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MOTIVATION AS A FACTOR IMPROVING THE QUALITY OF SERVICES OF THE HOTEL BUSINESS ENTERPRISES

The article describes the elements of the system of motivation of the personnel of the hotel business enterprises. It is revealed that the motivation system for employees of the hotel is an important factor for quality sales of services.

Thus, elements of motivational strategies regulation can be combined into the following groups:

1) organization of work and the working environment: organization of the labour process, favourable working conditions, labour regulation, division of labour and cooperation;

2) economic promotion and incentives: salary, rewards, promotions, bonuses, participation in the distribution of income;

3) social promotion and compensation: participation in insurance, housing, education, medicine, sports;

4) staff development, creative growth, career development, participation in management;

5) assessment of staff, matching with the position held; analysis and evaluation of productivity.

Thus, it is possible to conclude that the motivation system for employees of the hotel is more important for good sales of services. Motivation system is introduced in order to:

- create a fair remuneration;
- provide employee with moral and material satisfaction with performance at work;
- increase employee loyalty to the company.

In HR practice in hotel businesses, it is important to note that the structure of needs in our society, as well as the main factors of business conduct, because of the crisis in society have a number of features (dissatisfaction of the most primary needs, but at the same time the ability of people to work without remuneration based on secondary needs or habit, etc.). Therefore, using any of the methods of motivation, it is necessary to analyze the features of specific people, groups of people to which the motivation is applied, adjust them to the specific situation and characteristics of the staff and, therefore, choose required method of motivation.