

**СЕКЦІЯ 3**  
**ВПРОВАДЖЕННЯ МЕХАНІЗМІВ ЕФЕКТИВНОГО ВИКОРИСТАННЯ**  
**ФІНАНСОВИХ, ЗЕМЕЛЬНИХ, МАЙНОВИХ ТА ІНШИХ РЕСУРСІВ**  
**ГРОМАД**

**Radionov V. S.**

O. M. Beketov National University of Urban Economy in Kharkiv  
*graduate student of the Department of Management and Public Administration,*

**EFFECTIVE USE OF DEMOGRAPHIC RESOURCES OF UNITED**  
**TERRITORIAL COMMUNITIES**

Among the modern concepts that confirming the importance of the constructive role of citizens as full-fledged political actors in policy making, the theory of participatory democracy is standing out, followers of which actively looking for channels of effective involvement of citizens in the process of development and adoption government management decisions outside the electoral process. One of the reasons for managing a city in conditions of decentralization of power is a participativeness. It is important to mention that besides the obvious problem of participation of residents (end users), this means the involvement of all participants to the process, such as administrations, business representatives and specialists from all sectors of territorial community economy.

The essence of this principle is that, at the earliest stage, all participants of the process have to be familiarize with the thoughts and values of each other. Otherwise, any project that is implemented territorial community environment, which is practically all modern projects are, will be doomed to obstruction from the part of residents who do not trust either the purposes of the administration or the business objectives. It also allows to include in the project at the earliest stage important features for residents that will make the project necessary and as a consequence financially and socially sustainable in the long run.

One of the most important features of participatory designing is the possibility of a differentiated approach. Its essence is to refuse from the focusing on an abstract average user, since as a result, such a user turns out to be not like any living person.

It allows you to design places and spaces for different social groups without leading them to conflicts between themselves and giving each group the chance to realize their needs in territorial community with comfort and security.

In this context, the theory of generations works effectively. The theory of generations is a new, intensively developing and practically applicable teaching.

In this research, we will understand the generation like peers with similar values that are formed in a certain historical period under the influence of certain events and actions of similar social norms. Thus, in addition except of demographic, historical, chronological and symbolic determinants, an axiological approach to the differentiation of generations will be included. In this context, the theory of generations was considered by American scientists Neil Howe and William Strauss. The basis of this theory is the values of people, the values themselves and their

similarities, and not the age that forms and determines the generation. Distinguish: "silent" generation (1923-1943 years of birth), generation of "baby boomers" (1943-1963 birth), generation X (1963-1983), generation Y (1983-2000) and generation Z (2000-2020) [1].

Socio-cultural environment of inter-age relations or reduces the distance between generations, or leads to total distancing that leads to a crisis. An attempt to avoid these extremes pushed philosophers to the justification of the "ethics of discourse", that is, the doctrine of morality, which is about the problem of communication and discourse.

It is the "ethics of discourse" that orients representatives of different generations not towards struggle and degradation, but towards unity, responsibility, consent, and communication. It's about collaboration. For example, baby boomers want to look and feel athletic and fit. Their goal is to radiate health and receive emotions that prove it all. How might this affect the management of territorial communities?

First, the representatives of this generation massively want to try themselves in new kind of sports. Secondly, many of them regularly visit the gyms and keep themselves in a great shape. For the market, it has a huge number of new inquiries: personal trainers, instructors who can work with this age audience, adapting programs to the physiological and psychological features of baby boomers, while treating them as active people.

It also creates a request for sportswear for different sports that is adapted to the age category. Thirdly, the requests for a variety of healthy, dietary, delicious food is intensified. Doctors recommend baby boomers pay attention to nutrition, so they have requests for it. In supermarkets, of course, the choice of healthy foods exists, but they are either expensive or do not fit dietary restrictions for the baby boomers.

For example, in the range of dairy products is not enough choice of products without the addition of sugar. But this is a huge potential market for goods. There are many baby boomers who have received a technical education. This means that the representatives of this generation understand the technical principles and know how to use the equipment. Moreover, already in their mature years, many of them have been got an experience working with computers and gadgets. So how does it affect on the markets for goods and services territorial community?

Now, in the twenty-first century, they want to talk about it, share their experiences, perform as representatives for young people. They are ready for this. The question is, territorial community ready to include the baby boomers in their work? After all, they can even work on retirement as volunteers, as well as collect business history of enterprises, make excursions to historic places and to teach young people. On the example of only one generation of baby boomers, which is the generation that makes up a large part of the population of today's territorial community of Ukraine, we see that it is impossible to ignore this potential management.

Almost every sixth resident of the Kharkiv region is the elderly: 23.3% of the population fell under the age group older than 60. Children (0-14 years) in the region were 13.8%, people aged 15-64 - 69.5%, people aged 65+ accounted for 16.7% [2].

## References:

1. Generation theory: how it affects marketing tools URL : <https://braintank.ua/en/stories/generation-theory-how-does-it-affect-marketing-tools/>
2. Population statistics of Kharkov [Electronic resource] URL : <https://kh.vgorode.ua/news/sobytyia/367352-potomu-cho-na-desiat-devchonok-v-kharkove-pereschytaly-muzhchyn-y-zhenschyn>

**Борисова – Ярига Аліна Миколаївна**  
Миколаївський національний аграрний університет, Україна  
*аспірантка*

## **УПРАВЛІННЯ ЛЮДСЬКИМ ПОТЕНЦІАЛОМ РОЗВИТКУ ТУРИСТИЧНОГО БІЗНЕСУ ГРОМАДИ**

Управління людським потенціалом є важливим елементом розвитку туристичного бізнесу громади, тобто успіх будь-якої туристичної організації залежить від здатності керівництва ефективно управляти персоналом та розвивати його потенціал. Забезпечуючи належне мотивування та заохочення працівників.

Основні принципи, необхідні для управління людським потенціалом:

- розуміння потреб та очікувань працівників: керівництво повинно знати, які потреби та очікування мають працівники , щоб забезпечити їхнє задоволення та мотивацію;
- ефективне використання ресурсів. Управління людським потенціалом дозволяє організації максимально використовувати знання, навички та таланти своїх працівників, що позитивно впливає на продуктивність та результативність діяльності;
- розвиток працівників. Управління людським потенціалом допомагає організації забезпечувати належний розвиток своїх працівників, що, у свою чергу сприяє підвищенню їхньої кваліфікації та компетентності;
- мотивації працівників. Управління людським потенціалом дозволяє організації створювати належні умови для мотивації працівників, що забезпечує їхнє задоволення від роботи та позитивний настрій;
- розвиток організації. Управління людським потенціалом допомагає організації розвиватися та адаптуватися до змін у зовнішньому середовищі, що є важливим фактором успіху будь-якої компанії;
- оцінка результатів: керівництво повинно забезпечувати оцінку результатів роботи працівників, щоб вони могли бачити свої успіхи та отримати відповідну винагороду.

Управління людським потенціалом також повинно включати планування кадрів, розробку стратегій залучення та утримання персоналу, а також організацію командної роботи та сприяння розвитку лідерських якостей серед працівників.

Основною ціллю управління кадрами є поєднання ефективного навчання персоналу, підвищення кваліфікації й трудової мотивації працівників для