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UDK 378.147:339.543-057.4(477)

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SEMANTIC MODELING OF SERVICE MANAGEMENT OF SANATORIUM RESORT AND HEALTH ENTERPRISES

Abstract. The paper offers semantic model of the service management of sanatorium resort and health enterprises from the perspective of the process approach in which service is subject to both management and the condition of its effectiveness and efficiency. The authors offer an interpretation of the term «service» as a comprehensive qualitative characteristic that reflects the level of satisfaction of holiday-makers with sanatorium resort and health enterprises sanatorium resort and health services, which is due to the service interaction of enterprise personnel and holiday-makers and correlated with quality of service and process of providing it. Essential characteristics of service as a system that includes service content of sanatorium and health services, quality of service interaction and quality of service process have been studied. Introduction of the term «service attractors» as relatively stable parameters of service management of sanatorium resort and health enterprises that provide asymptotically stable development of the enterprise and to improve the quality of service has been substantiated.

Key words: sanatorium resort and health enterprises; semantic service model; service content; service attractors; service competences.

JEL Classification: L83, M10, M21, C50, C52

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СЕМАНТИЧНЕ МОДЕЛЮВАННЯ СЕРВІСНОГО УПРАВЛІННЯ САНАТОРНО-КУРОРТНИМИ ТА ОЗДОРОВЧИМИ ПІДПРИЄМСТВАМИ

Анотація. У статті розглянуто сутнісні характеристики сервісу як системи. Надано авторське трактування термінів «сервіс», «сервісна наповнюваність», «сервісні аттрактори». Запропоновано семантичну модель сервісного управління санаторно-курортними й оздоровчими підприємствами з позиції процесного підходу, де сервіс є об'єктом та умовою ефективності управління.

Ключові слова: санаторно-курортні та оздоровчі підприємства, сервісне управління, семантична сервісна модель, сервісна наповнюваність, сервісні аттрактори, сервісні компетенції.

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СЕМАНТИЧЕСКОЕ МОДЕЛИРОВАНИЕ СЕРВИСНОГО УПРАВЛЕНИЯ САНАТОРНО-КУРОРТНЫМИ И ОЗДОРОВИТЕЛЬНЫМИ ПРЕДПРИЯТИЯМИ

Аннотация. В статье рассмотрены сущностные характеристики сервиса как системы. Дана авторская трактовка терминов «сервис», «сервисная наполняемость», «сервисные аттракторы». Предложена семантическая модель сервисного управления санаторно-курортными и оздоровительными предприятиями с позиции процессного подхода, где сервис является объектом и условием эффективности управления.

Ключевые слова: санаторно-курортные и оздоровительные предприятия, сервисное управление, семантическая сервисная модель, сервисная наполняемость, сервисные аттракторы, сервисные компетенции.

Introduction. In service economy profitability of sanatorium resort and health enterprises is defined by the process of sanatorium resort and health services directly related to the satisfaction of personalized service necessities of holiday-makers. On this basis, it is necessary to manage this process, based on the key logical chain: favour – service – quality, which is the basis for service management approach that today is a strategic competitive advantage of sanatorium resort and health enterprises.

Brief Literature Review. Significant contribution to the study of problems of development and functioning of sanatorium resort and health enterprises as an object of scientific knowledge have made such famous Ukrainian and Russian

scientists as: A. Mazaraki [1; 2], S. Melnichenko [1], T. Tkachenko [1], M. Boiko [1], S. Tsokhla [3], O. Vetitnev [4], D. Aslanov [5], A. Nikitina [6] and others.

Key aspects of the theoretical model on process and quality of services have studied such recognized scientists as T. Levitt [7], E. Langeard [8], V. Zeithaml [9], A. Parasuraman [9], L. Berry [9], and C. Gronroos [10].

However, the features of the process and quality of sanatorium resort and health services have not been highlighted enough in the scientific literature. At the same time it should be noted that the management of sanatorium resort and health enterprises, unlike other lies in the fact that this activity is

focused on achieving social impact, namely for the good of society as a whole or specific groups of the population, which is based on the category of «health». An important aspect of enterprise data management is the increased attention to quality of service, service processes, relationship with customers, aiming to fully meet the needs of a particular customer, his expectations and, consequently, improve functioning.

The purpose of this paper is modeling service management of sanatorium resort and health enterprises.

Results. To solve the above scientific problem is proposed to use semantic approach based on consideration of the elements of the system in the light of their intrinsic characteristics, which can reveal features of service management of sanatorium resort and health enterprises. The proposed semantic model of service management of companies studied is based on the interaction of structural elements, processes and relationships with their substance.

