

THE PROBLEMS WITH THE PAY LEVEL AS A FACTOR OF STAFF MOTIVATION IN THE HOSPITALITY INDUSTRY OF UKRAINE

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The issues of motivation, satisfaction and engagement of employees of the hospitality industry are central to management in the specified area, since business performance in the hospitality industry is characterized by a high level of dependence on the available human capital and, in particular, its personal qualities, skills, professionalism and administrative abilities. That is why it is vitally important for any business entity in the specified field to ensure effective personnel management and the formation of effective systems for its stimulation.

The factor of remuneration of the personnel of the hospitality industry is in the field of view of both domestic and foreign scientists, which proves the universality of the specified problem for the global economic sector. However, with all the activity of researchers of the systems and factors of labor motivation in the hospitality industry, little attention is currently paid to the issue of the level of remuneration in the industry, especially in the domestic scientific field. Instead, it is the level of remuneration in the industry as a whole that is not only a motivational factor for certain individuals, but also a significant incentive for its general development, building up personnel potential, reducing the turnover rate, etc.

The purpose of the study is to analyze the pay level in the field of hotel and restaurant business as a factor of staff motivation.

Methods. The study analyses the pay level of personnel in the hospitality industry, following the data of the official statistics, according to the criteria of gender and profession. Systematization methods are used to select the key indicators in accordance with the selected criteria, the statistical frequency calculation method is applied to develop the distribution series of the studied indicators, as well as the methods of structural analysis and analytical study of data are implemented to process the materials of the domestic job search portal.

The results. The article offers a critical review of the research on the pay level in the hotel and restaurant business as a motivational factor for productive work. The study presents a comparative and analytical assessment of the indicators of remuneration of the hospitality industry in relation to other spheres of economic activity. It suggests the constructed interval series of the distribution of the wage index of the employees of the hotel and restaurant business of Ukraine according to the criteria of gender and professional group. The paper provides a structural analysis of employment in the hospitality industry according to the criteria of gender and formal employment. The findings of the research identify the vacancy market of the hospitality industry of Ukraine during the full-scale war and the key problems with wages in the industry.

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