

**LABOUR MARKET, PROBLEMS OF EMPLOYMENT  
AND HUMAN RESOURCE MANAGEMENT**

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Researching and analyzing tourism as one of the most important spheres of business, either in Ukraine, or on the international level, amateurs can get the impression that the main purpose of the activity of this industry is the receiving profits as much as possible. And that is correct! According to this goal it's necessarily to think about the most appropriate tools which could guarantee the fastest and the most effective benefits for any company. This tool is, first of all, people. They are exactly those who provide 100% of activity: they are those who create machinery and form the staff, they are the main creative power of any production or service enterprise. By a long-term experience, thousands of different companies' managers have one and the same problem, as well as a goal – the choice of the best future employee. Each one is afraid to select not a proper one. To avoid this problem it's necessarily to analyze reasons of the presence of such potential personnel: insufficient education, incompatible demands, deficient motivation etc. In order to lose all these negative sides, each state must strengthen its economical and legal status. The main thing for each country (and for Ukraine personally) is to accumulate all its powers – natural, educational, cultural, economical and political to produce not only the most needed, but also the internationally competitive products and services.

When we talk about the Human Resource Management (HRM) we should see the basic problems of it. There are 3 of them:

1. **Financial issues:**
  - a) Low/middle level of salaries;
  - b) Infrequent donations, extra charge and bonuses.
2. **Special psychological climate – emotional advantages and disadvantages:**
  - a) Personal characteristics and mood;
  - b) unhealthy public mood;
  - c) dissatisfied interests;
  - d) insufficient abilities;
  - e) undeveloped relationships between line and functional links of the firm.
3. **Physical amenities of the company's insiders:**
  - a) uncomfortable conditions of the employees' offices;
  - b) unavailable and well reconstructed transport routes;
  - c) insufficient information equipment etc.

Studying this question profoundly it is obvious that all these problems should always have worthy solutions. To your attention here is a list of the possible ways of activities in such troubles:

- 1) Higher salaries, but only for the hardworking and well-motivated workers. That will help to improve either financial, or production results.
- 2) Constant activity of a qualified and fair psychologist. For middle-size and large companies it's better to have 2 or more specialists in psychology.
- 3) More (or less) office space, according to the employee's wants and needs, his/her psychological and physical appearances.
- 4) Qualitative transport links and modes.

Motivation is important because even at the most basic level, it costs more to replace staff than to keep them. Staff liked to feel needed and respected and keeping them happy means they'll stay with you for much longer.

1) Treat everyone as an individual

Respect that different employees have different needs. Get to know each member of staff and show you understand them by being flexible to their personal situations. For example, if an employee is in a long distance relationship, you may want to let them leave early on Friday afternoons. As a result, they'll be more inclined to put extra hours in during the week to keep on top of their workload.

2) Praise good work and offer feedback

We believe in public praise. It is important to be genuine, so find something that has impressed you, even if it is as simple as an employee's presentation, and let them know that they are doing it well. Following employee demand, some companies have introduced six monthly appraisals. This offers a good opportunity to encourage staff, clarify any issues, and re-establish with the employee their expectations of the company and your expectations of them.

3) Lead by example

A productive team needs a productive leader. As the top dog you need to embody the company's brand yourself and be true to its ethics. Be excited by new challenges, show real enthusiasm for projects and demonstrate your love of the job.

4) Encourage people to take a break

Whilst an employee who doesn't optimise their annual leave might seem like a good deal for your business, everyone needs to take a break in order to operate at their full potential. Approach people who haven't used their holiday entitlement and encourage them to get away. This will also show employees that you care about their wellbeing.

5) Offer benefits that boost morale

Sometimes it is the little things that count. While large organisations may be able to offer corporate holidays in sunny climes, a gesture as simple as having fruit delivered to the office each week can show employees that you care. Tailor benefits to your workforce.

6) Give ownership to your team

While new employees need clear instructions and guidance, once they are on the right track, let go of the reins. Leave them to be led by their own initiative and congratulate them for doing so. "Allow them to work well and without much input.

In order to increase the staff's motivation, it's necessarily to reduce the entrance to different, unneeded for the work, social networks. Employees should use the Internet not for entertainment!

In the labour market employers have to compete with each other for human resources. Workers 'supply' some of their time and effort to organizations for a wage while the organizations 'demand' labour in order to produce goods and services. The labour market plays a very significant role in resource allocation. The interaction of demand and supply determines the price of labour which is known as the wage rate. Wages are most likely to be high in those industries and jobs where the demand for labour is high and where the supply of labour is relatively limited.

The final price is set at a point where the demand for labour is matched by the supply. Even in perfectly functioning markets, there would still be some unemployment as new and more efficient forms of economic activity displaced old and less efficient ones and as people changed jobs.

As we can see, democracy in the labour-market, as well as in whole the market economy is important, because people will always be the main part of the national (and international) business chain.