of external motivation to internal one, becomes a mass phenomenon in the information economy, including the tourism industry. This makes the organizational combination of the stocks of abilities and needs, and, consequently, the reproduction of human capital, an economic necessity. A typical individual, in addition to a purely industrial one, begins to perform an intellectual and informational function. This trend is currently universal. In the course of its life cycle, it periodically manifests itself not only as a permanent consumer and producer, but also as a subject of continuous education, intellectual activity, in which it acts as a personification of the identity of needs and abilities. Consumption, education, and production become for him or her the phases of a single reproductive process [1, p. 11]

The peculiarity of intellectual activity consists precisely in a special way of combining needs and abilities. The elevation and realization of both in the process of this activity is carried out from the very

beginning in direct unity. Such unity as a whole is characteristic of creative activity in general, which in one way or another becomes a need in itself for its subject. In the conditions of intellectualization, the individual need for social activity itself becomes one with others, including the final consumer needs, since such activity is also a consumer good. Based on the above, we propose the author's model of reproduction and accumulation of human capital in terms of motivation.

First of all, it is necessary to consider the reproduction process of human capital in the tourist enterprise and identify its features in the information economy. The reproduction of human capital is a cyclical process. In the course of this process, human capital makes a functional turnover, which is carried out in the course of the life activity of the owner of human capital. The turnover of human capital should be considered as the main source of accumulation of the wealth of society – material, technical, information and intellectual, as the main creative force of economic and social progress.

In this regard, it is necessary to take into account the process of obsolescence of human capital due to the introduction of new technologies and the production of new types of tourist products, goods and services. The investment management process in this case is divided into two levels: corporate and individual. The last level assumes that the individual consciously invests part of his or her income in the process of retraining and training, or agrees to a reduction in income for the period of training. If such a situation is particularly important for the society, the state level of management of these processes in various forms is added to the specified levels of management and investment.

An important feature of the reproduction process of human capital in the transition to a new technological and information level of functioning of tourism enterprises is the need for proactive training of the corresponding human potential in relation to the introduction of these innovations.

We can distinguish the following forms of human capital, which successively replace each other at the corresponding stages of the reproduction process:

1. Potential human capital as a set of innate properties and abilities of a person used in production processes. The sum of the skills, knowledge and experience acquired as a result of upbringing, general and special education received inside and outside the company, as well as other qualities, the formation of which requires investment in a person from various sources. In addition, at this level, it is necessary to take into account the needs of economic activity as a indispensable condition for the implementation of the accumulated potential human capital.

2. Human capital in the production process or in the form of a factor of production.

3. Functioning human capital, the use of which creates the material basis for its implementation as capital, as well as the receipt of its user income from its use as a factor of production.

4. The human capital reproduced and accumulated in the process of material and non-material production through advanced training, the development of intellectual abilities, which includes a set of needs for further development. This process is realized in the form of an individual's income growth. We can assume that in this case, human capital moves as a self-increasing value.

The considered mechanism can be represented in the form of the following scheme.

We will reveal the content of the elements of this cycle of human capital in terms of motivation, the ratio of abilities and needs, as well as the dominant motives at each stage.

1) The formation of human capital is due to investments in human capital. There are the following types of investments: health care in the broad sense, education, training at work, migration, information retrieval. It is worth noting that these areas of investment represent social needs on a societal scale. In this case, the public interests are socio-economic development and improving the quality of life. One of the most common indicators of these needs is the Human Development Index. Objective conditions (incentives) for the formation and implementation of public interests are the results of the activities of the state and the private sector, primarily investment in scientific, educational and information systems of so-

ciety. Investment in health capital is provided by State funding of the health system and within households.

However, it should be noted that each of the subjects of the human capital market is involved in solving the problem of investing in human capital in its own way, and there are "failures" in the investment process.

2) Investments in a person, in various assets of human capital are not only the initial stage of its formation and accumulation, but also sources designed to enable the implementation of these processes. As a result, the accumulation and reproduction of human capital is always associated with a system of investment in a person. Therefore, from the point of view of managing the process of formation and accumulation of human capital, investments should be considered and evaluated from the point of view of achieving the final result with their help. This result is planned and implemented by all levels of management of these processes. And although investment is one of the most important prerequisites for the formation and accumulation of human capital, nevertheless, it does not mean its production itself. The processes of creation, accumulation and reproduction of productive abilities, the content of these processes is not limited only to the investment of funds. They imply a real, conscious, purposeful activity of both the bearer of this capital and his or her family, as well as the business sector, the state and society to form the level and accumulation of human capital that most fully reflects the current and future needs of society.