In terms of this approach in the management of sanatorium resort and health enterprises are the following major subsystems: holiday-maker with his needs, the provision of sanatorium and health services, the management of a service activity, the relationship with the external environment of the enterprise, evaluation of the effectiveness of service management.

Key elements of the semantic model of the service control of sanatorium resort and health enterprises based on process approach are shown at Fig., including: the needs and expectations of consumers of sanatorium and health services, target and available resources, service as a basis and result of management of sanatorium resort and health enterprises, service attractor, elements of service interactions and conditions of effective service management from the perspective of correlation of service quality/satisfaction with various basic parameters of attractor service.

The semantic model is based on the needs of consumers of sanatorium resort and health services. The peculiarity of sanatorium resort and health enterprises, unlike other lies in the fact that this activity is focused on achieving social impact, namely the good of society as a whole or specific groups of the population, which is based on the category of «health» sanatorium resort and health services provide comprehensive treatment, medical rehabilitation and disease prevention with the maximum use of natural medicinal resources, physical therapy techniques, diet therapy, physical therapy and provision of appropriate cultural conditions.

It should be noted that the need for treatment and rehabilitation as opposed to tourist needs is one of the primary needs that nothing can replace. So its vital needs – vital, organic needs, needs that are directly related to organic life, the state of the individual that is created with his need for object and subject, which is essential for his biological existence and the source of his activity [11].

At the same time, person is a social creature changing during life attitude to his or her own health. There is a stage of interpretation by the subject of content, forms and significance of health as the main value in life of a person as a measure of self-esteem, self-improvement and self-realization.

The key factor of activity of sanatorium resort and health enterprises is the needs of consumers, while the foundation of an activity is service. Today, the term «service» is widely used in the scientific community, including the scientific literature devoted to the management of the service sector, but the essence of the term and its interpretation is not unambiguous.

Ambiguity in interpretation of the term «service» is caused by many reasons, including linguistic one. A *Larionov* emphasizes the differences in the nature of concepts attendance and «service», noting that the semantics of Russian attend is narrow and includes «work to meet someone’s needs», «work exploiting machines, machine tools», etc.

While the word «service» has more than ten values (work, message, favour, assistance, examination and maintenance, fuel refilling). Narrowing the semantics of the English word «service» in Russian is connected with the word which it replaces – attendance. There is obvious process of peculiar language search, in the beginning of the XXI century – by derivation (assist – assistance), and then, today, the introduction to the dictionary of foreign words (attendance – service) [12]. That is semantically they distinguish three different terms, «assistance», «attendance» and «service».

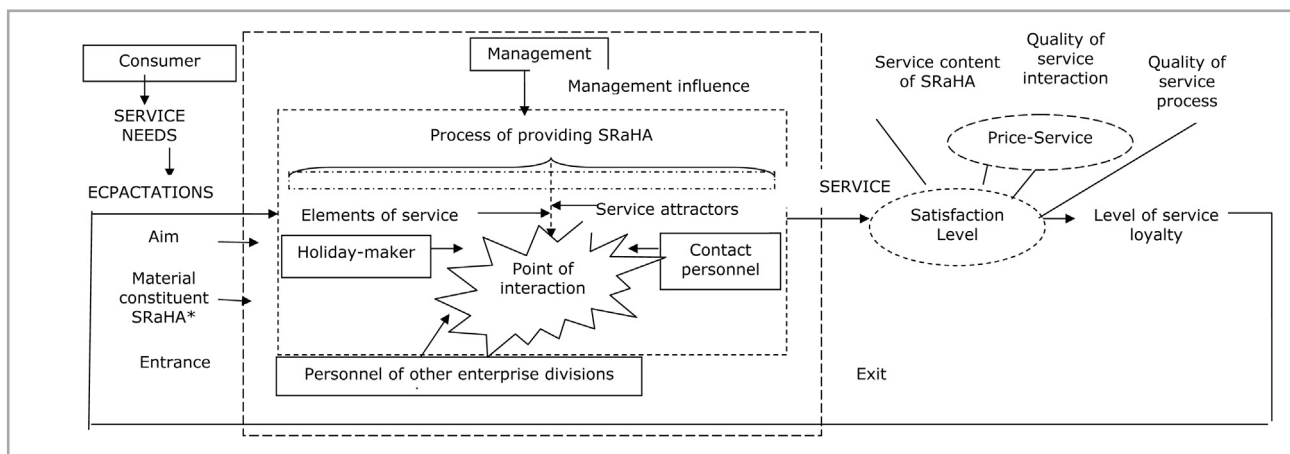
We believe that assistance is a symbiotic process and outcome, and the service is its complex characteristics.

We propose the following interpretation of the term «service» – a comprehensive qualitative characteristic that reflects the level of satisfaction of holiday-maker with sanatorium resort and health service, which is due to the service interaction of the personnel and holiday-maker and correlates with quality of service and process of its provision.

An important aspect of service management is the efficiency of the process, as noted above, the result of the service is a service that reflects the quality of sanatorium and health services. Therefore, evaluating the effectiveness of service management should include two following levels: the effectiveness of the service operations and management decisions.

E. Kedott & N. Terdzhen who created a typology of efficiency of service elements offered four approaches to determine the importance of service elements in view of the perception of consumers: critical, neutral, those that bring satisfaction and frustration [13].

Let’s focus on the critical elements that, according to the authors, usually form the smallest neutral zone. These are the main factors that directly affect the consumer. They must be satisfied first, as based on the minimum standards acceptable to consumers. These elements are called critical because they



* SRaHA - sanatorium resort and health assistance

Fig. 1. The semantic model of the service management of sanatorium resort and health enterprises from the perspective of the process approach

Source: Authors compiled

cause either a positive or negative response depending on whether these minimum standards are met or not. The company that provides services, may be not liable for ignoring these standards only in critical situations.

However, the quality of service is the constituent, which sanatorium resort and health enterprises tend to reach. A multi-view on the substance of the service, the figure has a high degree of subjectivity on the part of tourists and personnel. Even the established systems of standard quality of service in the enterprise are ambiguously perceived by both management and staff of the company, due to their personal characteristics, formed intra-organizational culture and subjective choice of service orientation to achieve strategic objectives.

The level of sanatorium and health services should always be high, include an evaluation of the structural content of sanatorium and health services, quality of service provision and quality of interaction between staff and vacationers (Fig.).

As sanatorium resort and health services is a special product with a lot of services of medical, consumer and industrial nature, so the efficiency of services is defined by objectives and characteristics of the process of treatment [14], and the structure of the service as well as its providing process are strictly regulated. Therefore, according to the characteristics of the sanatorium and health services structure, and the semantic and regulated content it is, in our opinion, appropriate to use the term «service content» for the number of provided services.

We offer the following interpretation of the term: service content of sanatorium and health services is a list of the main characteristics of the service or process of service to meet the minimum, accepted at company level, according to legislation and regulations and reflect the requests of certain segment of consumers, and in no way affects the quality of service.

Revealing the essence of the term «service content», a focus is on quality of service, since this figure should be performed always at 100%. It should be noted that the system of quality of service, in our view, should include the following subsystems: service content, service interaction and service process of the assistance provision. Each of these subsystems has its functionality within the integrated system and the change of one of the components affects both the quality of one-another, and the system as a whole. Service content is relatively variable characteristics of the subsystem and depends on both exogenous and endogenous factors.

The level of customer interaction and service process are constant characteristics and must be satisfied in full, in this case, in our opinion, is reasonable implementation of the term «service attractors». Service attractors of sanatorium resort and health enterprises are relatively stable service management parameters that ensure asymptotically stable development of the company and to improve the quality of service of an enterprise that provides the required level of satisfaction and in its turn the desired (target) level of demand [15].

An important component of the offered semantic model for managing sanatorium resort and health enterprises is an element of customer interaction which includes: service competencies, service behavior, organizational service competencies and service attributes of a company.

In the context of a service approach appear relatively new roles related to the organization, planning and control of service management. There are three types of competencies that define the competencies of the staff of sanatorium resort and health enterprises: service management competence, service competence of contact personnel, service competence of personnel of other divisions. Considering organizational competence we should take into account that all the companies from the same industry have a standard set of core competencies [16]. Accordingly organizational service competencies of sanatorium resort and health enterprises include existing service technology, training system and service communications.

Conclusion. Thus, the proposed semantic model of service management of sanatorium resort and health enterprises from the perspective of the process approach in which service is subject to both management and the condition of its effectiveness and efficiency. The essential characteristics of service

as a system is its quality components, including: service content of sanatorium and health services, quality of service interaction and quality of service process. Relatively stable parameters of the service management of sanatorium resort and health enterprises are service attractors that provide asymptotically stable development of the company and to improve the quality of service of an enterprise.

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Стаття надійшла до редакції 28.06.2013

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Received 28.06.2013