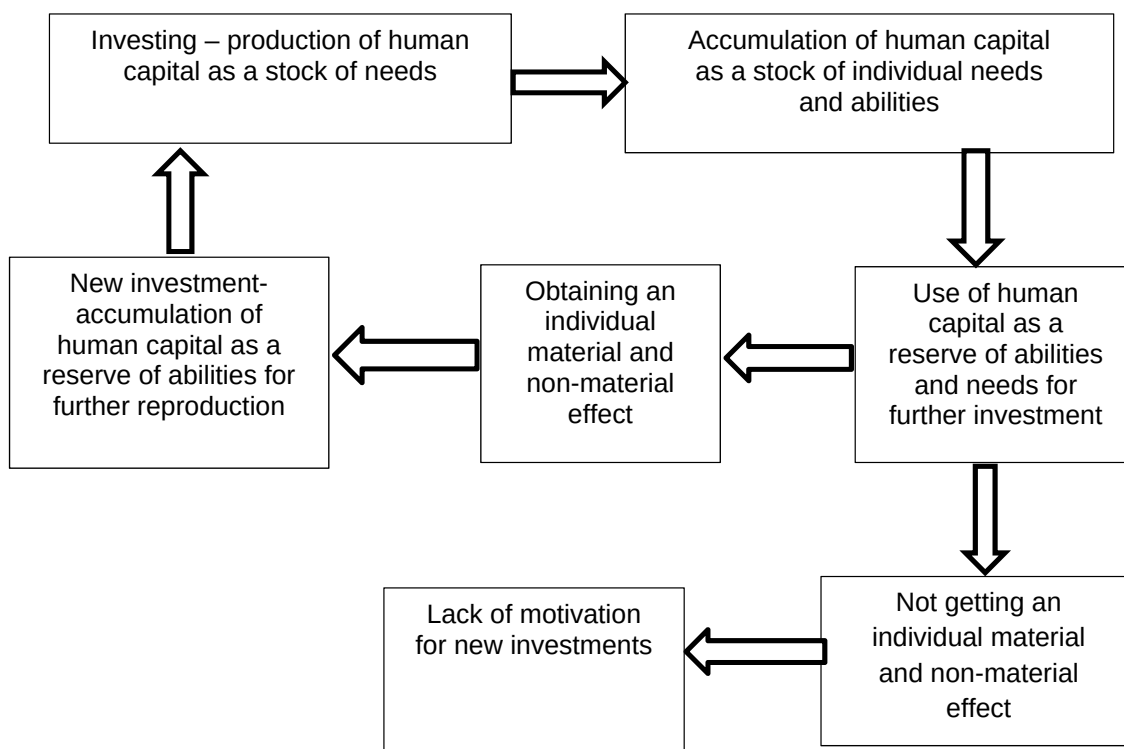


Figure 1. Model of reproduction of individual human capital in a tourist enterprise

We will indicate the most significant "failures" of the tourism business in the formation of human capital.

Firstly, tourist business structures quite often do not pay wages on time. The amount of overdue salary arrears affected every seventh employee in 2018–2020 [5, p. 59].

Secondly, tourism companies are used to being dependent on the state for the development of the education system. According to independent research, in Ukraine, on average, less than 2 USD per person is spent on business education per year. Meanwhile, in developed countries, this figure is about 200 USD per year [3, p. 67].

Thirdly, the motivational mechanism is disconnected. Incentives for high earnings, career growth and the desire for creative activity are not coordinated. This is a consequence of the weakening of the social responsibility of management. Many Ukrainian travel companies are characterized by a situation where staff turnover increases due to the application of a strict system of fines and penalties, due to the lack of conditions and prospects for professional growth.

In our opinion, at the present time we should be talking about strengthening the role of tourism business structures in financing intra-and inter-firm the costs of human capital development.

3) The indicator of the investment result is the assessment of human capital assets. The following elements of human capital assets are distinguished: health capital, labor capital, intellectual capital, organizational and entrepreneurial capital, cultural and moral capital.

4) The greater the accumulation of human capital by an individual, the more expensive it costs him or her to lose earnings. In essence, the lost earnings determine the value of the training time, are the opportunity costs of its use. The motivational mechanism at the stage of human capital accumulation is based on determining the value of the accumulated capital assets of a person and the expectations of future income from its use.

5) The use of human capital and the receipt of direct income from its use is controlled by a person, and its temporary tenant in the person of a travel company or the state, regardless of the sources of formation of this capital. The effectiveness of the functioning of human capital and the degree of return on its use are determined by individual interests, preferences and values, the cultural level of the subject, as well as the goals and capabilities of the users of human capital. The basis of the motivational mechanism is the ratio of the cost of human capital and the level of income of the owner of human capital. Moreover, as noted above, in the conditions of the information economy, there is a change in the production relations between the entrepreneur and the employee from the point of

view of property relations. There is a convergence of the motives of economic activity of economic entities. However, a set of measures is needed to influence the motivation of employees. In our opinion, in the context of the transition to the information society, the main directions are as follows:

Firstly, it is necessary to create incentive systems based on participation in ownership, in the distribution of profits.

Secondly, changing the working conditions, bringing them in line with the needs and abilities of the employee.

Thirdly, professional development and provision of continuing education as a source of formation and accumulation of intellectual property.

Conclusions. Summing up the results of the considered model of the motivational mechanism of reproduction of the human capital of the tourist enterprise, it is necessary to note a number of features of this process:

1. The growth of labor productivity and the production of tourist products and services in an enterprise that uses human capital should be accompanied by an increase in the income of the owners of human capital, as well as other non-material effects. This is the basis of the motivational mechanism and should be implemented in various payment systems.

2. The increase in the monetary income of the owner of human capital creates a prerequisite for raising of the needs flow, the growth of the consumption level and the living standard. This implies an increase in motivation and interest in further investment and accumulation of human capital.

3. The interest in the development of skills motivates the decision to make additional investments in human capital. Thus, the motivational mechanism is involved in all stages and determines the completion of the process of reproductive turnover of human capital in the tourist enterprise.

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